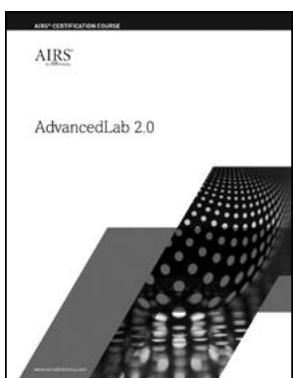


AIRS® CERTIFICATION COURSE



# AdvancedLab 2.0



#### AIRS® AdvancedLab 2.0

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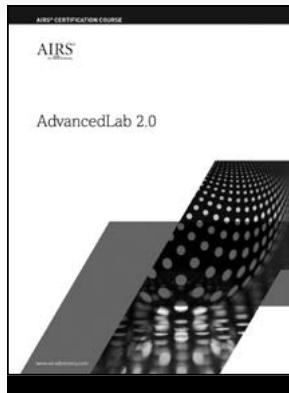
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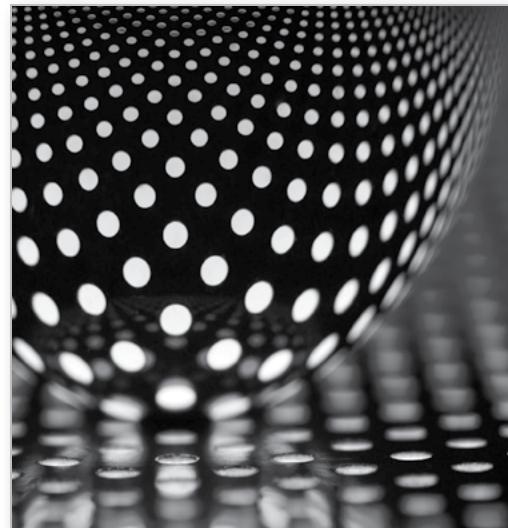
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## Introduction

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Welcome to **AIRS AdvancedLab 2.0**. This course was designed to showcase some of the most sophisticated techniques for sourcers in the recruitment industry. For years, AIRS SearchLab has been recognized as the premium standard for Internet sourcing in recruiting. AIRS AdvancedLab will push Internet sourcing further and entail taking the skills learned in SearchLab by expanding on those techniques to enhance the ability to find talent. This course will allow sourcers and recruiters to learn the latest time saving techniques, search engines and Boolean logic. Internet researching won't look the same, as this course is not limited to basic Boolean search techniques.



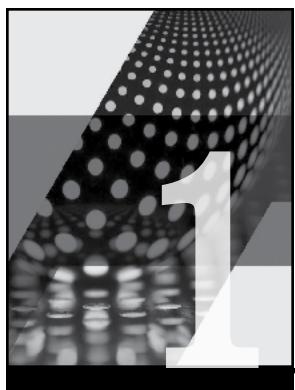
This is an advanced course and recruiters should already be very comfortable with Boolean logic and search commands to keep pace with this material. The sites, advanced search strings, tricks and tips taught in this course will provide sourcers and recruiters with a superior advantage over others in the industry.

This class was built to provide sourcers and recruiters alike with an interactive opportunity to practice the most advanced searching techniques aided by AIRS trainers. The goal is to make sure that each concept introduced is fully understood with the intent to incorporate these methods when it comes time to quickly fill positions and generate passive candidate leads.

Today it is easier than ever to find people online, the challenge is to know how to leverage advanced sourcing techniques to stay steps ahead of the competition. Whether the competition is in the industry, within the recruiting department or from a third party vendor, sourcers and recruiters will soon have the ability to find candidates that go beyond basic searches through job boards, LinkedIn® or Google®.

This class will stem on the techniques and methods that were introduced in SearchLab. Whether SearchLab was taught yesterday or taken many years ago, this course is meant to quickly reintroduce a solid foundation of search techniques and immediately build on those methods to take recruiters to the cutting-edge level of sourcing for passive candidates. They are, after all, still the prize.





# CHAPTER ONE

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## **EXPRESS REVIEW OF CORE METHODS**

Express Review Menu

Technique Review & Practice Activities

# Express Review of Core Methods

In SearchLab, the course started with information that served as the foundation for Internet search techniques. In AdvancedLab, it is presumed that these concepts are understood and sourcers are ready to move onto more advanced strategies. Prior to embarking on AdvancedLab, it is critical that the fundamentals taught in SearchLab are fresh in the mind of each student and are thoroughly understood before moving onto more advanced and complex sourcing techniques.



EXPRESS REVIEW MENU			
Build a Solid Web Foundation	Search Techniques	Search Engines	Boolean & Field Search Commands
<ul style="list-style-type: none"><li>• Search Engines</li><li>• Boolean Logic &amp; Operators</li><li>• Field Search Commands</li><li>• PeelBack &amp; Harvest</li><li>• Keywords</li></ul>	<ul style="list-style-type: none"><li>• PowerSearch for Biographical Information</li><li>• PowerSearch Names</li><li>• XRay</li><li>• FlipSearch</li></ul>	<ul style="list-style-type: none"><li>• Google®</li><li>• Ask.com®</li><li>• Bing®</li><li>• Exalead®</li></ul>	<ul style="list-style-type: none"><li>• AND, OR , NOT</li><li>• ( ) Parentheses</li><li>• "" Quotation Marks</li><li>• Wildcard *</li><li>• intitle:</li><li>• inurl:</li><li>• site:</li><li>• link:</li><li>• define:</li><li>• related:</li></ul>

## NOTES

POWERSEARCH FOR BIOGRAPHICAL INFORMATION		
Find Resumes/Profiles	Add Additional Keywords	Eliminate Job-Type Results
<ul style="list-style-type: none"> <li>• Resume(s)</li> <li>• Resumebook</li> <li>• CV(s)</li> <li>• Curriculum Vitae</li> <li>• Vitae</li> <li>• Profile(s)</li> <li>• Bio(s)</li> <li>• About Me</li> <li>• Homepage</li> <li>• User</li> <li>• Portfolio</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifications</li> <li>• Objective</li> <li>• Experience</li> <li>• Education</li> <li>• References</li> <li>• Work History</li> <li>• Certification</li> <li>• Location</li> <li>• Contact Information</li> <li>• Dates</li> <li>• Companies</li> </ul>	<ul style="list-style-type: none"> <li>• jobs</li> <li>• Submit</li> <li>• Opening</li> <li>• Recruiter</li> <li>• Send</li> <li>• Benefits</li> <li>• Requirements</li> <li>• EOE</li> <li>• Supply</li> <li>• Sample</li> <li>• Example</li> </ul>
<b>EXAMPLE SEARCH STRING</b>		
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae)		

POWERSEARCH FOR NAMES		
Target Companies	Target Universities	Target Associations
<ul style="list-style-type: none"> <li>• Team</li> <li>• Staff</li> <li>• People</li> <li>• Personnel</li> <li>• Employees</li> <li>• Executives</li> <li>• Officers</li> <li>• Leadership</li> <li>• Management</li> <li>• Contacts</li> <li>• Profiles</li> <li>• Associates</li> </ul>	<ul style="list-style-type: none"> <li>• Alumni</li> <li>• Graduates</li> <li>• Grads</li> <li>• Alum</li> <li>• Alumnae</li> <li>• Alumnus</li> <li>• Staff</li> <li>• Faculty</li> <li>• Professors</li> <li>• Team</li> <li>• Postgraduates</li> <li>• People</li> </ul>	<ul style="list-style-type: none"> <li>• Members</li> <li>• Speakers</li> <li>• Attendees</li> <li>• Participants</li> <li>• Registrants</li> <li>• Officers</li> <li>• Presenters</li> <li>• Profiles</li> <li>• Agenda</li> <li>• Minutes</li> <li>• Chapters</li> <li>• Committee</li> </ul>
<b>EXAMPLE SEARCH STRING</b>		
(intitle:team OR inurl:team OR intitle:staff OR inurl:staff OR intitle:people OR inurl:people)		

# Technique Review & Practice Activities

## **Technique Review & Practice Activities – PowerSearching:**

Different AIRS core methods are better for finding certain types of candidates. It's important to have a solid understanding of these methods and best practices in applying them in order to make the leap into the world of AdvancedLab's complex techniques.



