![JobMachine - Taking Recruiters to the Next Level]

Advanced Google – A Recruiter's Cheat Sheet

- Keywords **must be unique** to the required skills. Order keywords by most relevant first. Use quotes for "phrase searches."
- Use **four** to **eight** keywords. Copy the search string **exactly,** change only the underlined terms, such as **KEYWORD**, **ASSOCIATION**, etc. Use no spaces after "**~**" "**-**" and "**:**"
- Limit the search construct to **five** Booleans, less if including commands. The best approach is one delivering about 250 results.

TYPE OF SEARCH	COPY AND PASTE EVERYTHING INTO GOOGLE - REPLACE KEYWORD WITH YOUR OWN TERMS
Find Resumes	**KEYWORD1 KEYWORD2 KEYWORD3 (inurl:~resume | intitle:~resume)**
	KEYWORD1 KEYWORD2 KEYWORD3 ~resume (me | my) -~job
	KEYWORD1 KEYWORD2 KEYWORD3 (ext:pdf | ext:doc | ext:rtf) ~resume -~jobs
	KEYWORD1 KEYWORD2 KEYWORD3 ~resume -ext:htm -ext:html -~jobs
	KEYWORD1 KEYWORD2 (~resumé|~rèsumè|~résumé|~CV|~Vitae|~vitæ) -intitle:~job -intitle:~jobs
	[Append a zip code number range to any of the above and instantly localize your search results. Example: "ASIC Embedded (inurl:resume | intitle:resume) 30002..31999" returns only results in GA]
Personal Homepages	**KEYWORD1 (intitle:favorites | intitle:bookmarks | inurl:favorites | inurl:bookmarks)**
	KEYWORD1 KEYWORD2 KEYWORD3 KEYWORD4 (intitle:~favorites|inurl:~favorites)
	KEYWORD1 KEYWORD2 site:members.aol.com ~CV
	[Try replacing members.aol.com with tripod.com, angelfire.com, fortunecity.com, geocities.com, webpages.charter.net, ourworld.compuserve.com, home.earthlink.net, home.mindspring.com, home.comecast.net, home.att.net, bellsouth.net, qwest.net, freeservers.com, or use any ISP or host!]
Employee Homepages	**site:members.aol.com KEYWORD1** [Use the email domain of any target company, i.e.: @cisco.com. Also try replacing members.aol.com as above]
	KEYWORD1 KEYWORD2 intext:KEYWORD3 -site:KEYWORD4 (me | my)
	KEYWORD1 KEYWORD2 intext:KEYWORD3 contact=me
	site:ISPDOMAIN.COM *@COMPANYDOMAIN.COM
	KEYWORD1 KEYWORD2 intext:COMPANYDOMAIN.COM -site:COMPANYDOMAIN.COM (me|my)
	inurl:msgid inurl:"TARGET COMPANY'S IP ADDRESS"
Associations	**ASSOCIATION contact=me** also try **site: ASSOCIATIONURL.COM (chair | agenda | keynote)**
	site:ASSOCIATIONURL.COM (filetype:doc | filetype:ppt | filetype:xls) ~contact
	ASSOCIATION (~directory | ~contact) (inurl:member | intitle:member)
Conferences	**"I spoke at" "CONFERENCE NAME" YEAR**
	("I attended" OR "I was at" OR "I went to") "CONFERENCE NAME" YEAR
	site:CONFERENCEURL.COM speakers also try **site:CONFERENCEURL.COM presentations**
Alumni	**"COMPANY NAME" (directory | contact) (inurl:alumni | intitle:alumni)**
	KEYWORD1 KEYWORD2 site:edu ~resume
	KEYWORD1 worked contact=me also try **intext:KEYWORD1 my=job ~contact**
	~contact (@KEYWORD1 | intext:KEYWORD1) (inurl:alumni | intitle:alumni)
Mailing List Archives	**KEYWORD1 KEYWORD2 archive (inurl:list | inurl:mail | intitle:list | intitle:mail)**
	KEYWORD1 KEYWORD2 (index=*=mail | index=*=archive) also try **KEYWORD1 KEYWORD2 thread index**
	KEYWORD1 KEYWORD2 inurl:msgid also try **KEYWORD1 KEYWORD2 +to +from subject date sender**
	KEYWORD1 KEYWORD2 (outofoffice | out=*=office | out=*=*=office) (thread | list | index)
Website Content	**site:KEYWORD1 KEYWORD2** [Searches all the content of that particular website]
	site:KEYWORD1 filetype:ppt [Reveals documents from the site. Also try **xls**, **doc**, **pdf**, etc.]
Blogs	**KEYWORD1 KEYWORD2 KEYWORD3 (inurl:~blog | intitle:~blog)**
	KEYWORD1 KEYWORD2 KEYWORD3 site:blogspot.com
	Try replacing blogspot.com with any of these popular blog hosts: blogs.msdn.com, livejournal.com, myspace.com, spaces.live.com, 360.yahoo.com, typepad.com, wordpress.com, technorati.com, xanga.com, weblogs.com and weblogger.com. Note that you can only do one site: at a time!
Google Groups	**KEYWORD1 insubject:RE group:*KEYWORD2*** [finds discussion threads on your subject]
	KEYWORD1 insubject:resume [finds actual resumes posted to Groups]
	KEYWORD1 author:@COMPANYDOMAIN.COM [finds messages posted from that company]

