Personal SEO: Being Found *and* Protecting Privacy

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Job-Hunt.org

Handout: Job-Hunt.org/*Pivot*.pdf

USE CAUTION IF YOU ARE *CURRENTLY* EMPLOYED!

- **Job loss** may result from openly looking for a new job online.

  ▶ Do *NOT* announce: *"Seeking new position as …"* in LinkedIn or other social media, etc.

  ▶ *Slowly* increase LinkedIn activity & Profile content.

  ▶ Support your current employer's business & visibility with your Profile & activities.

- **Employers fear disloyalty & disengagement.**

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Today's Recruiting Process:

"The *Other Side* of the Desk"

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The "Other Side" of the Desk

Source: Search Solution Group

The "Other Side" of the Desk

Recruiters are measured on **"time to hire"** so *always* in a hurry…

- Job postings *do **not** work:*

  ▶ Average of 250 responses.

  ▶ < 25% of applicants are qualified.

  ▶ Typical candidate spends 50 to 76 seconds reading the posting *before applying*.

NOTE: Employers may blacklist resume / application "spammers"

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The "Other Side" of the Desk

Recruiters are measured on the "**quality of hire**" so, to find the *best candidates* –

- **30%** hire through their Employee Referral Program ("ERP").

- **70%+** search Google and LinkedIn for *qualified* candidates.

- **70%+** confirm candidate qualifications by comparing the resume to the LinkedIn Profile.

*Only **17%** of jobs are filled through job boards.*

The "Other Side" of the Desk

To fill a pediatrician job in Boston, which keywords would *you* use?

- Experienced medical professional
- Medical Doctor
- Pediatrician
- Experienced pediatrics specialist in Boston
- Pediatrician in Boston

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The "Other Side" of the Desk

You found a great candidate. How do you contact them?

- LinkedIn InMail – $$, but not very fast
- Email address – OK, but not very fast
- Phone number – Fast, PERFECT!

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Public Contact Information

- VERY important to be easy and quick to contact.
  - ▶ BUT, making contact information public leads to spam and loss of privacy.

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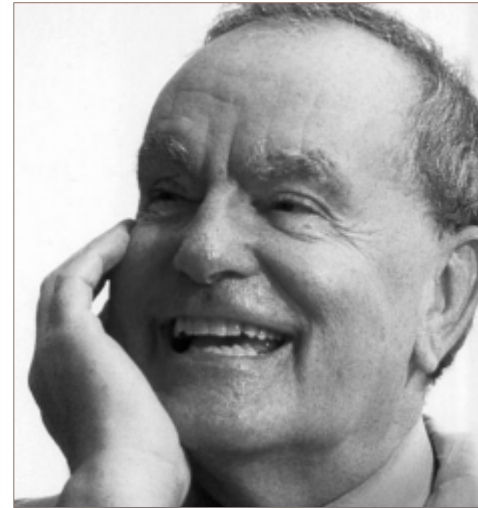Job-Hunt.org

Public Contact Information

- Google is the best solution now:
  - ▶ Gmail (free and "modern")
  - ▶ Google Voice (free,
    in the USA and Canada)

- Downside: Google knows a lot about you -- *if* they are paying attention.

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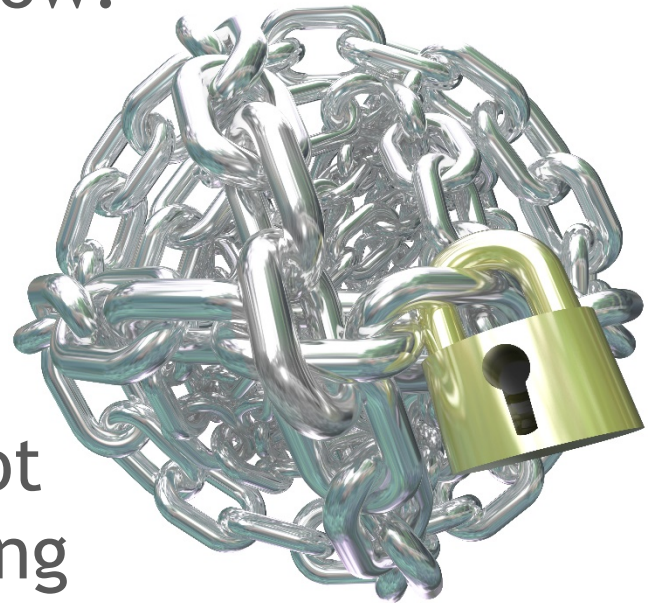
Online Reputation Management
(a.k.a. "Personal SEO")

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"Google is the new resume."

