

# Boolean Search Secrets For Becoming a Sourcing Superhero



Search String Starters  
Social Recruiting Tips  
From Our Top Recruiters

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# About Stafflink



Tim Collins, the guy in the middle, founded Stafflink in 2002. We snapped this pic of our recruiting team at a company retreat in Blue Mountains, Collingwood.

Stafflink is a staffing company located in Toronto, Ontario. We provide staffing resources for technology, financial services and online marketing roles.

## Is this book for you?

- Do you have trouble finding job candidates with the skills you need?
- Are you looking for professionals with highly in-demand skills?
- Do you waste your time sorting through unqualified resumes?

Keep reading and discover the latest and greatest strategies for sourcing talent.

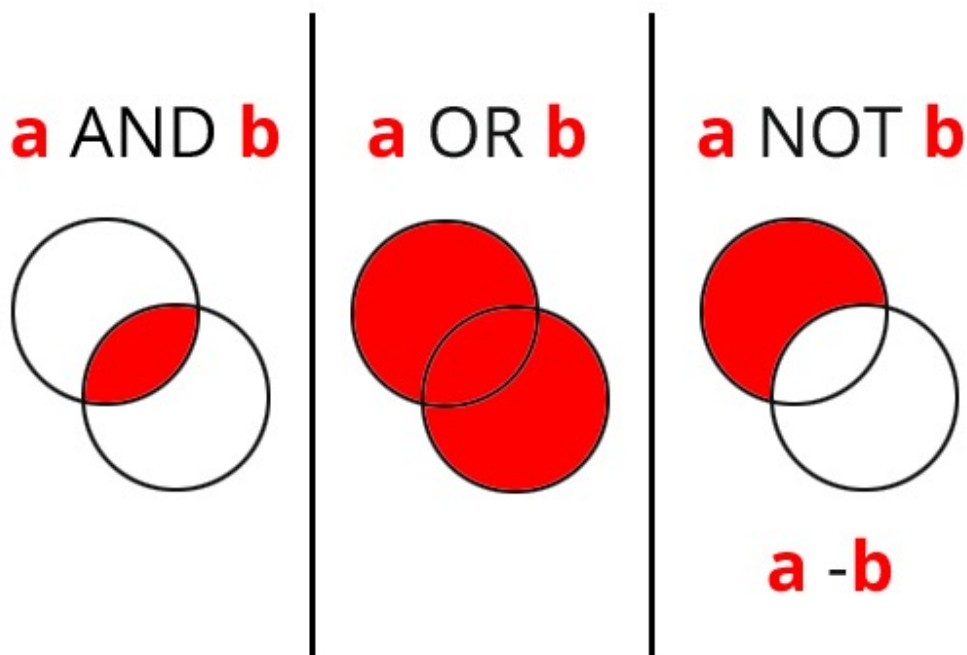
# Boolean Search Basics



OPERATOR	EXAMPLE
<b>AND</b> (optional)	Access <b>AND</b> SQL
<b>OR</b>	banking <b>OR</b> finance
<b>NOT</b> (- minus sign)	java <b>NOT</b> coffee
“ ”	“Exchange 2010”
( )	(resume OR CV) (BA OR “business analyst”)
*	financ*

- ALWAYS capitalize **AND**, **OR** and **NOT**
- Use quotes for search terms with more than one word
- Use brackets to group multiple search terms
- Use asterisk (\*) as a wild card — for example **finance\*** searches for “finance”, “financial” and “finances”
- No space after the minus sign — for example **-job -jobs**

# Understanding AND, OR and NOT



Use **AND** to find pages that contain all of the search terms

Use **OR** to find pages that contain either of the search terms or both of the search terms.

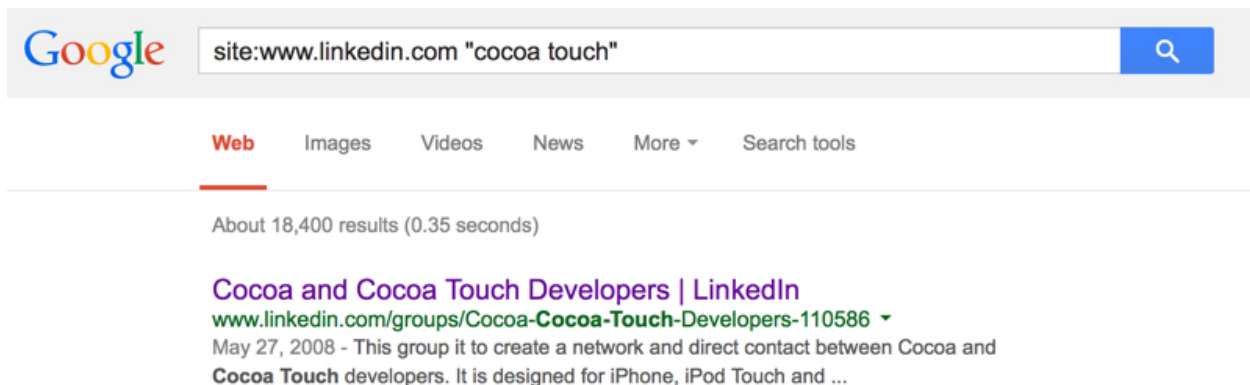
Use **NOT** (or a minus sign) to eliminate search terms and remove unwanted pages from your search results (**-job -jobs** removes job postings so you can find more resumes)