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QUICK REFERENCE GUIDE

Wildcards:	**Used to extend results when current results are too narrow.**
~ (the "tilda")	[Finds synonyms | related words, acts like a fuzzy search]
Ex: ~resume	[Finds also resumes (plural), CV, Vitae, Curriculum Vitae and others]
Ex: ~software	[Finds also softwares, drivers, applications, shareware, etc.]
Ex: -~job	[Eliminates pages that don't mention jobs, employment, career, etc.]
***** (word wildcard)	[Placeholder for any word. For proximity search use in multiples: * * * one word each]
=*= (wildcard phrase search)	[Ex: software=*=engineer finds software design engineer, software test engineer… and so on]
NumRange:	**Used to find ranges of numbers in sequence, like serial numbers and zip codes**
30002..31999	[Zip codes for GA: 30002 = Avondale Estates, 31999 =Columbus]
	Ex: product=*=manager intitle:resume 30002..31999
Title / URL:	**Finds pages with specific words contained in the document name | address**
intitle:resume	[Finds the word "Resume" in the document name]
inurl:resume	[Finds the word "Resume" in the address of the page] HINT: USE BOTH with OR!
Link:	**Finds websites that contain links to a relevant website. Could be home pages, bios, associations, etc.**
link:www.mit.edu	[Finds people who have links to MIT on their pages like grads, employees, suppliers, etc.]
	HINT: Can't be used with **ANY** Booleans or special commands
Site:	**Searches for content only within that target website.**
site:www.anywebsite.com	[Ex. "site:www.mit.edu ~resume" finds resumes at the MIT domain]
Groups	**Commands used with Groups.Google.com (a.k.a. Usenet, News Groups)**
insubject:resume	[Displays news group messages with the subject "RESUME:"]
group:	[Displays news group messages from a specific group]
author:	[Displays news group messages from one particular author]
	Ex: author:@companydomain.com = shows only messages posted by people at that company
Web Alerts:	**Get search results via email daily | weekly**
http://www.google.com/alerts	[Enter search terms and email address, receive results]
File Type:	**Finds different kinds of documents that aren't just HTML. (NOTE: Can be replaced with "ext:", i.e.: ext:doc or ext:rtf, etc.)**
filetype:doc	[Finds MS Word* Documents like resumes]
filetype:rtf	[Finds MS Rich Text Documents, also a common resume format]
filetype:pdf	[Finds Adobe PDF Documents like resumes, bios, white papers]
filetype:ppt	[Finds MS PowerPoint* Presentations - may reveal org structures]
filetype:xls	[Finds MS Excel* Documents like membership lists, directories]
filetype:txt	[Finds Plain Text documents like resumes and email archives]
	HINT: When opening a found MS document, don't forget to view the File Properties!

Advanced Live.com (MSN) – A Recruiter's Cheat Sheet

Advanced Search Strings + Innovative Uses of Special Commands = Better Sourcing Results!

- Search strings on Live generally cannot exceed 175 characters
- Instead of the Boolean OR between two choices, use pipe character above the Enter key. Example: (me | my)
- To eliminate a term from your results, precede with - (single dash), which is the NOT Boolean, and no space after the dash
- 2+ word phrases, surround with quotation marks or add a period or asterisk between (i.e.: business.analyst is the same as "business analyst")
- **Live.com began replacing MSN search in fall 2006**; if you see MSN references on Live, you are still on the same service
- We cover the most useful Live commands for sourcing below, but others may help; see **http://help.live.com** for more, in particular **http://search.live.com/docs/help.aspx?t=SEARCH_REF_AdvSrchOperators.htm**

