



**INTERNET YOU WORKSHEET**

JM Internet Group - <https://www.jm-seo.org/> - info@jm-seo.org - Tel. 800-298-4065

Version: 2016.04.17

**INTRODUCTION.** The *Internet You* is the you that other people (including employers, hiring managers, and coworkers) can find on the Internet via Google searches or searches on Facebook, LinkedIn, Twitter, etc. Before you can move the *Internet You* in a *positive* direction, building your *positive* brand image online, you first need to inventory what’s out there, right now, on the Internet about you as a potential employee – *non-existent, neutral, good, or bad.*

**Note:** at this point do NOT change any information about yourself (e.g., do NOT alter your LinkedIn Profile, website, etc.). Just audit what can be found about you online.

**PERSONAL BRANDING STATEMENT & KEYWORDS.** Summarize, briefly, how you’d describe yourself to a potential employer, hiring manager, or someone who could give you a promotion.

**Personal Branding Statement:**

---

---

---

---

---

**Technical skills.** List the **keywords** that indicate technical skills you possess and wish to project to the Internet You (e.g., *proficient in C++, speaks Farsi, has marketing skills*).

---

---

---

**Personality attributes.** List the **keywords** that indicate personality attributes as an employee such as *hard-working, trustworthy, honest, friendly, outgoing, detail-oriented,* etc.

---

---

---

**Geographic & other attributes.** List the **keywords** that indicate cities you grew up in, lived in, or colleges you went to, etc. We are identifying “helper words” that a searcher might add after your name to find you on Google, LinkedIn, etc. An example for me would be ‘Jason McDonald SEO,’ or ‘Jason McDonald San Francisco,’ or ‘Jason McDonald Harvard.’

---

---

---

**RESEARCH YOUR INTERNET YOU ONLINE.** Next, imagine you are a hiring manager who’s seen your resume and/or interviewed you in person. She needs to do some “due diligence” by researching you on Google, Facebook, Twitter, LinkedIn and other Internet sites to verify you have the skills you say you do, including the personality attributes you put forward on your resume and/or in your job interview. In addition, she wants to verify that you don’t have any seriously negative information that was withheld. Go through each major network, in turn, and audit what’s easily findable about you online.

**GOOGLE YOURSELF.** Take some of the keywords about yourself identified above (your name plus skills, your name plus attributes, your name plus cities, etc.), and ‘Google Yourself.’ Don’t just try your name, and give up! Try *your name plus keywords* that a hiring manager would know from your resume and/or interview. If there is something that you know of that is embarrassing, or might cost you the job, ‘reverse engineer’ how someone might find that information online. Be sure to check out **Google image search** as well as **regular Google**, and also use **Bing / Yahoo**. Write down what can be found out about you, how you found it, and score it as positive or negative.

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

- No information** can be found
- Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse it may be, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_  
**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

*Add more if necessary (or build a spreadsheet in Excel / Google docs).*

**LINKEDIN YOURSELF.** Take some of the keywords about yourself identified above (your name plus skills, your name plus attributes, your name plus cities, etc.), and 'LinkedIn Yourself,' meaning search for your LinkedIn profiles and posts. Don't just try your name, and give up! Try your

name plus keywords that a hiring manager would know from your resume and/or interview. Be sure to look at your LinkedIn profile, posts, and even connections. Write down what can be found out about you, how you found it, and score it as positive or negative.

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

*Add more if necessary (or build a spreadsheet in Excel / Google docs).*

**FACEBOOK YOURSELF.** Take some of the keywords about yourself identified above (your name plus skills, your name plus attributes, your name plus cities, etc.), and 'Facebook Yourself,' meaning search for your Facebook profiles and posts. Don't just try your name, and give up! Try your name plus keywords that a hiring manager would know from your resume and/or interview. Be sure to look at your Facebook profile, posts, likes, comments, etc., and even connected friends and family. Assume that they have no access to you as a "friend" or "connection," in one scenario, and assume that they do in another. (A coworker, for example, might be connected to you on Instagram, whereas a hiring manager might not). Write down what can be found out about you, how you found it, and score it as positive or negative.

**Non-existent or sparse.** If you are "nonexistent" or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

*Add more if necessary (or build a spreadsheet in Excel / Google docs).*

**TWITTER YOURSELF.** Take some of the keywords about yourself identified above (your name plus skills, your name plus attributes, your name plus cities, etc.), and ‘Twitter Yourself,’ meaning search for your Twitter accounts and posts. Don’t just try your name, and give up! Try your name plus keywords that a hiring manager would know from your resume and/or interview. Be sure to look at your Twitter account, posts, and even those whom you follow and those who follow you. Write down what can be found out about you, how you found it, and score it as positive or negative.

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

*Add more if necessary (or build a spreadsheet in Excel / Google docs).*

**OTHER NETWORK YOURSELF.** Take some of the keywords about yourself identified above (your name plus skills, your name plus attributes, your name plus cities, etc.), and search yourself out on other networks such as *YouTube, Instagram, Snapchat, Pinterest*, etc. If you have been active on a social network, be sure to include it! Assume that they have no access to you as a “friend” or “connection,” in one scenario, and assume that they do in another. (A coworker, for example, might be connected to you on Instagram, whereas a hiring manager might not).

**Network researched:** \_\_\_\_\_

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)



Network researched: \_\_\_\_\_

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

Network researched: \_\_\_\_\_

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Network researched:** \_\_\_\_\_

**Non-existent or sparse.** If you are “nonexistent” or only very sparse information can be found, check here and move onto the next network:

**No information** can be found

Only very **sparse information** can be found (positive, or neutral)

If any **negative** information can be found, indicate that below. *However sparse, negative information is a big deal and you want to note it.*

**Keyword / phrase used to search:** \_\_\_\_\_

**Information found (summary):** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URL or Location:** \_\_\_\_\_

**Tone:** -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**Keyword / phrase used to search:** \_\_\_\_\_

Information found (summary): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

URL or Location: \_\_\_\_\_

Tone: -5 (very negative) -3 negative 0 (neutral) + 3 (positive) +5 (very positive)

**SUMMARIZE THE INTERNET YOU.** Now that you have thoroughly “researched yourself” online, it’s time to summarize your *Internet You* and how you want to improve it.

Your online personal brand image or *Internet You* is:

Non-existent  Sparse  Very easy-to-find

In terms of job search and career-building, this image is largely:

Very Negative  Negative  Neutral  Positive  Very Positive

List things that you’d like to **improve** about your online personal brand image:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

On which networks?

Facebook  LinkedIn  Twitter  Other: \_\_\_\_\_

List things that you’d like to **remove** about your online personal brand image:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

On which networks?

Facebook  LinkedIn  Twitter  Other: \_\_\_\_\_