

I can't find an industry on LinkedIn

Have you ever tried to find an industry in LinkedIn but were not able to?

This article will teach you why it happens and how to solve it 😊

Why can't I find some industries?

Industries in the LinkedIn or Sales Navigator filter correspond to a **closed list of options**.

Basically, if you create a company page in LinkedIn you can't just type an industry, you need to select one option from a closed set.

![]
(<https://downloads.intercomcdn.com/i/o/qjmc10sy/1397720276/24d676e37ac6923a5d5967774ca2/Captura%2Bde%2B02-25%2Ba%2Bla%2B15.3924.png?Expires=1770300900&Signature=25eb4399fecb38e8663683f80bf7dbfb950742471e09acea334696fdaf769ce4&req=d>)

How to fix it?

Step 1: Select the closest industry

- In filter Industry > click on **Generate with AI**
 - Introduce description or keywords and click "Generate" > AI will identify the best matches
 - Remove options you don't like

Paso 2: Narrow the results further with keywords

If the results are too generic, you can narrow them down with the keyword search

Keywords will be searched in the name, headline or description of the company in LinkedIn

You may use this prompt to ask GPT for a boolean search of keywords

*Generate a boolean search for Sales Navigator in this format: "keyword 1" OR "keyword 2" OR "keyword 3". Topic is *
** [introduce topic]. Include a maximum of 15 keywords, in english and [introduce language], singular and plural, and
include relevant synonyms.**

Video example