TYPE OF SEARCH	COPY AND PASTE EVERYTHING INTO http://www.live.com REPLACE UNDERLINED TERMS WITH YOUR OWN.	EXAMPLES OR TIPS
Find Resumes	inbody:resume KEYWORD1 KEYWORD2 KEYWORD3 -job -jobs -send -submit –you	inbody:resume hospital clinical care -job -jobs -send -submit –you
	KEYWORD1 KEYWORD2 KEYWORD3 resume (me | my) -job -jobs -send -submit –you	hospital clinical care resume (me | my) -job -jobs -send -submit -you
With synonyms	KEYWORD1 (SYNONYM1 | SYNONYM2) resume -job -jobs -send -submit -you • Put closely related terms in an OR clause to find variants in resumes	license (series.7 | series.63) resume -job -jobs -send -submit -you • The - (NOT) terms are ones you see in job postings but not in resumes
By file type	KEYWORD1 KEYWORD2 KEYWORD3 (filetype:pdf | filetype:doc | filetype:rtf) resume -job -jobs -send -submit -you • These are most common resume filetypes, but you can add others.	java struts ruby (filetype:pdf | filetype:doc | filetype:rtf) resume -job -jobs -send -submit -you
Academic or International	KEYWORD1 KEYWORD2 (resumé | rèsumè | résumé | CV | vita | vitæ) -job -jobs -send -submit -you • Curriculum vita, CV, etc., usually equates to a resume in academia and outside USA	geo remote.sensing (resumé | rèsumè | résumé | CV | vita | vitæ) -job -jobs -send -submit -you
URL/Title	(intitle:resume | inurl:resume) KEYWORD1 (KEYWORD2 | KEYWORD3) -job -jobs -send -submit -you • Resume search in the title or URL of web pages filters out job postings	(intitle:resume | inurl:resume) tax (cpa | accountant) -job -jobs -send -submit -you
Consult	KEYWORD1 KEYWORD2 inbody:resume contact.me • This is especially good for finding consultant types who want you to contact them	sarbanes-oxley audit inbody:resume contact.me
Resume Templates	KEYWORD1 KEYWORD2 KEYWORD3 (my.resume | Professional.resume | Elegant.resume | contemporary.resume | resume.wizard | chronological.resume | functional.resume) • See Location Section on p.3 for resume search by location.	Resume creator templates in word processing programs, etc., often generate specific words as the document title. Most people don't change that when uploading, so it's easy to exclusively target resumes.
Personal Homepages	KEYWORD1 KEYWORD2 KEYWORD3 (intitle:favorites | intitle:bookmarks | inurl:favorites | inurl:bookmarks)	Try replacing members.aol.com with tripod.com, angelfire.com, fortunecity.com, geocities.com, webpages.charter.net, home.earthlink.net, home.mindspring.com, home.comcast.net, home.att.net, bellsouth.net, qwest.net, freeservers.com, or any ISP or host
	KEYWORD1 KEYWORD2 site:members.aol.com resume • The site: command preceding a domain name, searches pages only within that domain.	
Find Workers at Home	(*EMAILDOMAIN1 | * EMAILDOMAIN2 | * EMAILDOMAIN3 | * EMAILDOMAIN4) COMPANY1 JOBTITLE1 (KEYWORD1 | KEYWORD2)	(*@aol.com | *@gmail.com | *@hotmail.com | *@yahoo.com) deloitte consultant (sap | oracle) • Could add -intitle:sap -intitle:oracle to above to remove job postings & other undesirable results
	(intitle:home | inurl:home | intitle:blog | inurl:blog | intitle:weblog | inurl:weblog) JOBTITLE1 KEYWORD1 (*EMAILDOMAIN1 | *EMAILDOMAIN2 | *EMAILDOMAIN3) • You can add other large email provider domains, such as earthlink.net, bellsouth.net, etc.	(intitle:home | inurl:home | intitle:blog | inurl:blog | intitle:weblog | inurl:weblog) cpa tax (*@gmail.com | *@hotmail.com | *@yahoo.com)

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Employee Homepages	site:COMPANYDOMAIN KEYWORD1 KEYWORD2 KEYWORD3 • Use the domain name of any target company	site:ibm.com rational senior.software.engineer about.the.author
	KEYWORD1 KEYWORD2 inbody: COMPANYDOMAIN -site: COMPANYDOMAIN (me | my)	c++ asp inbody:www.cisco.com -site:cisco.com (me | my)
	(i.work.at | i.worked.at | i.work.with | i.worked.with | i.work.for | i.worked.for) COMPANY	(i.work.at | i.worked.at | i.work.with | i.worked.with | i.work.for | i.worked.for) Six.Apart
	(i.used.to.work | i.work.as.a | i.worked.as.a | i.work.as.an | i.worked.as.an) COMPANY	(i.used.to.work | i.work.as.a | i.worked.as.a | i.work.as.an | i.worked.as.an) Six.Apart
	(i.worked.on | i.work.on | my.team | our.team) COMPANY	(i.worked.on | i.work.on | my.team | our.team) homeland.security airport
	(i.work.at | i.worked.at | i.work.with | i.worked.with | i.work.for | i.worked.for) (JOBTITLE1 | JOBTITLE2)	(i.work.at | i.worked.at | i.work.with | i.worked.with | i.work.for | i.worked.for) (project.manager | product.manager)
	site:ISPDOMAIN *@COMPANYDOMAIN -COMPANYDOMAIN	site:comcast.net *@verizon.com -www.verizon.com
Associations & Conferences	site:ASSOCIATIONURL contact.me Though applied here to associations, you can search any website's content (e.g., a competitor) using site: command	site:marketingpower.com contact.me
	ASSOCIATIONNAME contact.me	midwest.booksellers.association contact.me
	(ASSOCIATIONNAME | site:ASSOCIATIONURL) contact.me • Combine Association Name and Association URL in an OR clause for more results	(mobile.marketing.association | site:mmaglobal.com) contact.me
	site:ASSOCIATIONURL (agenda | chair | keynote | meeting | minutes | panel | presenter | speaker)	site:mmaglobal.com (agenda | chair | keynote | meeting | minutes | panel | presenter | speaker)
	site:ASSOCIATIONURL (member | roster | attendee | chapter | board | conference | list)	site:mmaglobal.com (member | roster | attendee | chapter | board | conference | list)
	site:ASSOCIATIONURL (filetype:TYPE1 | filetype:TYPE2 | filetype:TYPE3) contact • Filetype search is useful when you want to limit your results to non-HTML pages that often contain presentations (ppt), lists of names (xls), memos/notes from meetings (doc), etc.	site:ieee.org (filetype:doc | filetype:ppt | filetype:xls) contact
	ASSOCIATIONNAME (directory | contact | list) (inurl:member | intitle:member)	ieee (directory | contact | list) (inurl:member | intitle:member)
	(i.attended | i.was.at | i.went.to | i.spoke.at) CONFERENCENAME YEAR	(i.attended | i.was.at | i.went.to | i.spoke.at) Mobile.Marketing.Forum 2006
	site:CONFERENCEURL (panel | speakers | presenters)	site:rsaconference.com (panel | speakers | presenters)
	site:CONFERENCEURL presentations (filetype:doc | filetype:pdf | filetype:ppt)	• Best if looking for papers, slides, etc., presented at conferences
"Who knows who" - implied endorsements via linking	link: Finds web sites that link to the specified URL. It tells you who links to whom (e.g., useful when trying to find who works with a certain product)	link:www.microsoft.com/dynamics/intro/default.mspx -site:microsoft.com • linkdomain: Also tells you who links to whom, but finds web sites that link to ANY page within the specified domain, not just the specified URL.
	linkfromdomain:ASSOCIATIONURL (JOBTITLE1 | JOBTITLE2) • linkfromdomain: Finds external sites that are linked to, from inside the specified domain. In other words, linkfromdomain:atg.com will show what non-ATG pages the various pages within the ATG website have links to.	linkfromdomain:mmaglobal.com (marketing.manager | marketing.director) • This example finds sites that pages within MMAGlobal.com are linking to, and those non-MMAGlobal pages should have one of the above marketing job titles on them

