

Boolean Search Secrets For Becoming a Master Recruiter



By Boolean Search Ninja and IT Recruiter

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Boolean Search Secrets for Becoming a Master Recruiter

Recruiting has changed a lot in the past 10 years. Gone are the days where you would find candidates by collecting a drawer of resumes, scouring job boards and/or running a few simple Boolean searches. In today's market, IT jobs are plentiful and the top candidates aren't waiting around for your call. That's why you need to become a Boolean search master to get access to untapped talent resources.

The Best Candidates are Hiding Out

We're going to show you our most valuable Boolean search techniques for e-sourcing. In particular, you will learn Google site search techniques for uncovering candidate that are hidden and blocked by some websites.



Let's go find some great candidates!

About Stafflink

This document was created by Stafflink Solutions Ltd. We're a boutique IT recruiting and staffing agency located in downtown Toronto. Our team has placed 1000's of people over the last 10 years, and we can help your company find the IT talent you need. For more information you can contact us at 416-364-2300 or email info@stafflink.ca.

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Google Site Search Syntax

This powerful search technique allows you to mine an entire website to find candidates by targeting a particular location and certain skills.

A Google Site search gives you the possibility to reveal candidates that may not be accessible through the site's built in search feature. In fact it gives you access to all public LinkedIn profiles! This can substantially increase the amount of job candidates you have access to as a free LinkedIn member.

How to Conduct a Google Site Search

1) Simply go to google.ca

2) Type in the syntax **SITE:** followed by the name of the site you want to search. For example if you are interested in searching LinkedIn you would begin your search string like this:

SITE:linkedin.com

3) You can then add specific keywords and criteria you are looking for onto this syntax. For example...



site:linkedin.com "quality assurance" "Toronto"

Google Search

I'm Feeling Lucky

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3 Ways to Find More Candidates on LinkedIn

LinkedIn is a goldmine for job candidates, but the LinkedIn search bar is limited to profiles in your expanded network.

Here are three quick tips to tweak your Site searches and expand your reach so you can find even more potential job candidates on LinkedIn:



tip 1

Eliminate Unwanted Results with the – (minus sign)

The – (minus sign) character acts as the command “not”. You can use the – symbol to identify specific keywords you *do not* want to see in the search results.

Example 1: Eliminating Roles

Perhaps you’re looking for a mid level manager, and you don’t want to see senior level individuals. Add the syntax **-director** to help eliminate individuals at the director level..



site:linkedin.com “quality assurance” -director

Google Search

I'm Feeling Lucky

Example 2: Eliminating Directories

When searching LinkedIn, you'll want to eliminate directory pages from your search (these are



site:linkedin.com "quality assurance" -director -inurl:dir

Google Search

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essentially lists of links). If you add the syntax **-inurl:dir** and **-inurl:directory** to your search it will eliminate directory pages from the search results. For example...



Breaking through the Wall of Your LinkedIn Extended Network

If you conduct an advanced search on LinkedIn and discover a candidate with a private profile, sometimes you can locate the person by conducting a LinkedIn site search on Google.

Generally, a private profile will reveal the company the individual works for and their title. You can use this information to locate the person

Example: Let's say you come across a profile that shows the individual worked at "Company ABC" and they are a "Business Analyst". Go to Google and type in the syntax...



site:linkedin.com "company abc" "business analyst"

Google Search

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The search results will reveal people with public profiles on LinkedIn who have worked at "company abc" and were a "business analyst." With a little luck, you just might discover the name of the individual you are hoping to contact.



Conducting a LinkedIn Group Search

Joining groups on LinkedIn will help expand your network and give you access to valuable candidates. However, as most recruiters are aware, some LinkedIn groups are closed or have criteria-based membership. Conducting a group search on Google can help you gain access to candidates in these exclusive groups.

Example: Let's say you want to search the Human Resources Professionals Association (HRPA) group on LinkedIn, you would type...



site:linkedin.com (inurl:in OR inurl:pub) "HRPA"

Google Search

I'm Feeling Lucky

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Using the Inurl Syntax

To locate even more candidates, try using Google Search Syntax **inurl:** which tells Google to only return pages with a particular word in them.

If you type **inurl:resume** into Google, you will get web addresses with the word “resume” in them.