By Dick Bolles, Author
What Color Is Your Parachute

February, 2009

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47% of employers are *unlikely to interview* a job candidate *IF* **they cannot find** the candidate online.

Source: August 2018 CareerBuilder survey of over 1,000 non-government employers

Why Employers Search So Relentlessly

Because job postings *don't* work well, employers use Google to:

1. **Confirm** your resume's "facts" (or not).

2. **Observe** your knowledge, skills, attitude, and behavior (social media, personal blog, etc.).

3. **Contact** you (if they can).

4. **Find** you (or someone else) qualified for their jobs.

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Your Most Important Keywords: **Your Name**

Use the **same version** of your name for:

- LinkedIn Profile & all online professional visibility
- Resumes & applications
- Name tags/badges
- Business cards

Important! Do **NOT** use this name in rants & other online crankiness!

Homework: Defensive Googling

1. Open a Google.com window.
2. Type your name into the search bar, inside quotation marks, like this: "[name]"
3. Check the first 3 pages of search results:
   - Are *you* there? Is it *positive* visibility? Where?
   - Anyone else with the same name? Good? Bad? Famous? Infamous?

Effective Reputation Management

1. *Consistently* use the professional version of *your name* (name = keywords).

2. Create/maintain a positive professional *online presence*.

3. Practice Defensive Googling.

4. Have a target job title (job title = keywords).

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Why LinkedIn?

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Why LinkedIn

- **YOU** control what LinkedIn tells the world (and Google!) about you.

- **Recruiters** depend on it.

- **Google** trusts LinkedIn, so it is *usually* on the first page of Google's search results on a person's name.

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The "Other Side" of the Desk
Who would *you* interview?

10 candidates, *same qualifications*:

A. 3 have LinkedIn Profiles which provide detail, recommendations, and examples of their communications skills, knowledge, and personalities.

B. 3 have very skimpy LinkedIn Profiles.

C. 3 only have Facebook visibility.

D. 1 has *no* online visibility.

None were referred by an employee.

Finding Your KEYWORDS

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Words vs. Keywords

Words are *generic:*

- "~~Professional~~"
- "~~Experienced~~"
- "~~Unemployed~~"

"Unemployed" or "Experienced Marketing Professional"

Keywords are *specific:*

- "Social media marketing analyst"
- "PMP" *and* "Project Management Professional"

Keywords have *less competition* and *MORE recruiter interest.*

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What do these people do? Any keywords?

- Mission-driven Leader Achieving Operational Excellence through Expert Relationship Building
- Software engineer with broad experience
- Operations at Military
- Accounting Professional
- Manager

Goal: **Be Found**, Part 1

Be *appropriately* visible to employers...

1. You *must* have a **target job** (= keywords).

2. You *must* have 20+ **target employers** in mind (right keywords).

3. You *must* have a *professional* online presence that appeals to your targets using *their* terminology.

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Goal: **Be Found**, Part 2

Recruiters search using **keywords** to *find qualified candidates* who meet their requirements --

- Location
- Job titles
- Skills & experience
- Education
- Certifications & licenses
- Past employers

Goal: **Be Found**, Part 3

Your keywords and how you use them
are critical!

- *Appropriate for you and your target.*
- Perfect spelling (man**a**ger, not manger; pub**l**ic, not pubic)
- Perfect grammar
- ***Current*** terminology
- True and *positive*

Be *very* careful of abbreviations (Sr. vs. Senior).

Don't use "keyword stuffing" –
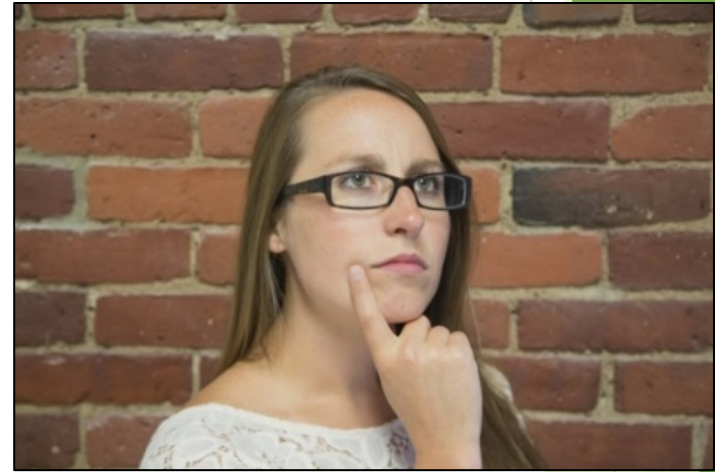keyword, keyword, keyword, keyword, keyword, keyword…

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Why LinkedIn?