## PowerSearch Review:

## **Elements of a PowerSearch String:**

PowerSearch strings are comprised of document-type keywords used in conjunction with field search commands, Boolean operators and modifiers, as well as industry keywords that will help locate the specific type of candidates that are being sourced.

## **Example PowerSearch String for Biographical Information:**

(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) keyword1  
(keyword2 OR keyword3) -jobs

## **Example PowerSearch String for Names:**

(intitle:team OR inurl:team OR intitle:staff OR inurl:staff OR intitle:employees OR inurl:employees) keyword1 (keyword2 OR keyword3)

## NOTES

# Activity



Build search strings to find Biographical Information for the following two job descriptions:

## Job Description 1:



### **UI / UX Developer/Designer**

#### **Responsibilities**

- Defining and implementing design criteria, design guidelines, and design specs that demonstrate experience with industry standards/best practices and corporate visual design guidelines and strategies across desktop software, Web, and mobile platforms
- Creating storyboards, flows, wireframes, mockups, and experience prototypes
- Iterating designs based on user feedback research, technology constraints, and market dynamics
- Collaborating with other virtual team members
- Working with the engineers on designing and documenting advanced technical solutions

#### **Qualifications**

- 5+ years' experience as an Interaction/UI Designer
- Experience with highly scalable, consumer-facing applications
- Extensive experience in wireframes, mockups, process flow diagrams
- Must have a strong portfolio available for viewing
- Experience with mobile application design
- Bachelor's Degree or advanced degree or equivalent experience

## Job Description 2:



### Sales Executive/Account Manager

#### Responsibilities:

- Develop, maintain and cultivate a portfolio of executive level contacts at various organizations & industry verticals and their respective departments
- Qualify and build a strong pipeline of new opportunities
- Generate appointments through warm and cold calling
- Help qualify and grow previously identified opportunities
- Develop account plans for specific large corporations and help drive the account team

#### Qualifications:

- 3+ years of successful sales experience with professional services and consulting firms
- High level of accountability and the ability to gain respect with customers
- Must be an organized, flexible, goal-oriented, and results-driven individual
- Proven ability to exceed sales objectives by selling services or business solutions
- Ability to understand client needs and critically qualify opportunities
- Demonstrated ability to work in a team environment

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## Activity Cont'd:

### **PowerSearch Strings for Biographical Information:**

Build a string and record results for a UI / UX Developer/Designer:

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### **PowerSearch Strings for Names:**

Build a string and record results for a Sales Executive/Account Manager:

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## Technique Review & Practice Activities – XRay & FlipSearch

The XRay and FlipSearch commands are both powerful techniques that focus on particular websites.

### XRay Review:

An XRay will bring back documents found on a specific Web domain. The command “site:” is used in conjunction with a Web domain and additional keywords can be added to further refine the string. This search can also be conducted on a top-level domain, such as an “edu” or “org.”



### FlipSearch Review:

A FlipSearch will bring back documents that have a hyperlink to a specific Web domain somewhere on the page of the result. This could be found visibly within the text or even behind an image found within the document. The command “link:” is used at Exalead® in combination with keywords to find results.

### Example XRay String:

site:domain.com keyword1 (keyword2 OR keyword3)

### Example FlipSearch String:

link:domain.com keyword1 (keyword2 OR keyword3)

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## Activity

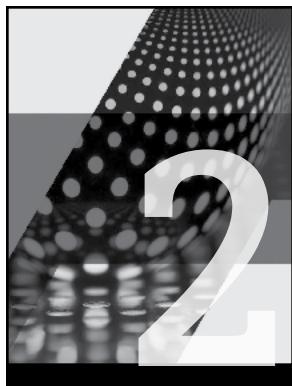


Conduct both an XRay and a FlipSearch of the following websites. Record strings and results found.

- ## 1. Toshiba® to locate a Network Engineer

2. SHRM<sup>SM</sup> to locate a HR Manager with a PHR designation





## CHAPTER TWO

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### ADVANCED SEARCH COMMANDS

Nesting

intext: and inbody:

- More Alternatives to -jobs

Number Range

filetype: Searches

NEAR, after: & NEAR/#

country: & loc:

DuckDuckGo

Yandex®

## Advanced Search Commands

In AdvancedLab, there will be a focus on becoming sophisticated sourcing professionals. Part of that experience derives from knowing that there are certain advanced Boolean operators that can save time within specific search engines.

While learning these techniques, it is important to remember that every search engine works differently. Each command introduced in this chapter might be unique to a single search engine or two. It is imperative to become familiar with how and where each command works.

Most of the search engines that are taught in this course are widely known, and since their inception they have grown tremendously and their search functionality continues to evolve. This continued evolution impacts Web sourcing efforts on a global scale. From the way people communicate with each other, to the way people learn and to the way people conduct business, search engines have made an incredible impact on society, especially impacting the way people find talent.

Currently there are billions of Web pages for recruiters to locate candidates through search engines. Sometimes the basic Boolean string doesn't quite yield what sourcers are looking for, or doesn't allow sourcers to find the results as efficiently as they would like, so having more advanced Boolean knowledge is pertinent today for recruiting professionals.

This chapter will teach how using these advanced commands can help recruiters and sourcers refine their searches and dig deeper for the right results within a variety search engines. In addition, some of these commands can be combined with many of the other techniques learned previously in SearchLab.