Example: If you’re doing a site search on LinkedIn and you find the site search is producing Java Developers from Toronto but you can’t find their resume, you could combine site: search and inurl: search and write...



site:linkedin.com inurl: resume (java or J2EE) (developer or programmer) Toronto

Google Search

I'm Feeling Lucky

Or if you don’t want to limit the search to one particular site, you could write...



inurl:resume (java OR J2EE) (developer OR programmer) Toronto

Google Search

I'm Feeling Lucky

You might also want to try replacing inurl:resume with one of the following examples that are very helpful for finding resumes:

- inurl:blog
- inurl:profile
- inurl:summary

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Using the Filetype Syntax

The Google search syntax **filetype:** allows you to identify the type of file you are looking for. This type of search can target resumes which are typically uploaded online in Word or Text document formats.

Example: Combine this syntax with your **inurl:** syntax for an even more specific search. For example...



`inurl:resume filetype:doc (Java OR J2ee) (developer OR programmer) Toronto`

Google Search

I'm Feeling Lucky

This search string will produce results of web pages with resume in the URL which also have a Word document uploaded.

Other file types you can try:

- filetype:pdf
- filetype:docx
- filetype:txt



Using the Cache Syntax

The **cache:** syntax is a great resource for tapping into passive candidates who have removed themselves from the job market. They may have taken their resume offline, but you can still view their cached page to gather their contact information and send an introduction their way.

Google stores a cached copy of every page it has indexed, which you can access even after a site has been taken down, or while it is under maintenance using a helpful syntax called **cache**.

Finding Offline Resumes Using the Cache Syntax

By using the **cache:** syntax followed by the inaccessible website address, you can gain access to an older version of a particular site/webpage so you can see the information currently unavailable on the live site.

Example: If you search for

```
inurl:resume (Java OR J2EE) (Developer OR Programmer) Toronto
```

And your results produce the following online resume link that interests you:

```
http://kirillam.com/resume/Resume_Kirill_Mourzenko.html
```

BUT when you click the link and the site is down you could type...



```
cache:http://kirillam.com/resume/Resume_Kirill_Mourzenko.html
```

Google Search

I'm Feeling Lucky

...and your search will produce the last cached snapshot of the webpage, allowing you to view the resume!

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Using the Tilde (~) Command

Being a recruiter means knowing as many synonyms as possible for various skills, jobs, and titles. Learn about Google's tilde ~ command will help you save time, increase your search results, and become a keyword specialist.

The Importance of Keywords

The success of your searches is largely driven by keywords. As a recruiter, you conduct searches with carefully selected keywords that you believe your target candidate is likely to use when posting their information online. The more keywords you know the more likely you are to find your target candidate.

However, you don't always have the time to learn synonyms for a word before conducting your search.

So what can you do? Use the **tilde ~** command!

Using the Tilde Command on Google

If you put the tilde command ~ before a word when searching for a keyword, Google will produce results with your original keyword plus words associated with that keyword. This expands your search results and helps you find keywords you may not have thought of yourself.

For example, if you type **~developer** to Google, it produces results with the word java, software, java software, develop, dev, development, programming and design.



Boolean Search Cheat Sheet

And now for the GRAND FINALE. A quick reference of the tips we covered:

Syntax	Examples
site:	site:linkedin.com "quality assurance" "Toronto" site:linkedin.com "company abc" "business analyst"
- (minus sign)	site:linkedin.com "quality assurance" "Toronto" -director
inurl:in Inurl:pub	site:linkedin (inurl:in OR inurl:pub) "HRPA" (to search a LinkedIn Group "HRPA")
-inurl:dir, -inurl:directory	site:linkedin.com "quality assurance" "Toronto" -director -inurl.dir -inurl:directory
inurl:resume	site:linkedin inurl:resume ("java" OR "J2EE") ("developer" OR "programmer" Toronto)
filetype: (doc, docx, pdf, txt)	filetype:doc inurl:resume ("java" OR "J2EE") ("developer" OR "programmer") Toronto
cache:	cache:"insert Resume URL"
~ (tilde)	site:linkedin inurl:resume ("java" OR "J2EE) ~developer (to find additional results with words related to "developer")

Hope you found these tips helpful!

This document was created by Stafflink Solutions Ltd. We're a boutique IT recruiting and staffing agency located just a 5 minute walk away from Union Station in downtown Toronto. For more information you can find us at 416-364-2300 or email info@stafflink.ca.

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