



Figure 64: Google Keyword Planner

If you fix computers, your first phrase might be *repair technician*. But how do your *customers* describe what you do? Fixer? Tech support? List the synonyms in one field—and in the other, list *what* you repair. (Phones? Laptops? Server boxes?) The tool will mix and match every phrase on the left with every phrase on the right—giving you the most common search terms for what you do.

SIDEBAR: The LinkedIn limit on search

As you saw on **Day 15**, **LinkedIn** sets a limit on your searches. Some searches count towards your limit, others don't. Which is why **100 Days, 100 Grand** casts your net further, with Google and the web.

Searching people by name, browsing first-degree Connections, and searching Jobs don't count. But searching with keywords or filters and clicking on *People also viewed* do. The limit varies, but for many it's around 80 a day or 800 a month. (It resets on the first day of each month.) A workaround is to search LinkedIn from outside, with **Google operators** from **Day 16**. Try this:

site:linkedin.com/pub OR site:linkedin.com/in "head of marketing" OR "marketing manager" OR "marketing director" "London"

The critical part is the first two terms: *site:* selects the part of LinkedIn that contains profiles. You'll try it out in the Tasks.



Let's put Keyword Planner to work, in today's Tasks.