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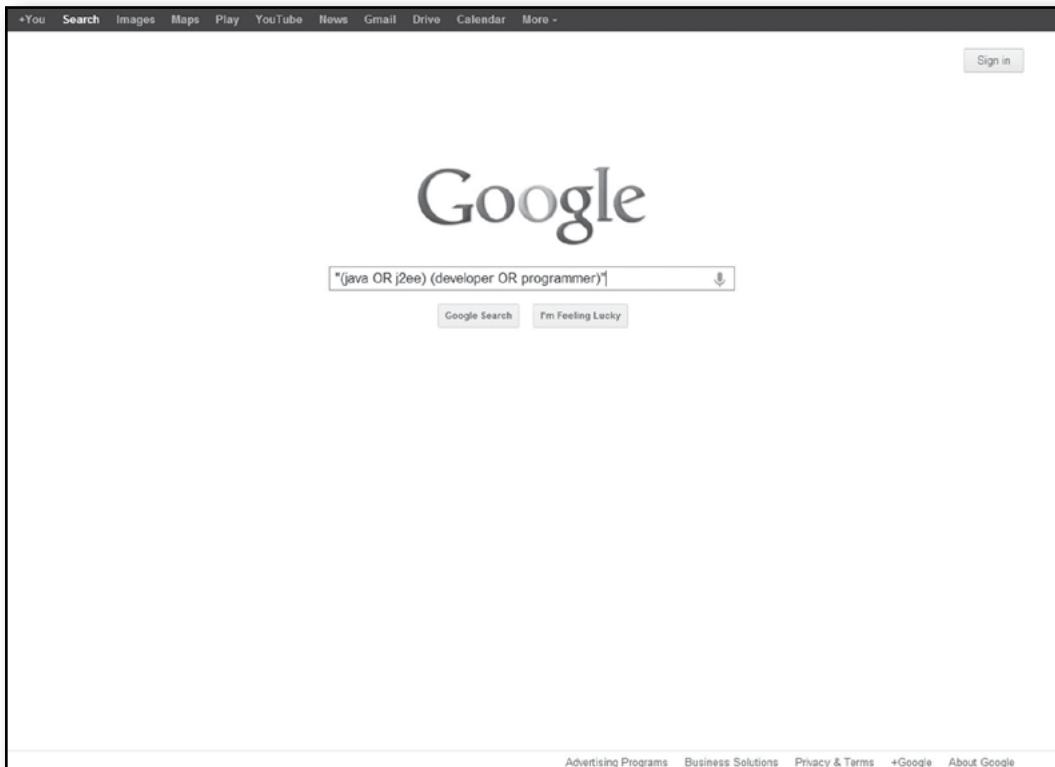
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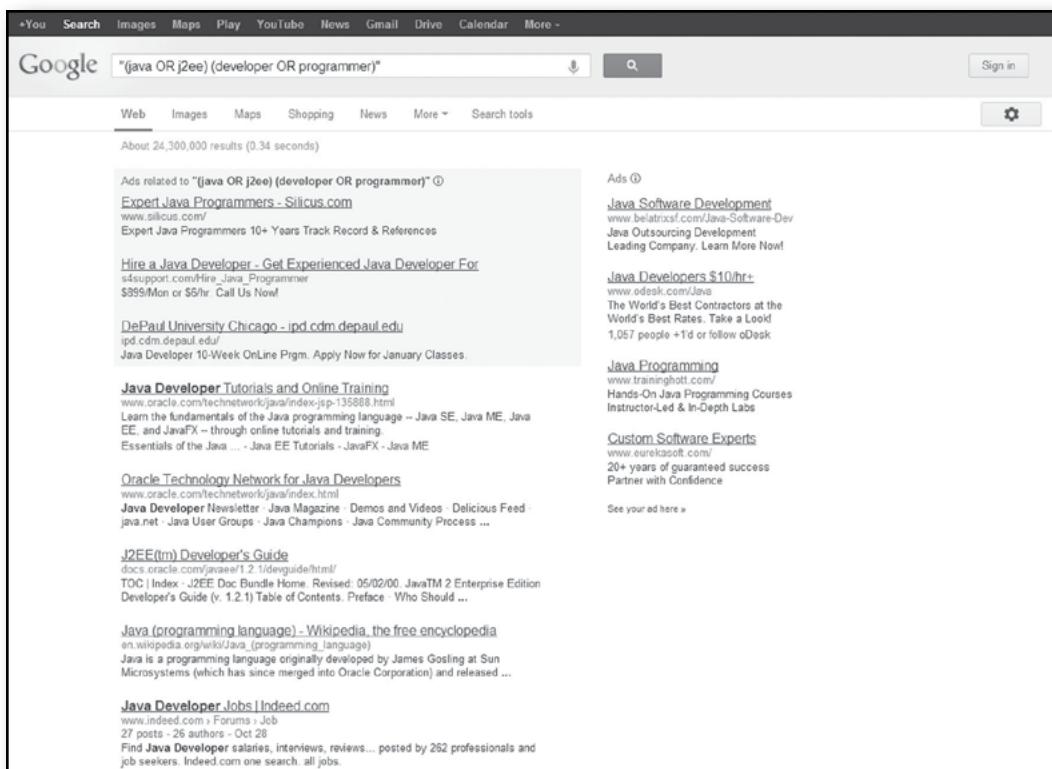
## Nesting

The use of parentheses and quotes were taught in SearchLab. Quotes are used to find an exact phrase and parentheses are used to define a subset around “OR statements” within a search string. When searching for (java OR j2ee) (developer OR programmer) the results retrieved would either yield the terms java or j2ee and developer or programmer. With that search, there is no guarantee that the words would be anywhere near each other on the document. This conundrum can be solved at Google® and Ask.com® by creating a “nested” search.



**SEARCH STRING: “(java OR j2ee) (developer OR programmer)”**

When adding quotes around the entire string, Google® and Ask.com understand that the results need to contain either of the phrases: “java developer” OR “java programmer” OR “j2ee developer” OR “j2ee programmer.”



### SEARCH STRING: “(java OR j2ee) (developer OR programmer)”

This search produces great results and some of the results contain the phrase “java developer,” while others contain “j2ee developer.” This type of search allows a user to be able to target multiple job titles at the same time without having to write them all out as individual phrases.

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The nesting time saving technique can also be used with field search commands. Rather than writing out (intitle:resume OR intitle:cv OR intitle:vitae) add the Nesting technique to condense this section of the search string.



**SEARCH STRING:** (“intitle:(resume OR cv OR vitae)” OR “inurl:(resume OR cv OR vitae)”)  
“(java OR j2ee) (developer OR programmer)” (ca OR california) -job -jobs

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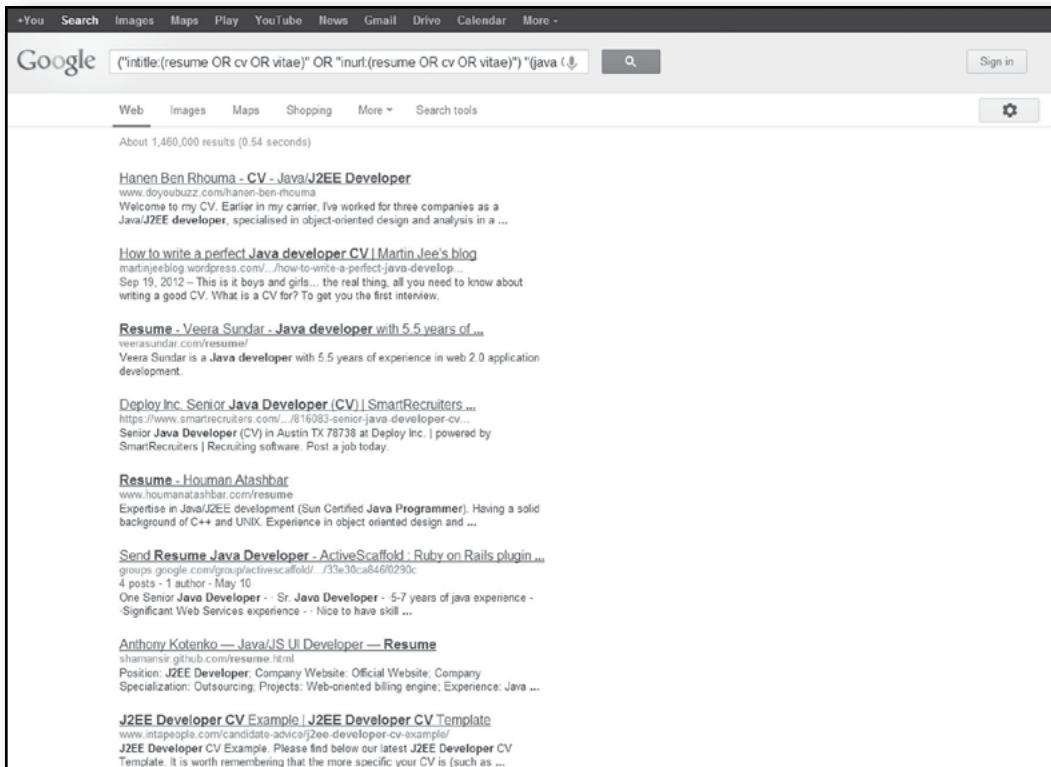
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**SEARCH STRING: ("intitle:(resume OR cv OR vitae)" OR "inurl:(resume OR cv OR vitae)") "(java OR j2ee) (developer OR programmer)" "(ca OR california) -job -jobs**

Notice that Google brings back results with all three keywords; resume, cv and vitae, in the title of the result yet the search string is significantly shorter without having to type out all of the colon commands. Nesting is a great time saver for creating search strings that are shorter yet still produce the same set of results that are retrieved with a longer string.

Keep in mind that nesting also works at Ask.com. Try searching for UI or UX developers, programmers, engineers, or designers in the New York Area. Search on biographical terms like bio, profile and portfolio.