Special Commands	prefer:resume KEYWORD1 KEYWORD2 -job -jobs -sample -template -you	• Prefer: emphasizes a term or another operator, also impacts the order of results
	resume KEYWORD1 KEYWORD2 (contains:doc | contains:txt | contains:pdf | contains:htm | contains:html) -job -jobs -sample -template -you • Contains: restricts results to pages containing a link(s) to desired filetypes. Combine prefer: and contains: together!	resume (retail | restaurant) (asst.mgr | assistant.manager | assistant.mgr | asst.manager) (contains:doc | contains:txt | contains:pdf | contains:htm | contains:html) prefer:payroll -job -jobs -sample -template -you
Alumni	COMPANY (directory | contact) (inurl:alumni | intitle:alumni)	arthur.andersen (directory | contact) (inurl:alumni | intitle:alumni)
	COMPANY (KEYWORD1 | KEYWORD2) worked contact.me KEYWORD1 worked contact.me	Accenture (management.consultant | management.consulting) worked contact.me
	inbody:KEYWORD1 my.job contact	inbody: (management.consultant | management.consulting) my.job contact
	(intitle:resume | inurl:resume) KEYWORD1 KEYWORD2 site:edu	• Many colleges let students keep storing web pages there long after graduation
	major site:edu (intitle:resume | inurl:resume) 2007 -example -template	• This search string helps find those about to graduate.
Mailing List Archives	KEYWORD1 KEYWORD2 archive (inurl:list | inurl:mail | intitle:list | intitle:mail)	hedge derivatives archive (inurl:list | inurl:mail | intitle:list)
	KEYWORD1 KEYWORD2 (index.*.mail | index.*.archive | thread.index | author.index)	(lymphogranuloma | lymphogranulomata) (index.*.mail | index.*.archive | thread.index | author.index)
	KEYWORD1 KEYWORD2 inurl:msgid	• For sites that use this common message database structure
	KEYWORD1 KEYWORD2 +to +from subject date sender	lymphoma clinical.trial +to +from subject date sender
Blogs	KEYWORD1 KEYWORD2 KEYWORD3 (inurl:blog | intitle:blog | inurl:weblog | intitle:weblog)	• Try replacing blogspot.com with any of these popular blog hosts: blogs.msdn.com, livejournal.com, myspace.com, spaces.live.com, 360.yahoo.com, typepad.com, wordpress.com, technorati.com, xanga.com, weblogs.com and weblogger.com. Note that you can only insert one site: per string!
	KEYWORD1 KEYWORD2 KEYWORD3 site:blogspot.com	
	KEYWORD1 KEYWORD2 KEYWORD3 (blog | blogs) (comments | rss | feed | archives | posted | tags | trackback)	• To find feeds related to your search terms, click the Feeds button in Live.com's top horizontal menu bar.
Location	KEYWORD1 ,.JOBTITLE (AREACODE1 | AREACODE2 | AREACODE3) (Tel | Phone) (Email | E-mail | Contact.Us) • Click *More* button in Live.com's top horizontal menu bar and select *Local* to run your string as a local search (not useful on complex searches, however).	non.hodgkin's.lymphoma ,.RN (312 | 773 | 708) (Tel | Phone) (Email | E-mail | Contact.Us) • US/Canada: Area codes + State/Prov. abbreviations may yield more results, but some states (e.g., OR) are problematic
	site:COUNTRYCODE (cv | RESUMEEQUIVALENT) KEYWORD1 (KEYWORD2 | KEYWORD3) NATIVEJOBTITLE • Use site:COUNTRYCODE to search in International countries (Click on Help URL under Language for more country codes.	site:de (cv | lebenslauf) Java (linux | unix) Ingenieur • Must know the keywords in native language
Language	language:COUNTRYCODE (cv | RESUMEEQUIVALENT) KEYWORD1 KEYWORD2 KEYWORD3 -job • To target results by language, replace LangCode with the value from this list: http://search.live.com/docs/help.aspx?t=SEARCH_REF_Codes.htm • Language can also be selected using Live.com's Search Builder (refer to the last page of this Cheat Sheet). • Use language:en to limit your results to English only.	language:de (cv | lebenslauf) Java (linux | unix) Ingenieur –job • The loc and lang searches work together well for international search. Much more about International search to come in a future Cheatsheet on this topic!