# Building the perfect search string

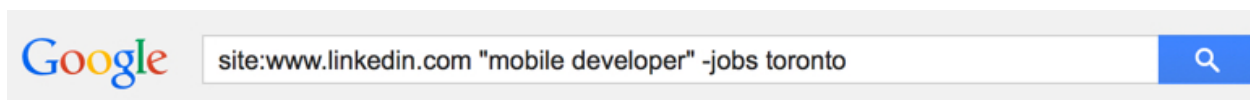
1. X-ray search with the **site:** command to search a particular site

A **site:** search is also known as an “x-ray” search.

**Example 1:** Search LinkedIn for developers with a niche skill

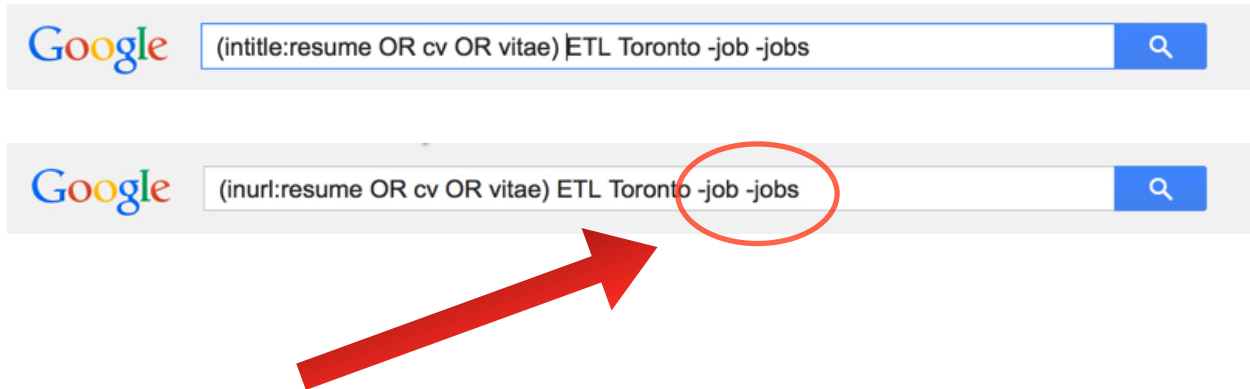


**Example 2:** Search LinkedIn for mobile developers in Toronto but don't show jobs.



## 2. Target resumes with **intitle: / inurl:**

**Examples:** To search for resumes and CV's of ETL developers in Toronto



## 3. Clean up your results with the **minus sign**

If you get a bunch of search results that you don't want, look for a keyword that's repeated in the unwanted results.

Put the **minus sign (-)** right before that keyword (no space) and add it to the end of your search string. This eliminates those unwanted items from your search results.

For example, put **-job -jobs** at the end of your search string to eliminate job postings from your results.

**IMPORTANT:** NO space between the minus sign and the search term **-job**

## 4. Use **filetype:** to target resume documents

### Example Search String:

#### Role: Business Analyst with Capital Markets experience

(inurl:resume OR cv OR vitae) (filetype:pdf OR docx OR doc OR txt)  
 "business analyst" "capital markets" "Toronto OR TO" -job -jobs

Google (filetype:pdf OR docx OR doc OR txt) "business analyst" "capital markets" Toronto

Web News Images Videos Maps More Search tools

About 664 results (0.34 seconds)

**[DOC] BA Manjyot.docx**  
[www.ejobsville.com/print-resume/?filename=BA\\_Manjyot.docx...id...](http://www.ejobsville.com/print-resume/?filename=BA_Manjyot.docx...id...)  
 Over 7 years of comprehensive experience as a **Business Analyst** with extensive ...  
 Retail Banking, Global **Capital Markets** (Equity, Securities, Mutual Funds, Fixed  
 Income). .... Client: **BMO Capital Markets, Toronto**, ON Apr 2007- Jan 2010.