**SEARCH STRING: ("intitle:(bio OR profile OR portfolio)" OR "inurl:(bio OR profile OR portfolio)") "(ui OR ux) (developer OR programmer OR engineer OR designer)" "(ny OR "new york") -job -jobs**

## Nesting Bonus:

A nested search can also be used in a phrase to describe exactly how a candidate might be identified online. Additionally, Google search tools can be used to reveal more recent pages that have been indexed.

**SEARCH STRING: “(he OR she) is a (java OR j2ee) (developer OR programmer)”**

Nesting can certainly save time while building a string, however search engines do limit a nested search when a quote is used inside of a quote. Single terms work best while building these strings.

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The screenshot shows a Google search results page with the query: "(he OR she) is a (java OR j2ee) (developer OR programmer)". The "Search tools" button is highlighted with a red arrow. A dropdown menu is open, showing options like "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", and "Past year". The "Past year" option is selected and checked. Other options like "Custom range..." are also visible.

Below the search tools, the results are filtered for the past year. The first result is a link to "Programmers are there in the world? | Pixelstech.net", which discusses Java developers. The second result is a link to "Nebri - The Unofficial Fan-Run MindCrack Wiki", which mentions a Java developer named Nebri. The third result is a link to "Speakers | DevFestBordj", which lists speakers including a Java developer. The fourth result is a link to "About Us [PharmGKB]", which discusses a Java developer named Ryan. The fifth result is a link to "User:Akhil160896 - Wikipedia, the free encyclopedia", which describes a Java programmer. The sixth result is a link to "Blog Geekcelerator | Axemblr makes big data processing in the...", which discusses a Java developer.

### **SEARCH STRING: “(he OR she) is a (java OR j2ee) (developer OR programmer)”**

From the main results, use the Google search tools to find results within the past year.

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## intext: and inbody:

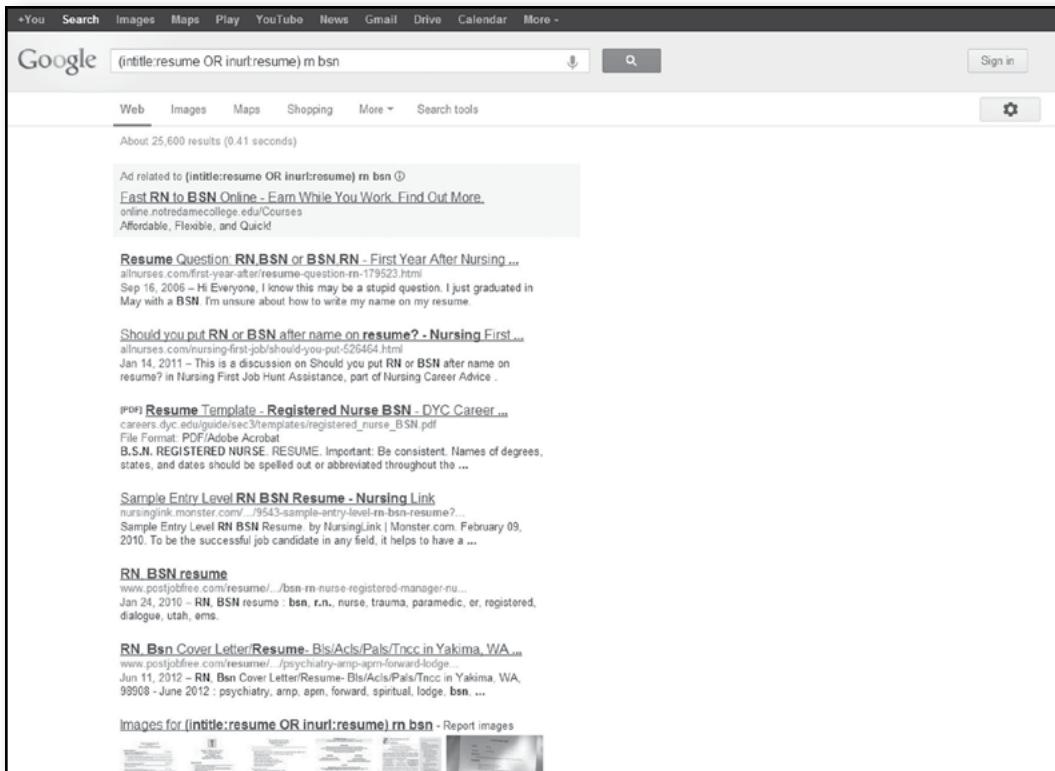
In SearchLab two of the three fields in which search engines retrieve terms were introduced: the URL address and the title field. Those fields were targeted with the intitle: command, which looks for terms specifically in the title of a document, and the inurl: command, which looks for specific terms in the URL address of a result. The third field in which search engines look for terms is in the text or the body of a document. The command intext: can be used to tell the search engine to look specifically in the text or body of a document for keywords. The intext: command is exclusive to Google and Ask.com.

Certainly the intext: command can be used to find words on a page, however it is even more powerful when used to eliminate terms that wouldn't normally be found on a biographical document.



**SEARCH STRING: (intitle:resume OR inurl:resume) rn bsn**

Start with a typical PowerSearch string for biographical information at Google using the intitle: and inurl: field search commands.



### SEARCH STRING: (intitle:resume OR inurl:resume) rn bsn

A vast majority of the results are resume samples, examples, templates and even job postings. Knowing that a large portion of candidates typically don't put the word resume actually on their resume, biographical terms can be subtracted from the text of these results to refine a search string for more relevant results. Since a minus sign can be used to eliminate unwanted results from a search engine, this Boolean Operator can be used in conjunction with the intext: command to target exactly where to eliminate this type of data. For this example, try adding -intext:resume to the search string.

### NOTES

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### **SEARCH STRING: (intitle:resume OR inurl:resume) rn bsn -intext:resume**

This slight adjustment reduces unwanted results significantly. The quality of the results have improved greatly without having to subtract more terms such as samples, templates, examples and jobs yet those types of unwanted results are now nearly nonexistent.

The intext: command can also be used at Ask.com. Eliminating the term resume from the text of a document is a great way to narrow the search, however excluding other biographical terms from the text, such as CV and vitae can be just as valuable.

The next search will focus on sourcing Communication Managers in the Seattle Washington area at Ask.com. For this search, the nesting technique will be used to look for biographical documents. The terms resume, cv and vitae will be eliminated from the text.

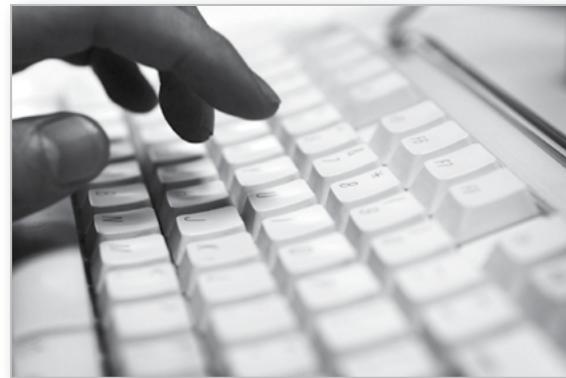
**SEARCH STRING: (“intitle:(resume OR cv OR vitae)” OR “inurl:(resume OR cv OR vitae)” (“communications \* manager” OR “communications manager” OR “manager of \* communications” OR “manager of communications”) (wa OR washington) (seattle OR bellevue OR tacoma OR 206 OR 360 OR 253 OR 425) -intext:resume -intext:cv -intext:vitae**

**inbody:**

Bing also searches the body of a document, but with a slight adjustment. While these search engines do not recognize the intext: command, they will recognize a similar command. The inbody: command used at Bing will also help eliminate unwanted results.