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Results Rank & Search Builder Equivalents

- Run a search on http://www.live.com
- When your search results appear, you should see an *Advanced* link just below the search box
- The *Advanced* link will launch the Live.com Search Builder
- Click on *Results ranking* to adjust the following to refine your search results:

MATCH: {mtch=value} example: {mtch=20}
Decides how precise you want the first search results to be. To put the most emphasis on the match between your exact search words and your results, use a lower number. The closer you get to zero (0), more "exact matches" will be ranked first. Approaching one hundred (100) means your results will be more approximate, allowing the following two commands to determine results ranking. Exact matches are better for finding unique terminology, while the approximate matches will allow for a more loose interpretation of your search terms. All Results Ranking commands will work both when used alone or together. Note that using a low number close to zero will de-emphasize the other two Results Ranking commands.

POPULARITY: {popl=value} example: {popl=0}
Ranks results by how many other sites link to that site. Remember that most of the real nuggets of information for recruiters are hidden in sites which are unpopular and may have few, if any, other sites linking to them. Therefore, recruiters usually seek less popular sites where they can tap into hidden talent pools. The range begins at zero (0) for the least popular sites up to one hundred (100) for the most popular.

UPDATED RECENTLY: {frsh=value} example: {frsh=90}
Emphasizes sites more recently added to Live.com's index. Fresh and new sites are not necessarily more likely to contain relevant candidate information, but may point to people who recently changed jobs or achieved notoriety. Note that blogs, journals, news related sites, and any website with dynamic content always show up as fresh since their "last edited date" will always be "today's date." Use a higher number to modify your search to add emphasis to sites recently added to the search index. A freshness of one hundred (100) ranks the most recently updated sites first, ranging to zero (0) for those least recently updated.

Example: accenture sox (regulatory | regulation) california (attorney | laywer) (merger | acquisition) {mtch=10} {popl=0} {frsh=90}

At left, we seek *very exact matches* for talk about lawyers involved with Accenture on Sarbanes-Oxley regulatory issues tied to California M&A, *very low popularity* results (better if you want people less likely to be found), yet *newly-indexed*.

Ongoing Search Results as RSS Feed

If you have an RSS news reader, you can get new search results that match your criteria on an ongoing basis, much like a job board's resume agent keeps sending you results by email.

- If you have Microsoft Internet Explorer 7 (recommended for this; free download at www.microsoft.com/ie): When you are viewing search results, click the orange RSS button in your MSIE toolbar. The page will change, then click "Subscribe to this feed". It will prompt you to save it (name & folder location can be changed).
- If you are using another web browser or MSIE 6: When viewing search results, scroll to the end of the URL in your Address bar. It will end with &form=QBRE (or some other 4-letter combination). In the URL, replace form=QBRE with format=rss (leave preceding part of URL all the way up through final & as is) and press your <Enter> key. The page will change, then click "Subscribe to this feed". You will need to add the URL to your RSS news reader. Example: if you search results URL was http://search.live.com/results.aspx?q=intitle%3Aresume+orthogonal&mkt=en-US&form=QBNO then your RSS feed URL for ongoing results is http://search.live.com/results.aspx?q=intitle%3Aresume+orthogonal&mkt=en-US&format=rss

What else should you learn to improve your recruitment sourcing effectiveness?

Hundreds of powerful, proven yet little-known methods and the latest sourcing tools from industry guru Shally Steckerl & friends: Custom one-on-one or group webinars, on-site training, consulting other CheatSheets, Electronic Recruiting 101 book, self-paced online sourcing course, and much more. Visit http://www.jobmachine.net/card/ today!

The LinkedIn™ *CheatSheet*
Advanced Searches,
Plus 5 Never-Before-Seen Hacks!

