


How keyword constellations and problem-solving phrases lead to you:

They form a **FUNNEL**

Choose ONE main keyword, plus max two specific keywords.

Use keywords throughout your Profile: **Headline, Summary, Experience, Skills, Recommendations**. Also use in invites, posts, status updates. Use across your social media: LinkedIn, and other channels.

EXAMPLE: Maria Ziv



marketing communications
global brand & communications
best communications team
internal communications
corporate communications
integrated communications
innovative communications
brand & communications
communications department
VP Communications
Communications Director
communications agency
communications company
international communications
internet communications
strategic communications
internet communication managers
communication concept execution
communication skills
digital communication
powerful communication
effective communication
communication material
strategic communication
communication concept

MARIA

You get the picture :)

Pro tip:

Take the root word (communication-)

Add different endings: -s, -ing

Add different spellings (specialis- /specializ-, favor/favour, jewelry/
jewellery)

Add words that prospects might search for: best, review, top

Example: “**best** communication manager in Sweden”, digital
communication **review**, “**top** communications company”

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