Try the following example:

**SEARCH STRING:** intitle:resume rn bsn -inbody:resume



Sourcers who learn to leverage all three search fields at Google, Ask.com and Bing have an ability to create more effective search strings that will yield targeted results.

## NOTES

## More Alternatives to -jobs

Knowing the three fields that search engines retrieve terms is very beneficial when deciding which term to eliminate from a query. The NOT operator is a powerful operator as it will eliminate a term from results. Common terms to eliminate are job and jobs. Many sourcers construct their strings by eliminating job and jobs from all three fields. But what if our candidate has that term on their biographical document? If that term is excluded from the search string, then there is a chance that a candidate might also be excluded.

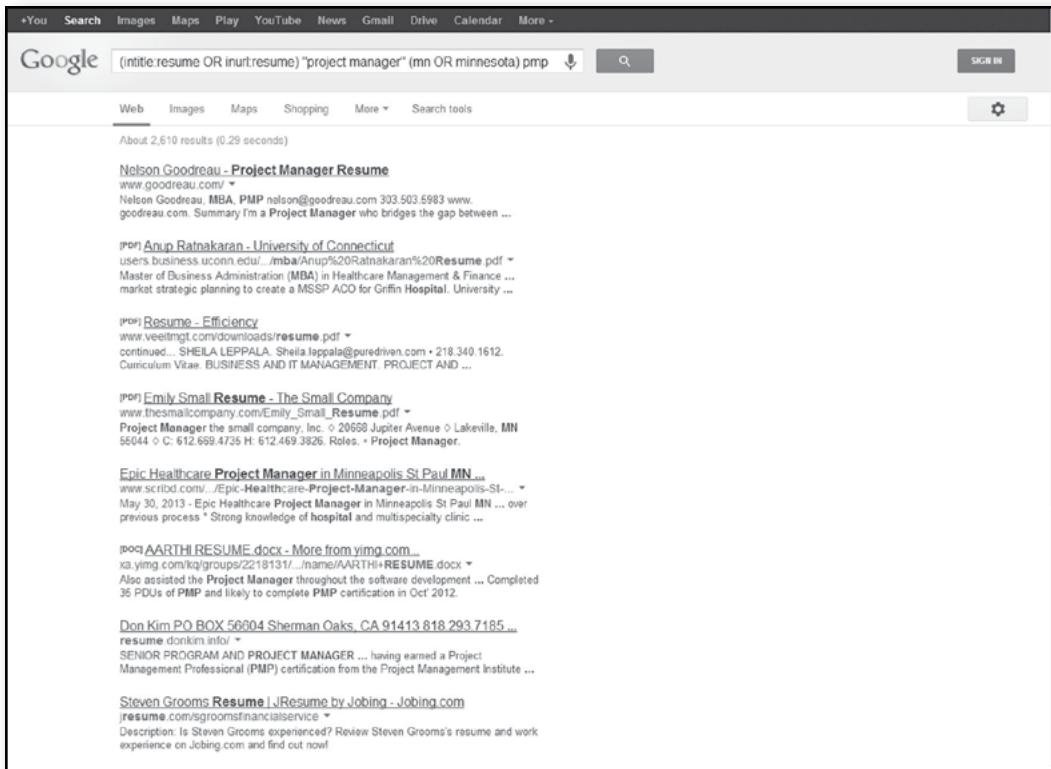
Here is an example of a candidate that might have the word jobs or jobs in the text of their document.

This string is looking for a PMP certified Project Manager with an MBA and healthcare experience in Minnesota. The term job and jobs have been excluded from the results.



**SEARCH STRING:** **(intitle:resume OR inurl:resume) "project manager" (mn OR minnesota) pmp mba (health OR hospital) -job -jobs**

Normally, the easiest way to get rid of job posting type results would be to just eliminate those results in the search, as shown. Review the results for this more traditional search prior to learning two alternative ways to refine results.



**SEARCH STRING: (intitle:resume OR inurl:resume) “project manager” (mn OR minnesota) pmp mba (health OR hospital) -job -jobs**

Great results are retrieved, but the next string constructed will focus on eliminating those terms in the title field and URL address, as opposed to all three fields.

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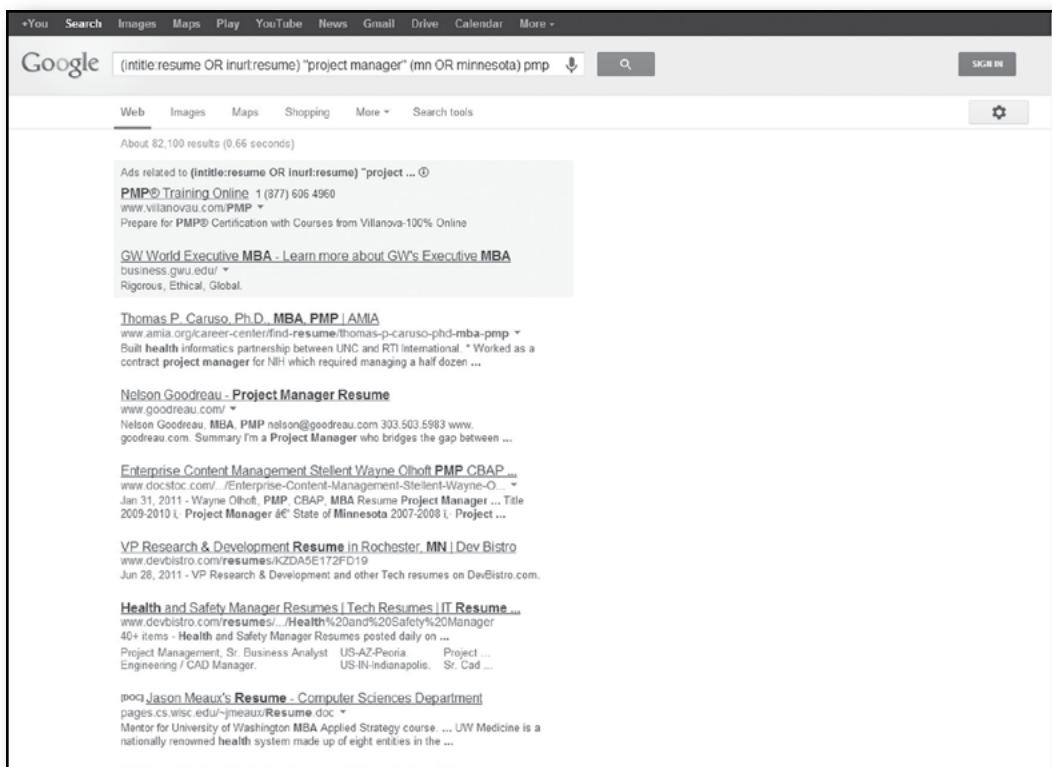
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**SEARCH STRING: (intitle:resume OR inurl:resume) “project manager” (mn OR minnesota) pmp mba  
(health OR hospital) -intitle:job -intitle:jobs -inurl:job -inurl:jobs**

This advanced modification opened the search results dramatically which leaves plenty of opportunity for adding more specific search information.