- No spaces after the - (single dash = NOT Boolean, to eliminate terms from your results)
- Surround 2+ word phrases with quotation marks (example: "Don Ho"). No spaces after leading " or before ending "
- LinkedIn.com features list (toolbars, InMail, jobs, paid subscriptions, etc.) are linked at very bottom of all site pages

TYPE OF SEARCH	TYPE OR COPY/PASTE EVERYTHING AFTER >> use the LinkedIn.com ADVANCED SEARCH form (www.linkedin.com/search?trk=hdr_advsrch) REPLACE <u>UNDERLINED</u> TERMS WITH YOUR OWN TERMS.		Examples or Tips
Boolean search	**Keywords:**	<u>KEYWORD1</u> AND (<u>KEYWORD2</u> OR <u>KEYWORD3</u>)	>> (lab OR laboratory) AND clinical
	Title: (current or past)	<u>GOODKEYWORD1</u> AND (<u>JOBTITLE1</u> OR <u>JOBTITLE2</u>) -<u>BADKEYWORD1</u> -<u>BADKEYWORD2</u>	>> Manager AND (QA OR Quality) -sales -marketing
	Company: (current companies)	<u>COMPANYNAME1</u> OR <u>COMPANYNAME2</u> OR <u>COMPANYNAME3</u> –<u>MYCOMPANY</u>	>> "Boston Scientific" OR Guidant OR Bayer -Johnson
	• Get the most out of LinkedIn when you use Booleans to narrow results. • You can have fewer/more terms (up to field's max. character length).		
Narrow Results <500	LinkedIn limits searches to 500 results, so if yours exceed that, try any or all of these US Only searches:		
	Location:	Located in or near	>> Located in or near
	Country:	Country Name	>> United States
	US Zip:	City Zipcode	>> 02116
	Industry:	Select best value, then select several sub-industries (submenu appears after industry is selected). Hold down Ctrl key before clicking multiple subindustries or previous choices will be deselected.	>> Medical and Health Care >> Subindustry: Pharmaceuticals
	Interested in:	Consultants, potential employees, entrepreneurs, hiring managers, experts, deal-making contacts	>> Potential employees
	Joined your Network:	Select desired subset of people	>> Since your last login
	• For narrower focus, select a metropolitan area but note zip codes use 50 mile radius so pick a "central" zip code.		
Connect to Power Networkers	Conduct a search where your only criterion is a target industry or company, and sort by number of connections:		
	Company:	Enter a target company	>> Oracle
	Industry:	Select a target industry	>> Finance >> Subindustry: Any Industry
	Sort by:	Number of Connections	• Contacts in that industry or company will be sorted from most connections to least.
	• Even though it won't show you the person's actual number of connections if over 500, you can be confident the ones near the top are in the thousands, and their 2nd degree is hundreds of thousands, which now becomes part of your 3rd degree network. **Ask to connect with these "power networkers"** (feel free to invite them directly by clicking "I know [firstname]" right column link- especially if their profile displays their email or says Open Networker) and watch your network grow!		
Greater Results: Power Networker URL	If you know someone who has a larger total network than yours (especially among the candidates you seek), ask them to do the LinkedIn advanced search using your criteria and just send you the full results URL.		www.linkedin.com/search?search=&sik=1157067558593 &currentCompany=currentCompany&keywords=Norway +OR+Finland+OR+Sweden&sortCriteria=1&currentTitle =currentTitle
	• That URL shows all the results as if you were that person, even though you are logged in as you. You do not need to share usernames/passwords.		
Int'l search	The location field only lets you search by one country at a time… BUT did you know you can use countries in the Keywords field with Booleans?		
	Keywords:	<u>COUNTRY1</u> OR <u>COUNTRY2</u> OR <u>COUNTRY3</u>	>> Norway OR Finland OR Sweden
Reference search	People tab → Reference Search (www.linkedin.com/rs?trk=tab_name)		
	Company Name & Years:	Enter up to 5 desired companies & Whatever you like for start and end (use 2006 to find people still there)	Pfizer 2002 (start) 2003 (end) Merck 2002 - 2003 Johnson & Johnson 2002 - 2003 Abbott 2002 - 2003 Novartis 2002 - 2003
	• Not only can you exceed 500 results with this search, but you will find new target companies.		
One-Click Reference	• If you like someone's profile and s/he is 2 or 3 degrees away from you, click **"one-click reference"** link to find others with similar titles at the same companies.		Note: this feature may require a paid tier subscription on LinkedIn.

Bookmark Favorite	• Save any search as a normal favorite/bookmark. Then you can return to that search later and pick up where you left off.	Alternative: Use LI's Bookmark link near top left of any profile page (requires you install their free toolbar).
Find Similar at 2nd-3rd Degree	• Click **Connections** tab on profiles of your desirable 1st degree contacts. • Click one of your 1st degree contacts' connections who may match your hiring needs (example: Bob Smith). • Below the right-hand column box labeled "Bob's Connections," click the "See all…" link for interesting 3rd degree contacts!	Your contacts' 1st degree connections are your 2nd degree contacts and are usually people in similar roles/industries.
Recommendations	• Click **Recommendations** tab on someone's profile to show people that s/he recommends, other people who recommended the same person, and a link to people that the profilee recommends. • Recommended people are usually peers, managers, or customers/clients.	Until Sept. 2006 site redesign, this feature was known as "Endorsements".

Contact Directly	Some other ways to reach someone you find:		
	InMail	(feature may require paid subscription)	
	Argali.com	free download, then can simultaneously search multiple directories for names, companies	
	ZabaSearch.com	free website to search by name/state, reveals address and phone	
	Google.com Email search	type *@CompanyDomain	*@oracle.com
	• Google results show pattern. Reveals all Oracle emails to be FirstName.Surname@oracle.com so match the name to company format (e.g., Tim Smith is tim.smith@oracle.com).		

