

16 (Mostly) Easy Ways to Strengthen Your Online Identity

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Greetings! Now that you have your professional marketing documents and LinkedIn Profile, it's time to strengthen your online identity. This will help you a great deal in advancing your career! Most recruiters and hiring managers Google candidates names and check LI and social media for information (pro and con) before interviewing them. This plan will give you some ideas on how to show up on-brand in more places online.

- **“Search Me” Capability:** Go to vizibility.com. Get a free link and put it in your LinkedIn profile and anywhere else where people might want to click through and find out more about you. Get a “Search Me” button for your website, if you have one. The button and link allow you to control the results if someone clicks on it.
- **Put profiles on ZoomInfo, Twitter** and/or Facebook. You may also create a presence on any other site you want to be on. For instance: Ryze, Ning, Ziggs, Naymz, Business Card 2, spoke, plaxo, alias, friendfeed, ecademy, friendfeed. Having a presence on several of these sites will help you show up in a Google search.
- **Google Profiles:** <https://profiles.google.com/> Create a Google profile for yourself that will give you another place to be found on the web.
- **Google Docs:** Put up your resume on Google docs and set it to allow general search.
- **Build a personal portal on the Web:** Go to <http://about.me/> and build a free profile with links to places where you have a significant presence on the Web, including LinkedIn, Twitter, Facebook, Zoominfo, etc. This site then becomes a personal portal for you that visitors can use for finding out more about you. Or go to <http://www.Weebly.com> and put a resume/Web page up there.
- **Write book reviews** on Amazon for books in your industry or function or business books you have read. Your name will attract Google in a search so that you have still more places to show up as a “player” on the Web.
- **Comment on blogs:** Do a search on Technorati for your industry/function – express your point of view.
- **Create a PowerPoint presentation** about yourself focusing on your career brand and value proposition. Add it to your LinkedIn Profile to turbocharge it. (See applications to add at the bottom of the profile-building page.)
- **Create a great presentation on Slidrocket** and share it to get another place on the Web where Google search can find you.
- **Put your presentation on slideshare.com** and share it with the world.
- **Make a youtube video** of yourself talking about what you do best (your brand) and your passion. Put it up on your LI Profile and youtube. Videos draw searches more than text! Make a Thought Leadership video. Post to youtube, vimeo, vidler, blip.tv, tubemogul, metacafe.

- **Join relevant LinkedIn Groups** and comment occasionally to improve your online visibility and thought leadership. Find groups to join by doing a search on relevant terms like “VP of Sales.”
- **Show up in leadership forums** such as squidoo, scribd, ezine articles.
- **Get involved** in other groups such as Google groups and Yahoo groups relevant to your industry and function.
- **Get a professional headshot** and put it in your LinkedIn and other profiles. Add to flickr and photobucket.
- **Become involved in professional organizations** and participate online. Your name and comments will help you show up there in a search. Speaks to credibility!

Online Brand Building Checklist

From *Career Distinction* by William Arruda, the Personal Branding Guru

Now that you’ve worked on your campaign to strengthen your online ID, complete this checklist and follow up with any of these you haven’t implemented yet.

- ✓ I’ve performed a baseline Google assessment to determine my online identity. Go to www.onlineidcalculator.com/ - and see your results if you haven’t already
- ✓ I’ve registered my domain name – e.g., www.yourname.com Go to godaddy.com to buy it.
- ✓ I have an up-to-date profile on zoominfo.com, linkedin.com, and other online profile and social networking sites.
- ✓ I have the volume of Google results that is appropriate for my level (Refer to Table 10.1 on page 123 of *Career Distinction*).
- ✓ My online search results are relevant for what I want to be (Refer to Table 10.2 on page 123).
- ✓ My online communications plan is in place.
- ✓ I’ve found relevant places to post comments/advice and publish articles.
- ✓ I’m committed to one online identity-building activity at least every other week.
- ✓ I Google myself every Monday morning

Good luck and keep at it! Your career will thank you for years to come...All the best, Jean