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Invisibility Is Deadly Today

Invisibility ≠ Privacy - Invisibility = 😒

- Employer concerns:
  - ✓ You don't understand the online world?
  - ✓ You are hiding something?
- Risks:
  - ✓ Mistaken online identity.
  - ✓ TMI available from data collection sites.

Build & Manage: Your *professional online reputation.*

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Why LinkedIn?

- **YOU** control what LinkedIn tells the world (and Google!) about you.

- **94%+ of Recruiters** use it: their #1 social network.

- **Google** trusts LinkedIn, so it is *usually* on the first page of Google's search results on a name.

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LinkedIn vs. Your Resume

- Static document
- Limited distribution.
- Page limit constraint.
- Recommendations available "upon request."
- Updates require you to send another copy.

- Personal marketing portfolio.
- Visible everywhere (Google!).
- Summary allows a robust and thorough sales-pitch.
- Recommendations and endorsements are visible.
- Can update "on the fly," and immediately available.

Effective LinkedIn Professional Headline

LinkedIn Professional Headline	Rank
Experienced MIS professional	BAD
Sr. MIS/IT professional, network security specialist	BETTER
Senior IT financial system network security (cyber security) engineer / manager; CISSP certified; experienced in DevOps [119 out of 120 spaces available]	BEST

Source: Indeed.com Job Trends

Most Visible LinkedIn Elements

VERY Important LinkedIn *keyword* fields:
1. Name
2. Professional Headline
3. Location

Effective LinkedIn About

Key section (**2,000 characters**) of your Profile!

- **Top 3 lines** are *most* visible.
- Write in **first person** ("I am...").
- Tell your **story** about who you are -- your **accomplishments**.
- Pull in relevant **facts** from *any* of your jobs that support **your target job.**
- Fill with **your keywords**, *in context,* that show how well you can do **your target job**.

You
Your story
What you've done
What you want to do
Your jobs
Keywords
Context
Targets
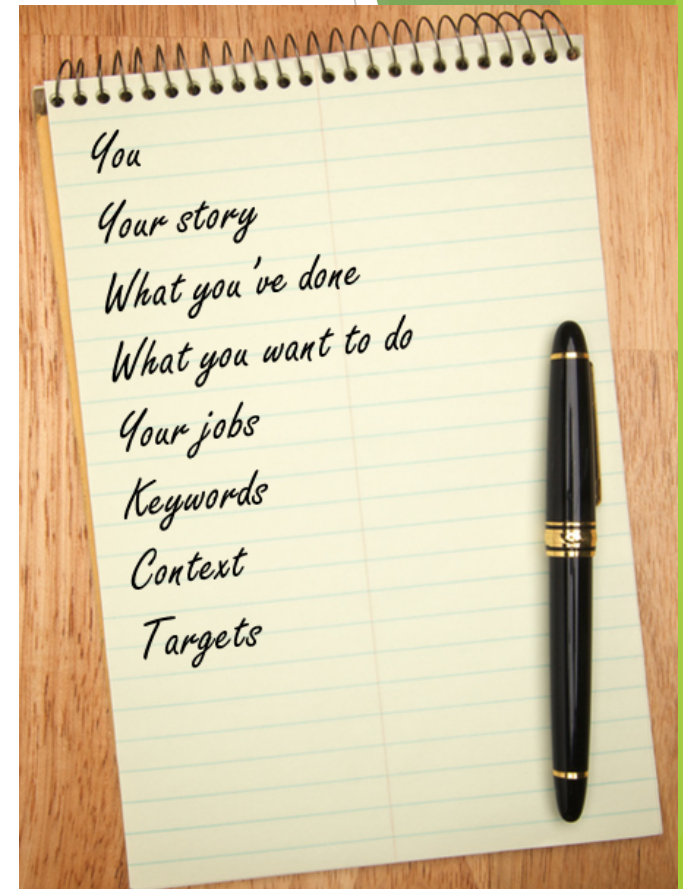
Example: LinkedIn About

Bolding added. Keywords highlighted.