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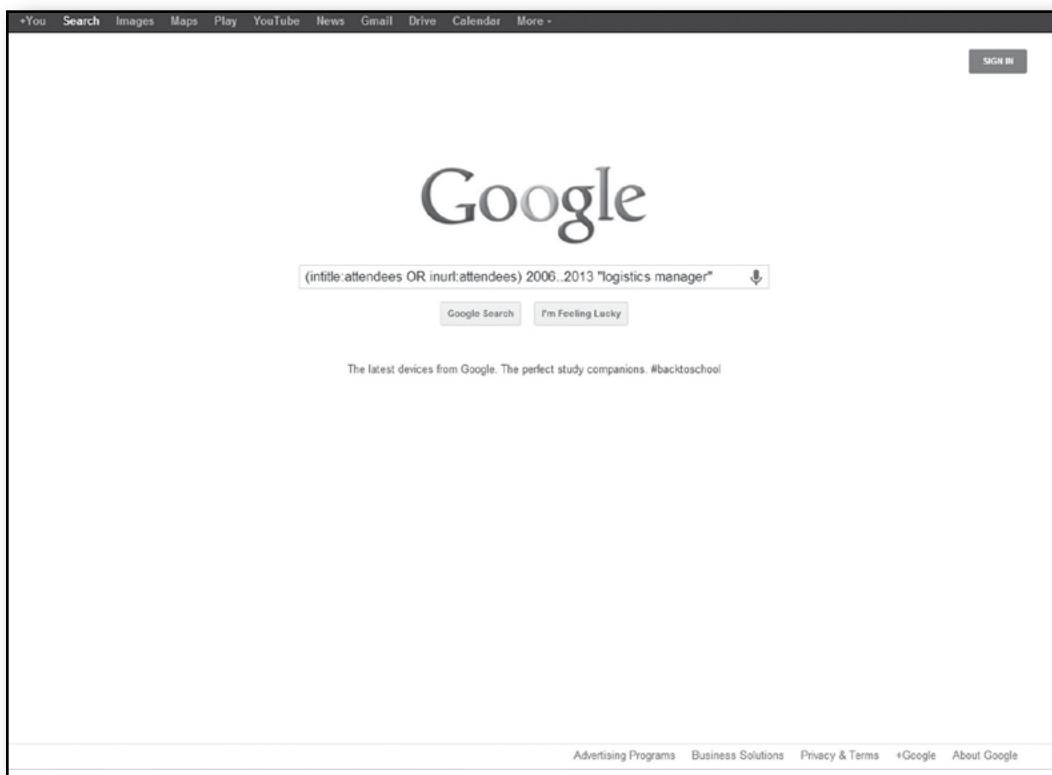
## Number Range:

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This next advanced search technique can be very useful to help save time when attempting to yield a set of results. The number range search can be used for searching documents within a sequential set of dates or even a range of zip codes to target results for a particular area. There are a myriad of things that this search technique can be used for.

Keep in mind that this particular search works best at Google and Ask.com. In order for this search to be conducted efficiently, two dots need to be used between a set of numbers from low to high. For example, 2001..2005 will yield results with one or more of 2001, 2002, 2003, 2004, or 2005.

A great way to use this technique is to focus on a specific range of dates for events by targeting rosters, lists, or attendees which sometimes generates massive lists of names.



**SEARCH STRING: (intitle:attendees OR inurl:attendees) 2006..2013 "logistics manager"**

Use the AIRS PowerSearch technique to target attendee list type results, and add 2006..2013 to find results posted only within the last six years. Finally add the title "logistics manager" to find results with that exact job title.

### **SEARCH STRING: (intitle:attendees OR inurl:attendees) 2006..2013 “logistics manager”**

This search returns a variety of conference attendee lists from 2006-2013. Notice the vast majority of results that have been retrieved from 2009, 2010, 2011 and even 2012.

### **NOTES**

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Another way to search by using this command is to focus geographically. This can be done by using a range of zip codes assigned to a particular city or town. In SearchLab, it was discussed to build search strings to focus on area codes. Unfortunately with the Google number range feature, this doesn't work since most area codes are not sequential. Though still a great search, looking for a range of zip codes can be just as beneficial. As long as a range of zip codes are known for a particular area, this addition can be very effective in a PowerSearch string.

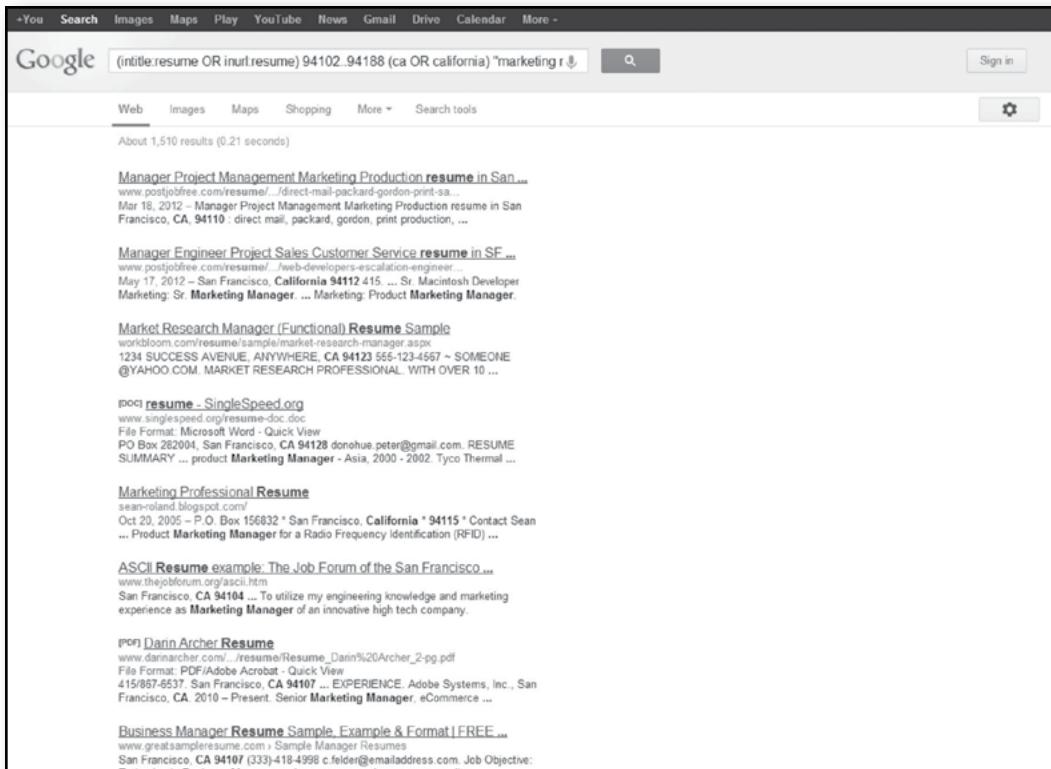
The United States Postal Service® website is a great resource for finding a full range of zip codes. Once there, just enter a city and state and view all of the zip codes associated with that region.

For this example, try to find a Marketing Manager in the San Francisco area. There are 56 different zip codes in San Francisco, ranging from 94102 to 94188. Since 56 different zip codes would more than exceed the 32 keyword limit at Google, the number range technique allows for a simple expansion to open up results leveraging Boolean.



**SEARCH STRING:** **(intitle:resume OR inurl:resume) 94102..94188 (ca OR california) “marketing manager”**

Add the terms (ca OR california) to help ensure that the results contain actual zip codes, as opposed to random numbers. After all, Google is simply looking for a range of numbers and not necessarily zip codes specifically.



**SEARCH STRING: (intitle:resume OR inurl:resume) 94102..94188 (ca OR california) “marketing manager”**

Notice that the results from this search have a wide range of zip codes from 94129, 94110, 94123, etc. Keep in mind that not every candidate will have their address or zip code located on their resume which is why it is a good practice to leverage other search techniques as well to avoid missing good candidates.