5 Never-Before-Seen Hacks (Results will find pages beyond your own LinkedIn network & will exceed 500!)

TYPE OF SEARCH	Type, Copy/Paste or Select menu choice into LinkedIn Advanced Search form or main search box of other search engine indicated. REPLACE UNDERLINED TERMS WITH YOUR OWN TERMS.	Examples or Tips
The Site Hack (to find people's profiles)	At **www.google.com** search box:	
	site:www.linkedin.com (COMPANY1 OR COMPANY2) -inurl:static -inurl:redirect	site:www.linkedin.com (Google OR Motorola) -inurl:static -inurl:redirect
	site:www.linkedin.com KEYWORD1 COMPANY1 -inurl:jobId	site:www.linkedin.com C++ Google -inurl:jobId
	• This search type also works at http://search.live.com and http://search.yahoo.com and may yield some different results.	
The Link Hack	At **http://search.live.com** search box:	
	linkdomain:www.linkedin.com (KEYWORD1 OR KEYWORD2) JOBTITLE1	linkdomain:www.linkedin.com (sarbanes OR sox) analyst
	• Finds people's links from non-LinkedIn sites back to LinkedIn (often to their own profiles).	
The URL and Title Hack	Use **http://search.yahoo.com** or **google.com** to find leads via the LinkedIn fields: **Industry** (any LinkedIn industry subcategory menu value), **Location** (any US metro) and **Current (job title)**:	
	inurl:linkedin.com intitle:linkedin "LinkedIn Subindustry" CityName	inurl:linkedin.com intitle:linkedin "Medical Devices" Boston
	• This search typically yields THOUSANDS of results. • If you get only a few results, click "repeat the search with the omitted results included" link at bottom of initial results page.	
The Group Hack	Find LinkedIn groups to join and invite yourself! Once accepted, you can reach other members of those groups who otherwise would not be in your network. • Group membership isn't guaranteed; some groups are moderated. • Browse through LinkedIn group lists at www.linkedin.com/static?key=groups_directory, but that is only a subset LinkedIn promotes of the total number of groups!	
	search.live.com — inbody:www.linkedin.com/e/gis (KEYWORD1 OR KEYWORD2)	inbody:www.linkedin.com/e/gis (cybersleuth OR jobmachine)
	google.com — www.linkedin.com/e/gis "KEYWORD PHRASE"	• www.linkedin.com/e/gis "new group" • www.linkedin.com/e/gis (Skype OR Java)
The Fresh-ness Hack	Who has signed up on LinkedIn or joined your (3 degrees) network since your last login? Enter some relevant **Keywords, Company Names and/or Titles** for your high-priority or other ongoing pipeline needs.	
	Joined Your Network: Since last login	
	• **Save the results URL** (see Bookmark Favorites tip above) and re-run it weekly to see only new people.	

What else should you learn to improve your recruitment sourcing effectiveness?

Hundreds of powerful, proven yet little-known methods and the latest sourcing tools from industry gurus Shally Steckerl & Glenn Gutmacher: Custom one-on-one or group webinars, on-site trainings, consulting, cheatsheets, Electronic Recruiting 101 book, self-paced online sourcing course, and much more. Visit www.jobmachine.net/card/ today!

The LinkedIn™ *CheatSheet*
LinkedIn Networking Tips for Recruiters
Over 30 ways to build your network and your online credibility

R-O-I
RECRUITING-ONLINE INTELLIGENCE

USE LINKEDIN TO…

- Find and meet passive and semi-passive candidates
- Grow your referral network
- Conduct Competitive Intelligence research
- Build business relationships with clients or hiring managers
- Educate yourself and ask (or answer) questions about organizations, associations and competitors
- Heighten your corporate and personal brand

WHAT IS PERSONAL BRANDING?

- Being head marketer for the brand called **YOU**
- Open doors to future career opportunities
- Can lead to increased pay or promotions
- Increased visibility improves both internal and external influence
- Greater influence leads to increased power and independence
- Being a recognized brand name increases trust with new contacts
- Become the provider of choice when it comes to doing what you do

BUILD YOUR NETWORK

1. Add all your jobs, schools, degrees, certificates, associations, groups and interests to your profile. This way you can connect with people from all those organizations.
2. Connect with everyone you know who is already a LinkedIn user. This way you don't have to invite them to join!
3. Connect with all your colleagues, classmates, military buddies and fellow association members.
4. Invite your trusted contacts who aren't on LinkedIn yet.
5. Join LinkedIn groups or start your own group (see www.linkedin.com/static?key=groups_info). Also see tip #33.
6. Upload your contact archives:
   - Get all the business cards you've ever collected out of that dusty drawer and use something like CardScan.com to put them all into your Outlook email address book or an Excel file.
   - Dig up all your old contact databases like Act!, Goldmine, Outlook, old Excel files – anything with email addresses.
   - Merge all the above into one Excel spreadsheet, or into your Outlook, export it to a .CSV file, and import that into LinkedIn, or use their Toolbar to upload all these contacts (www.linkedin.com/static?key=outlook_toolbar_download).
   - Once you upload, you'll see many of your contacts already have accounts. Invite them all – you know them, and they already use LinkedIn, so you won't have to explain it!
7. You can always check if more people you know have signed up on LinkedIn using the "Discover your contacts" feature: www.linkedin.com/otherContacts?membersOnly=membersOnly&context=2&reset=reset&trk=mh_othcnts
8. Routinely upload your new contacts about once a month.

