

LinkedIn 'must have' search tips



Getting started with Boolean searches

Boolean searching is an internet search technique that utilises specific combinations of key words to increase the chances of finding relevant information while narrowing the search criteria.

If you have ever considered using LinkedIn as a recruitment tool, or are a frustrated current user, there are a few simple Boolean search techniques to learn that will allow you to attract people (potential candidates) with the right skills and experience in an appropriate location. Aside from precious time, LinkedIn, when mastered, can really enhance your recruitment activities.

Here are some practical tips to help you maximise your LinkedIn search effectiveness and return targeted and accurate results. To get started log in to your account and follow these simple steps:

People searches: Where recruiters will find the most benefit is through doing People searches. Make sure you select **People** rather than Jobs before you go any further.

Advanced Searches: Click **Advanced**. This will allow you to refine your search parameters including name, company, industry and location. The **Keywords** and **Postcode** criteria are particularly useful. Without these additional search tools, entering a search such as **Sales Manager** in the main search bar will return a whopping 11,951,057 results which is not very useful. You will pick up anyone who has the words Sales or Manager in their profile.

Quoted Searches: Place quotation marks “.” around your search criteria to allow you to isolate an exact phrase.

Example: Enter “**Sales Manager**” and select a postcode; 6000 to reduce the pool of potentials to 6,574. This is still a huge number but at least we are in the right location.

AND Searches: Use the uppercase word **AND** between your search terms to attract a more specific skill set.

Example: Enter “**Sales Manager**” **AND** “**Electronics**” to refine your search to 243 results. Another great search is to include qualifications: “**Sales Manager**” **AND** “**Electronics**” **AND** “**MBA**”. Add in a postcode and suddenly we have only 12.

NOT and OR Searches: Similarly to AND; using **NOT** and **OR** in your search will exclude certain parameters (such as industry sector) or enable you to search on multiple terms.

Example:

Enter “**COO**” **OR** “**Chief Operating Officer**” **NOT** “**Mining**” - 455 results

Enter “**COO**” **OR** “**Chief Operating Officer**” **AND** “**Mining**” - 207 results

If you are really keen you can take your search to the next level and use brackets ():
 (“**COO**” **OR** “**Chief Operating Officer**”) **AND** (**Aged Care** **OR** **Not for Profit** **OR** “**Health**”).

Like any skill, Boolean searching takes practice and while LinkedIn’s capability goes far beyond these basics there are 5 primary techniques to remember: “.”, **AND**, **OR**, **NOT**, and ().

At Edward George Boolean searches are an integral part of our recruitment process. If you have a key Executive appointment requirement and don’t have the time to master Boolean searches, call us for assistance on 08 9457 4566 or email perth@edwardgeorge.com.au.