I'm a marketing leader, advisor to SaaS startups, and B2B marketing blogger / speaker, and volunteer.

Marketing Leader
I lead the marketing team at InsightSquared, a sales performance analytics company. Previously I ran HubSpot's content team, which consisted of one of the most popular blogs in all of tech, a top-5 business podcast, and long-form content that generated 80% of the company's marketing-sourced leads. I've served as VP of Marketing for startups (Kinvey, InsightSquared) and owned the content marketing function at public companies (Eloqua, HubSpot).

Startup Advisor
I advise several digital marketing startups, including Node.io (intelligence for Account Based Sales and Marketing), TrackMaven (competitive intelligence software for online marketers) and Little Bird (an influencer marketing platform that helps digital marketers find the people and content that matter to their business). I also advise early stage venture capital firm Flybridge Capital, helping their high growth portfolios with their inbound marketing, content marketing, social media and demand generation strategies.

B2B Marketing Blogger and Speaker
I write for many popular marketing blogs and speak at marketing and technology industry events on topics including: account-based marketing, content marketing, inbound marketing, social media marketing, demand generation, influencer relations, marketing analytics, and storytelling.

Volunteer
I serve on the Board of Directors for anti-poaching organization Chengeta Wildlife. Actively support wildlife conservation efforts, including raising awareness of the impacts of shark finning and elephant poaching. Volunteer work has been featured in Popular Science, NOVA, HuffingtonPost, Yahoo, Fast Company, BusinessInsider, IO9, Laughing Squid, Upworthy, and more. The anti-poaching infographic was tweeted by the acting president of South Africa.

Example: Profile Job Description

Bolding added. Keywords highlighted.

January 2007 – October 2011 (4 years 10 months) Long Island & New Jersey

► MY JOB DESCRIPTION

Manage all aspects of 6 Wholesale Building Supply Centers | Human Resources | Operations | P&L | Sales | Inventory | Customer Relations

Direct 110+ Team Members | Supply Center Managers | Operations Managers | Credit Managers | Outside & Inside Sales Reps | Warehouse and Delivery Support Teams | Recruited, Interviewed, Hired & Trained

► MY KEY ACCOMPLISHMENTS

● DGM of 6 Building Supply Centers - Long Island | New Jersey
● Twice Awarded Company MVP District Manager
● 2009 Successfully set-up and launched an additional new location (Hempstead, NY), profitable within first 5 months(13 months ahead of plan) and blew away all sales and profit goals
● Inducted as a member to the company's President Council
● Added incremental sales by successfully launching numerous new products
● Exceeded new customer/business sales goals 4 successive years during a recession

► MY KEY RESPONSIBILITIES

Human Resources Responsibilities Team 110+ ♦ Recruiting - Hiring ♦ Training - Development ♦ Coaching – Counseling ♦ Reviews – Compensation ♦ Promotion – Termination

Sales Responsibilities for 6 Locations ♦ Directed-Trained-Developed 10 Outside Sales Managers & 22 inside Sales Reps ♦ Meeting/Exceeded Sales Targets ♦ Customer Relations ♦ Setting Market Pricing ♦ Project Negotiations ♦ Support Company Manufactured Product Groups ♦ Outside Purchase Product Sourcing ♦ Client Base Growth ♦ Product Training ♦ New Product Launching ♦ District Trade Shows

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LinkedIn Profile Sections

Top section:

> Professional Headline

> Location

> Articles & Activity

> About (Summary)

Background:

> Skills

> Experience

> Skills & Endorsements

> Education

> Recommendations

Additional sections:

• Languages

• Volunteering & Causes

• Publications

• Projects

• Honors & Awards

• Organizations

• Certifications

• Courses

• Test scores

Keywords!

More Information

- **Your Top 25 Keywords** – https://job-hunt.org/personal-SEO/top-25-job-search-keywords.shtml

- **10 Steps to Better Ranking in LinkedIn** – https://job-hunt.org/linkedin-job-search/successful-linkedin-SEO.shtml

- **How the Top ATS Analyze Your Resume** – https://job-hunt.org/personal-SEO/3-ways-ATS-analyze-resumes.shtml

- **8 Ways to Protect Your Privacy Online** – https://www.job-hunt.org/onlinejobsearchguide/article_privacy_protection_methods.shtml