# Asses Your Online Presence-Worksheet

1. If you're doing the assessment about yourself, make sure you log out of all your social networks, so you will see what you look like to a stranger. You may also want to delete cookies and cache so you start your online search "fresh".

2. Google your full name.
   - Is the first page of results relevant (= about you)? If your name is "generic", try to add things such as the city you live in, your profession, etc.
   - Do all the results on the SER P (= search engine results page) seem, at first glance, to support an overall value about you? What is the main theme reflected in the SERP? What words repeat other than your name?
   - Without clicking on the links, try to write a small paragraph about the person (=you) just by looking at the search results. This is an important thinking exercise – what individuals see in a search results page goes into their subconscious before they click on any of the links.
   - Do images of you appear in the search results? What can you say about these images? Are they consistent with each other and with the image you want to present, or confusing? Are they showing a specific value? A corporate executive, for example, could benefit from having all of his or her picture with a suit, while a fitness instructor will benefit from images showing them in a workout outfits, etc.
   - If you want, you can follow the same steps with other search engines, such as Yahoo and Bing.

1. Do you have a blog/website? If yes,
   - In which position does your website show in the SER P? Is it in the first top three? First page?
   - Does the design appear to be professional?
   - Objectively assess the content. What is the website about? Is there one theme or a few? Does it fit with the overall impression you got from looking at the SER P?
   - Is the writing professional/casual/poor?
   - Does the site give a "sloppy" feeling, containing broken links and 404 errors?
   - How easy is it to contact you? In which ways do you offer visitors to connect with you? Twitter, Facebook, email, etc…
   - If it's a blog, do you allow comments? How do you treat comments? Do your posts generate a lively debate?
   - When was the site last updated? How often does it seem to update?
   - Does the site seem to have a large following/high [page rank](page rank)?

2. Social networks:
   - What are your privacy settings? Can the public see what you want them to see, but not what you don't?
   - What is the ratio of personal to professional content?

- Try to take a third person perspective:
    - What is the overall feeling that you get when you look at this person's profile?
    - Does the profile paint a cohesive picture?
    - Does the profile make you feel like you want to meet/hire the person?
    - Does the person have a lot of (valuable) contacts?
- Is there anything about your profile that is distracting/inappropriate?
- On Facebook, play with the "view as" option on your profile to see how it looks to specific people or the public.
    - Pay special attention to items such as your "groups". Groups can be a great tool to show your interest; however friends will often add you to random groups without your permission. (I was amazed to see how many random groups I was part of when I ran this analysis! I was part of, for example, "yard sale this Saturday- everything under $20", for a yard sale that took place over two years ago)

3. Consistency
    - Do you get the same feeling about your image across all different social media profiles? This is especially important if you're trying to present a very professional face online.
    - Do you use the same avatar across all networks? If yes, does the specific avatar match your overall goals? If not, are specific avatars matching what you try to present across different social networks?
4. Look at vertical search engines such as www.idolbin.com , www.zoominfo.com, www.yatedo.com/ , https://pipl.com/ , http://www.newsle.com  etc. Is the information about you up to date?
5. Articles about you
    - Are things written about you representing you in a positive light?
    - Does any of the information in the first few SERP pages show incidents you would rather keep private, such as arrests, lawsuits, layoffs, etc?
    -

I hope you find this list helpful. Here it is in printer friendly PDF format.

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