

Using Word Clouds to Find Key Words

GetWorks Meeting

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Steps to Create a Word Cloud

- Cut and paste copy of job description into Word document.
- Eliminate bullets and extraneous information (such as headings or general information about the company)
- Highlight job description text and type “control C”
- Go to www.tocloud.com
- Place cursor in the box labeled “or text”
- Type “control V” to paste text
- Click on “Create Tag Cloud” button
- Frequently used words will be in larger font

www.tocloud.com

A **Word Cloud** is a visual representation of some text as a bunch of words based on a weight associated to each word. Typically, the frequency (keyword density) of the words in the page is used as weight even though some other metric might be used. ToCloud is an online free word cloud generator that uses word frequency as the weight. Hence, the generated word cloud of a page gives a quick understanding of how the page is optimized for certain words. ToCloud is also smart enough to extract phrases and works much better than most other word cloud generators on the web. The word blog, news page, feed will give a quick idea about what topics are being discussed.

Tag clouds are popular in the web 2.0 world. If you have a blog or an account with social networking websites, you can use ToCloud and display a word cloud of your pages and impress your friend visitors. If you are a SEO specialist, you can use this tool to get better insight into your customers' web pages.

The screenshot shows the ToCloud website interface. On the left is a form with the following fields and options:

- Page**: Text input field.
- Or Text**: Text input field with a vertical scrollbar.
- Title**: Text input field.
- Display**: Dropdown menu set to "Alphabetical".
- Interpolation**: Dropdown menu set to "Logarithmic".
- Phrases Only**
- Display Frequencies**
- Threshold**: Text input field.
- # of Words(Tags)**: Text input field.
- Effect**: Dropdown menu set to "Choose A Script.aculo.us Effect".
- Stop Words**: Text input field.
- Page 2**: Text input field.
- Create Tag Cloud**: Button.

Below the form, there is a small advertisement for "AT&T U-verse TV \$29/mo for 6 months Get Started ToCloud Bookmarklet".

On the right, there is a preview box titled "Word Cloud Of This Page". The word cloud contains the following text:

ToCloud .absolute number. blog **cloud** .cloud generator. .cloud view. clouds display effect .extract phrases. .font size. **frequency generator** interpolation .linear interpolation. .logarithmic interpolation. .main tag. mode number **page** phrases stop .stop words. .sub tag cloud. .sub tag cloud generator. **tag** .tag cloud. text web **word** word cloud. .word cloud generator. **words**

Below the word cloud, it says "Generated by Cloud View, see how you can monetize".

If you are just interested in creating a static word cloud, you can use [this free online word cloud generator](#). If you are interested in dynamic word clouds for your website, check out [Cloud View](#), our integrate word cloud generator.

Sub Tag Cloud Generator takes all the things belonging to a Tag and creates a word Cloud out of those. So, you can think of the cloud generated by the Sub Tag Cloud Generator as a list of sub-main tag. Or a tag/cloud within a tag. This sub tag cloud gives related words of the main tag.

Click Create Tag Cloud

Cut and paste job description Text into "or text" box

Word Cloud

ADDIE Aptitude Articulate Assess Author B.A Captivate **Demonstrated** Designer Develop English Excellent Exceptional
Experience Experts Familiarity Financial ISD Journalism M.Ed M.S MS Management **Matter** Outlook PDG PowerPoint Presenter Proven
Responsibilities **Subject** Superior **Systems** Word,Excel **ability** accuracy acumen adapt alliances animations application applying
appropriateness areas assessment authoring blended budgets building business changing charts **client** clients closely collaborate collaboratively
communication conceptualize **content** courseware create creative cross current custom deadlines deliverables .demonstrated
knowledge . descriptions **design** determine developing e-learning easily effectively electronic-based ensure field formally
functionally gather graphics graphs highly hours ideas improve including independently industry **instructional**
instructional design. instructor-led interactive interface interventions interview **knowledge**
learning location manage managing members methodologies model modify moment multimedia multiple numerous objectives observing onsite
performance personnel player position practical practices present priorities problem-solving **project** quickly reactions reading recommendations related
relationship relationships requirements respond responsible scenarios scripts senior-level setting simulations **skills** .skills exceptional.
solutions .solutions e-learning. source storyboard storyboards strategies .subject matter experts. success target
team technical techniques templates theories tools tracking **training** .training solutions. translate utilizing verbal video-based visual
web-based work working write written years

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