**Fan Wu profiles - Canada | LinkedIn**  
[ca.linkedin.com/pub/dir/Fan/Wu](http://ca.linkedin.com/pub/dir/Fan/Wu)  
 ... young **business analyst** with passion in entrepreneurship and experience in ...  
 Summer Analyst at Forex **Capital Markets**, Research Intern at International ... Post Doc

**EVERNO**  
 3 Related Res  
**Power Boole: Search String**  
 June 3rd, 2014  
 Power Search St  
 Basic Search:  
 consultant crm (j)

Use quotation marks to search for search terms with more than one word, such as "business analyst" and "capital markets"



## 5. Use **nesting** to combine search terms

**Nesting** is when you use brackets to nest search terms like this:

**((intitle:resume OR cv OR vitae) OR (inurl:resume OR cv OR vitae))**

## 6. Starter Search String Examples

### **Business Analyst with financial services background**

(inurl:resume OR cv OR vitae) (filetype:pdf OR docx OR doc OR txt)  
("business analyst" financ\*) Toronto -job -jobs

More keywords: "use cases", "activity diagrams", "business requirement documents", BRD, UML, "Rational Rose", "documentation on process"

### **Mortgage Advisor**

(inurl:resume OR cv OR vitae) (mortgage\* advisor) Toronto -job -jobs -court

More keywords to try: "selling mortgages", "mortgage sales", remortgage, "mortgage products"

### **Financial Planner**

(inurl:resume OR cv OR vitae) ("financial planner" OR "wealth management" OR "risk management") Toronto -job -jobs

More keywords to try: "Financial Planning Standards Course", investment, "investment portfolio", CFP, "Certified Financial Planner"

# Sourcing on Blogs, Portfolios, Github and Videos

Blogs, portfolios, Github and videos are gold mines for finding job candidates. People who share their expertise online tend to be creative, generous and passionate about their work.

## Search strings to find blogs and portfolios

- `inurl:blog python toronto`
- `(inurl:portfolio OR intitle:portfolio) iOS developer toronto -stocks -job -jobs`
- `(inurl:portfolio OR inurl:blog) c# toronto -stocks -job -jobs`

## Search strings for sourcing candidates on Github

- `site:github.com "Toronto" AND "C++"`
- `site:github.com "Toronto" AND "Javascript"`

## Search strings for Youtube

- `site:youtube.com/user "mobile developer" Toronto`
- `site:youtube.com/user "iPhone developer" Toronto`
- `site:youtube.com/user "Android developer" Toronto`

# Recruit'em Writes Search Strings For You

**Recruit'em** is a free recruiting app that writes complex Boolean search strings for you. It enables you to search six of the top websites for sourcing job candidates.

The screenshot shows the Recruit'em web interface. At the top, a blue banner reads: "We've updated the interface, if you'd still prefer to use the old one, [you can do that here.](#)" Below this is the Recruit'em logo. On the left is a dark sidebar with the text "Choose your network" and icons for LinkedIn, Google+, GitHub, XING, stackoverflow, and Twitter. The main content area is titled "Easily use Google to search profiles on LinkedIn" and contains several search filters:

- Country:** A dropdown menu currently set to "All countries".
- Job title:** A text input field containing "e.g. Finance Controller". Below it is a checkbox labeled "Show similar jobs".
- Location or keywords to include:** A text input field containing "e.g. web developer, London, SEC".
- Keywords to exclude:** A text input field containing "e.g. Accountant, Senior".
- Education:** A dropdown menu currently set to "All candidates".

Go to [recruitin.net](http://recruitin.net), select a tab on the left, fill in the blanks and POW... Recruit'em builds the search string for you.

# Recruit'em Power Tip

Use the search string Recruit'em gives you to build an even stronger search string that's more targeted to your requirements.

Here's how:

**Recruit'em** gives you two options: To save search string or to open the search results in Google.



Click **Open in Google** to see the search results. Now you can tweak the search string to get even better results.

Recruit'em doesn't support the OR operator in their search boxes.

However, after you open the search in Google, you can add search terms and use the OR operator if you want to make your search more specific.

For more tips check out the [\*\*Recruit'em User Guide\*\*](#).

# Boolean Search Cheatsheet

Operator	How It Works	Example
<b>AND</b> (or a space)	List each keyword followed by a space. Putting AND between the words is optional	“engineer developer” is the same as “engineer AND developer.”
<b>OR</b>	Search for either keyword or both	(“java developer” OR “java programmer”)
“exact phrase”	Use quotation marks to search for an exact phrase	“Production Application Support”
(brackets)	Use brackets to group search terms	(“production application support” middleware)
-exclude	Use a minus sign to exclude a keyword	-job -jobs
<b>site:</b>	X-ray search within one website	site:twitter.com “java developer”
<b>intitle:</b> <b>inurl:</b>	Search for a certain word in the page title or URL	(intitle:resume OR inurl:resume)
<b>file:</b>	Search for certain filetypes	(filetype:pdf OR docx OR doc OR txt)
*wildcard	Use an asterisk as a placeholder for unknown terms or letters	financ* searches for “finance”, “financial”, etc.

# Your IT Staffing Resource



Stafflink Solutions is an IT staffing company in Toronto Canada. We can help you hire developers, programmers, project managers, social media marketing and community managers, business analysts, data architects, financial analysts and many more roles.

**For help with staffing**, email Tim Collins at [timc@stafflink.ca](mailto:timc@stafflink.ca).

**Find us on LinkedIn!** [www.linkedin.com/company/stafflink-solutions](http://www.linkedin.com/company/stafflink-solutions)