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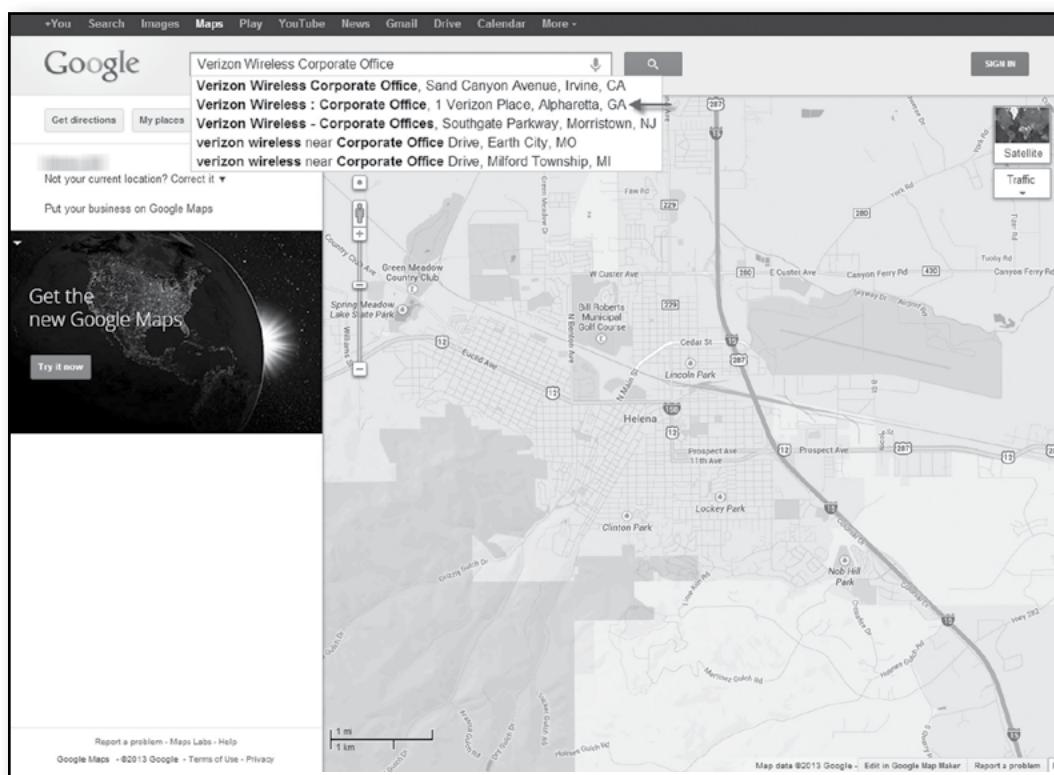


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Besides dates and geography, this search can also be used to find contact information, more specifically phone numbers. Google Maps is a great resource to help locate a corporate phone number to target in a search.



<http://maps.google.com>

Next, use Google Maps to search for Verizon Wireless Corporate Offices using those simple keywords to locate the corporate phone number in Alpharetta, GA.

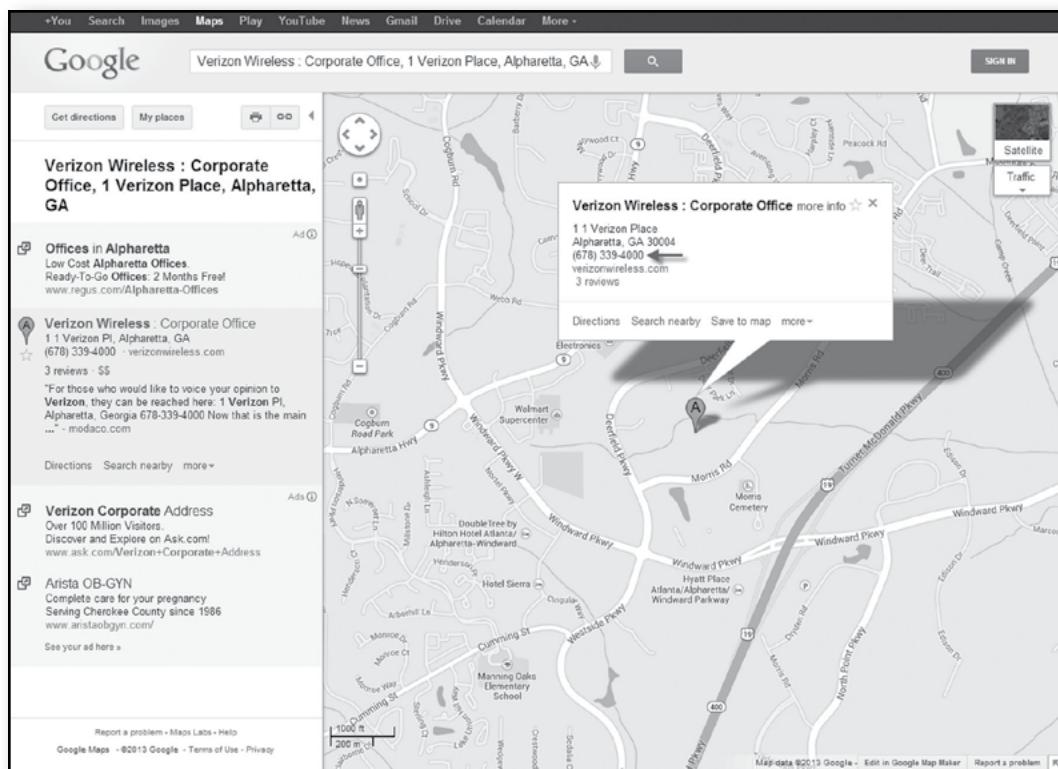
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### SEARCH STRING: Verizon Wireless Corporate Office

Use the result for Verizon® Wireless Corporate Office to conduct a number range search for phone numbers.

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Google Search Images Maps Play YouTube News Gmail Drive Calendar More

678-339-4000.9999 "external affairs"

Web Images Maps Shopping More Search tools

8 results (0.19 seconds)

[PDF] National End Contact List 08.05.10 - Verizon Pioneers  
www.verizonpioneers.org/.../NationalEndContactList08-05-10.pdf ▾  
David Russell, Executive Director - External Affairs, Verizon, PO Box 152092, HQE02H20 ... 678-339-5564. Chuck Hamby, FL chuck.hamby@verizonwireless...

[Investor-Owned Electric Companies - Kentucky Public Service](#) ...  
www.psc.state.ky.us/agencies/psc/reports/utl15r.htm ▾  
... Verizon Wireless One Verizon Place Alpharetta, GA 30004-8511 (678)339-4000 Fax: (678)339-8670 Susan Israel Associate Director-External Affairs Kentucky ...

GLOBE of Verizon Board of Directors  
www.globe-of-verizon.org/html/brd\_directory.shtml ▾  
15+ items - Officers and Board of Directors. Office. Office Holder  
Executive Chairman Peter Thoms 212 395 2355  
President Mano Acosta-Velez 202 515 2580.

Hey Auburn University Football Fans - We Have You Covered  
newscenter2.verizon.com/press-releases/.../hey-auburn-university.html ▾  
Sep 14, 2012 ... experience," said Scott Carr, Auburn senior associate director of athletics for external affairs ... Kate Jay, Verizon Wireless. 678-339-4828

Investor-Owned Electric Companies Rural Electric Cooperative  
psc.ky.gov/agencies/psc/reports/utl10r.htm ▾  
... GA 30004 (678)339-5307 FAX:(678)339-8572 Return to Top of Document ... Susan Israel dba Cingular Wireless Associate Director-External Affairs 5565 ...

[PDF] appendix iii: registered lobbyists - Tennessee General Assembly  
www.capitol.tn.gov/house/archives/104GA/.../appendix20iii.pdf ▾  
SCHERING PLUGH EXTERNAL AFFAIRS, INC 2000 GALLOPING HILL ROAD, K-52,  
..... PLACE, MC GA1B3LGL, ALPHARETTA, GA 30004 (678) 339-4269

[PDF] Recruiting Handbook - Terry College of Business - University of  
https://www.terry.uga.edu/media/documents/\_/student-handbook.pdf ▾  
Morgan Lester-VP of External Affairs Jasmine Hill-VP of Membership Kenneth Duncan- ..... 678-339-4565 www.verizonwireless.com Gil Radford, Gilbert.