BUILD TRUST

9. State your networking goals in your profile Summary.
10. Be clear but concise in your profile's job history descriptions. This is a "marketing" document. People should read each job and in 10 seconds say, "Aha! So that's what you do!"
11. Ask for recommendations (see www.linkedin.com/recRequests?cor=) which are "testimonials" about you. They are critical in developing trust and using your network. More endorsements mean people "highly recommend" you.
12. "Who" endorses you gives you exponential credit: Quality is key, so get endorsements from your managers, clients and people with strong reputations and/or impressive profiles. People reading your profile often click through to read your endorsers' profiles!
13. Make sure your endorsements are related to your LinkedIn goals. Looking for new business? Use happy customers. Looking for talent? Use happily placed candidates
14. Endorse your deserving connections – it's a good deed, and maybe they will return the favor (see www.linkedin.com/recommendations?prs=&trk=ftr_recos).
15. Cultivate a positive and mutually beneficial network: make it your first priority – the key is reciprocity.
16. It's always OK to accept invitations to connect from friends, acquaintances, former co-workers, clients, and fellow alumni, but not from complete strangers (unless of course you have established some common ground or mutually beneficial networking goals).
17. Don't forward requests from people you don't know well unless they are compelling and demonstrate clear benefit to the receiving party. In other words, don't burden your contacts with frivolous or irrelevant requests.

TAKE ACTION

18. If you haven't met someone, connect with them via email before requesting to be added to their network. Send an introductory note to get acquainted. Include how you think you would both benefit from your connection.
19. When requesting something from a connection more than "two degrees" away, you had better be highly compelling.
20. Craft thoughtful and detailed requests for your network connections to consider forwarding. Respect their time, and add value. Consider this: would you reply to this request if it were addressed to you?
21. If your requests aren't being forwarded, ping your 1st degree connections via separate email as a reminder. They may be busy, or traveling, so don't be quick to judge them as unresponsive.
22. Create your own boilerplate templates in Word or in Notepad. This reduces the amount of time you spend dealing with requests. All you have to do is copy and paste and spend time wisely customizing your responses, rather than writing them over and over from scratch.
23. Use your own language style in those templates and your contacts will become familiar with it… assuming they don't already know it.
24. Suggested templates you should have -- a different kind of "invitation to join networks" for each category: (a) Candidates; (b) Clients, customers, business partners; (d) Friends, buddies, casual acquaintances; (e) Peers and/or co-workers; (f) Alumni (college, employer, etc.)
25. More suggested templates -- standard "requests to forward" responses for:
    - Forwarding a re-connection request
    - Passing along a typical request from a trusted connection
    - Acting like the Gatekeeper approving a "second degree" request
    - Polite "No, I can't help you but here are some other ideas"
    - Saying no because of a "Conflict of interest"
    - Rejecting an inappropriate request

BECOME MORE VISIBLE

26. You want to be found, right? So set your preferences to receive invites and direct contacts (see Receiving Messages section on Account & Settings page: https://www.linkedin.com/secure/settings)
27. Make sure all of your email addresses are in your profile (see Email Addresses under "Personal Information" on Account & Settings page). Even old or expired ones. You don't have to make them all public, but previous contacts may have nothing but an out of date address for you and this way they will still find you!
28. Consider adding an email address and/or phone number in the Contact Settings. You can add it to a section on the My Profile page (www.linkedin.com/myprofile) called "What advice would you give to users considering contacting you?" That way it's not out there for everyone, but those who need it can find it.
29. At the bottom of your profile in the Interests section, add the top 50 keywords that best describe what you want to be known for.
30. Add all of your websites and your blogs to your profile description so people can see what else you do.
31. Get more exposure (see My Web Profile at www.linkedin.com/profile?editwp=) with: (a) Friendly URL; (b) 100% Profile Completeness; (c) Publish Full Profile; (d) Weblinks
32. Join the OpenLink network and accept OpenLink messages (on Account & Settings page, Change "OpenLink Network" to Yes).
33. Join third-party online lists focused on optimizing LinkedIn and growing one's network. Many of these you can click to join free, such as MyLinkedIn Power Forum and LinkedInnovators (see http://groups.yahoo.com/search?query=linkedin for these and others, plus http://group.yahoo.com/group/linkedinlions which isn't). Make yourself known there and connect to others on them.

Was this useful? What else should you learn to improve your recruitment sourcing effectiveness?

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Other single-topic cheatsheets - Google search engine, International search, LinkedIn, etc.
Electronic Recruiting 101 - buy the acclaimed book written by Shally

Advanced Online Recruiting Techniques – the inexpensive, self-paced sourcing course available over the Web, far more comprehensive than any days-long seminar. Visit: http://www.recruiting-online.com/course1toc.html for more details.