



# X-Ray Recruitment

Find Hidden Talent Google Can't Hide

Giss Mary Thomas/ L&D / Dec 2025

# What Is X-Ray Recruitment?

**X-Ray = Google Boolean search inside any website**

- Looks inside LinkedIn, GitHub, Behance, company sites, university portals
- Finds passive candidates who never apply on job boards
- 100% free – no LinkedIn Recruiter needed
- Used by top recruiters at Google, Amazon, Deloitte

## One operator does **90% of the work**

**site:linkedin.com/in**

site:linkedin.com/in "banking" "India" -inurl:pub/dir -inurl:sales/dir

site:linkedin.com/in "banca" "Kerala" OR "Kochi" -inurl:pub/dir -inurl:sales/dir

site:linkedin.com/in "banking" "1-2 years experience" "India" -inurl:pub/dir -inurl:sales/dir

**Note: Add -inurl:pub/dir -inurl:sales/dir remove LinkedIn directory junk**

**Without it → 60–80% of your Google results are useless junk from LinkedIn's public  
directory pages.**

**With it → you get only real candidate profiles.**

# Why X-Ray beats normal searching

Benefit	Normal Search	X-Ray Search
Finds passive candidates	✗	✓
Works without premium accounts	✗	✓
No 100-result limit	✗	✓
Finds fresh profiles first	✗	✓
Completely free	✗	✓

## 5 Ready-to-Use X-Ray Strings (Copy-Paste Today)

- **Bank Insurance Professionals**

site:linkedin.com/in ("banca" OR "bank assurance" OR "relationship manager" insurance)  
("HDFC" OR "ICICI" OR "Axis" OR "SBI" OR "Kotak") "India" -inurl:pub/dir -inurl:sales/dir

- **Agency Channel / Insurance Agency Leaders**

site:linkedin.com/in ("agency manager" OR "agency development manager" OR "agency leader" OR "branch manager" insurance OR "sales manager" insurance agency) "India" -inurl:pub/dir -inurl:sales/dir

- **General Insurance / Health Insurance Specialists**

site:linkedin.com/in ("general insurance" OR "health insurance" OR "motor insurance" OR "underwriter" OR "claims man



- **Corporate Agency / CAPR (Corporate Agent Registration) Professionals**

site:linkedin.com/in ("corporate agency" OR "CAPR" OR "corporate agent" OR "key account manager" insurance OR "institutional sales" insurance) "India" -inurl:pub/dir -inurl:sales/dir

- **Life Insurance Sales / Unit Managers**

site:linkedin.com/in ("unit manager" OR "sales manager" OR "branch manager" OR "development manager") ("LIC" OR "HDFC Life" OR "ICICI Pru" OR "Max Life" OR "SBI Life") "India" -inurl:pub/dir -inurl:sales/dir



**Stop waiting for candidates to find you.  
Start X-Ray<sup>ing</sup> them on Google — today.**