###  KEYWORD IDENTIFICATION

Use this worksheet to create your list of keywords and phrases that will help optimize your job search marketing portfolio. Identify keywords and phrases in as many of the categories below as possible. It is okay to have repeating keywords which is an indication that you have identified a strong keyword or phrase that is highly applicable to your job search target.

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| My targeted position |  |
| My targeted industries |  |
| List the prominent technical skills most relevant to your target. |
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| List the prominent business competencies most relevant to your target. |
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| List the prominent technical skills most relevant to your target. |
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| List the certifications, licenses, and memberships relevant to your target. |
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| List the keywords commonly repeated in job descriptions for your target. |
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| List keywords recommended by a recruiter who does placement in your function and/or industry. |
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| List the prominent keywords used by other professionals in your targeted function and/or industry.TIP: Review skills section of LinkedIn profiles of others in your targeted role |
| Problem/Project |
| List the industry buzzwords that relate to your target. |
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