Verizon Communications Inc Executives, Construction and Real Estate  
www.scribd.com › Research › Business & Economics ▾  
Feb 14, 2010 - Legal and External Affairs VP ... 92618 Phone 832-656-5484 678-339-4000 678-339-4911 943-295-7000 549-205-7694 Fax 678-339-0602 ...

### SEARCH STRING: 678-339-4000..9999 "external affairs"

When creating a number range search for finding people related to a particular phone number, always start with the main line suffix followed by 9999 as shown. The reason for this is simply that most of the time a direct line phone number for anyone working for that particular company is going to be found within that subset number range. Look for external affairs staff from Verizon Wireless.

### NOTES

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# filetype: Searches

**filetype:**

The next command introduced is one of the more specialized methods for sourcing documents. Filetype searching has been available as an option at many search engines for quite a few years. This type of search stems from the fact that search engines index a variety of documents that are available on the Web. In addition to indexing HTML documents, search engines also catalog Microsoft Word® documents, Excel® spreadsheets, AdobeSM PDFs, PowerPoint® presentations and more. With this knowledge, sourcers are capable of finding documents that might be valuable for lo



In this section, the basics of this command will be taught to get familiar with the search and learn which engines work best to run these searches. Later in this course, more powerful and complex filetype searches will be introduced as well.

## NOTES

This command works at many search engines including Google. Visit the Google advanced search page to view the option that limits a search to a specific file format.

The screenshot shows the Google Advanced Search interface. It includes fields for searching words, phrases, or file types, as well as filters for language, region, update date, site, terms, and file type. Descriptions for each field are provided to the right of the input boxes.

Search Parameter	Description	
Find pages with...		
all these words:	Type the important words: tricolor rat terrier	
this exact word or phrase:	Put exact words in quotes: "rat terrier"	
any of these words:	Type OR between all the words you want: miniature OR standard	
none of these words:	Put a minus sign just before words you don't want: -rodent, -"Jack Russell"	
numbers ranging from:	Put 2 periods between the numbers and add a unit of measure: 10..35 lb, 4300..9500, 2010..2011	
Then narrow your results by...		
language:	any language	Find pages in the language you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time you specify.
site or domain:		Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	anywhere in the page	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch:	off      moderate      strict	Tell SafeSearch how much explicit sexual content to filter.
reading level:	no reading level displayed	Find pages at one reading level or just view the level info.
file type:	any format	Find pages in the format you prefer.
usage rights:	not filtered by license	Find pages you are free to use yourself.

[http://www.google.com/advanced\\_search](http://www.google.com/advanced_search)

Many document extensions are supported with this search. The Google advanced search section can be helpful to see a small variety of popular document types that can be found on the Web. A search can begin in this section, or an extension can be combined with the filetype: command at the main Google homepage.

#### NOTES

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**SEARCH STRING: filetype:xls auditor “\*@us.pwc.com”**

In this first example, construct a search string to locate Excel spreadsheets. Narrow the search to find Auditors working for PricewaterhouseCoopers<sup>SM</sup> with their corporate email address.

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filetype:xls auditor \*@us.pwc.com

[Data - Division of Revenue - Delaware](#)  
www.revenue.delaware.gov/nextair/registration.xls  
File Format: Microsoft Excel - View as HTML  
... AJ, Cornell, Director, PricewaterhouseCoopers LLP, [a.h.cornell@us.pwc.com](mailto:a.h.cornell@us.pwc.com) ... 47.  
46, Mike, Errillo, Deputy Director Audit, New Jersey Division of Taxation ...

[Sheet1 - Census Bureau](#)  
www.census.gov/proc/www/2014/ind-day-attendees.xls  
File Format: Microsoft Excel - View as HTML  
Dec 17, 2007 - ... jonathan a. [moore@us.pwc.com](mailto:moore@us.pwc.com), PricewaterhouseCoopers (PwC) is well ... Continuing strong demand for public and private company audit ...

[Class Of 06](#)  
www.cob.ohio-state.edu/.../  
File Format: Microsoft Excel - View as HTML  
... Kevin, bader.19@osu.edu; [kevin.bader@us.pwc.com](mailto:kevin.bader@us.pwc.com) bader.kevin@us.pwc.com  
... koplowitz.1@osu.edu, [fossitje@bcglobal.net](mailto:fossitje@bcglobal.net), State Auditor - Columbus ...

[Hospital Audit Firms - Arizona Hospital and Healthcare Association](#)  
www.azhha.org/member\_and\_media/\_auditfirmsurvey2005.xls  
File Format: Microsoft Excel - View as HTML  
Oct 26, 2009 - 7, Hospital/System, Current Audit Firm, Contact, Phone Number, Email Address ... Carlos Nunez, 205-252-8400, [carlos.nunez@us.pwc.com](mailto:carlos.nunez@us.pwc.com) ...

[Health & Safety - Auditing Roundtable](#)  
www.auditing-roundtable.org/\_Interest\_Groups\_042007.xls...  
File Format: Microsoft Excel - View as HTML  
2, Douglas, Hileman, PriceWaterhouse Coopers LLP, [douglas.j.hileman@us.pwc.com](mailto:douglas.j.hileman@us.pwc.com), 213-217-3268, Chair, 3, Becky, Brown, Williams, [becky.brown@williams.com](mailto:becky.brown@williams.com)

[List of Accredited Verifiers](#)  
www.arb.ca.gov/cc/hearings/gvh-verifiers\_web.xls  
File Format: Microsoft Excel - View as HTML  
Nov 1, 2012 - 36, H-12-031, Choi, Michael, Environmental Audit, Inc, 914-632-8521 .....  
713-356-4532, [von.b.gusa@us.pwc.com](mailto:von.b.gusa@us.pwc.com), Lead Verifier, Oil&Gas ...

[Sheet1 - Ning](#)  
api.ning.com/\_RecruiterEarthPassiveCandidate\_Executives9.2009D...  
File Format: Microsoft Excel  
... Associate, Audit & Risk Adv Svc, Audit, [abender@kpmg.com](mailto:abender@kpmg.com), 515 Broadway .....  
Manager, Audit, [bruce.a.orn@us.pwc.com](mailto:bruce.a.orn@us.pwc.com), Houston, TX, UNITED STATES ...

### SEARCH STRING: filetype:xls auditor “\*@us.pwc.com”

Several results seem to have great information. Since there are so many document extensions to source from, it's imperative to always think like a potential candidate and the type of document they might reside on. An Excel spreadsheet is great to target for contact information, however when searching for full resumes, it's probably not the best extension to target. If sourcing for biographical information, it is better to look for Microsoft Word or Adobe PDF documents.

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Filetype searching is consistent at Google, Ask.com, or Bing; however there is a slight twist at Exalead. In order to locate Microsoft documents at Exalead, the name of the file must be typed out as illustrated below:

- filetype:pdf
- filetype:excel
- filetype:word
- filetype:powerpoint

Notice that the Adobe PDF document extension at Exalead remains exactly the same.

**SEARCH STRING: filetype:pdf (intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae)  
“web designer” (dallas OR 214 OR 469 OR 972 OR 817 OR 682) (tx OR texas)**

Next, try to modify this exact same search to target Microsoft Word documents rather than Adobe PDFs. At Exalead, make sure to spell out the word for the type of Microsoft document rather than using the file extension itself. Try this new search string at Exalead to see what type of results it will uncover.

**SEARCH STRING: filetype:word (intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR  
inurl:vitae) “web designer” (dallas OR 214 OR 469 OR 972 OR 817 OR 682) (tx OR texas)**

Tip: An easy way to see which type of document to retrieve at Exalead is to run a search without targeting a specific file. To the right of the results, Exalead will reveal which documents are most common. By simply clicking on its suggestion, the search will be automatically narrowed and the command will be added to the search string.

There are so many different types of files to source on the Web. File-extensions.org is a great site that lists thousands of different types of files to source. The next search will focus on a creative sourcing technique that will yield contact information.

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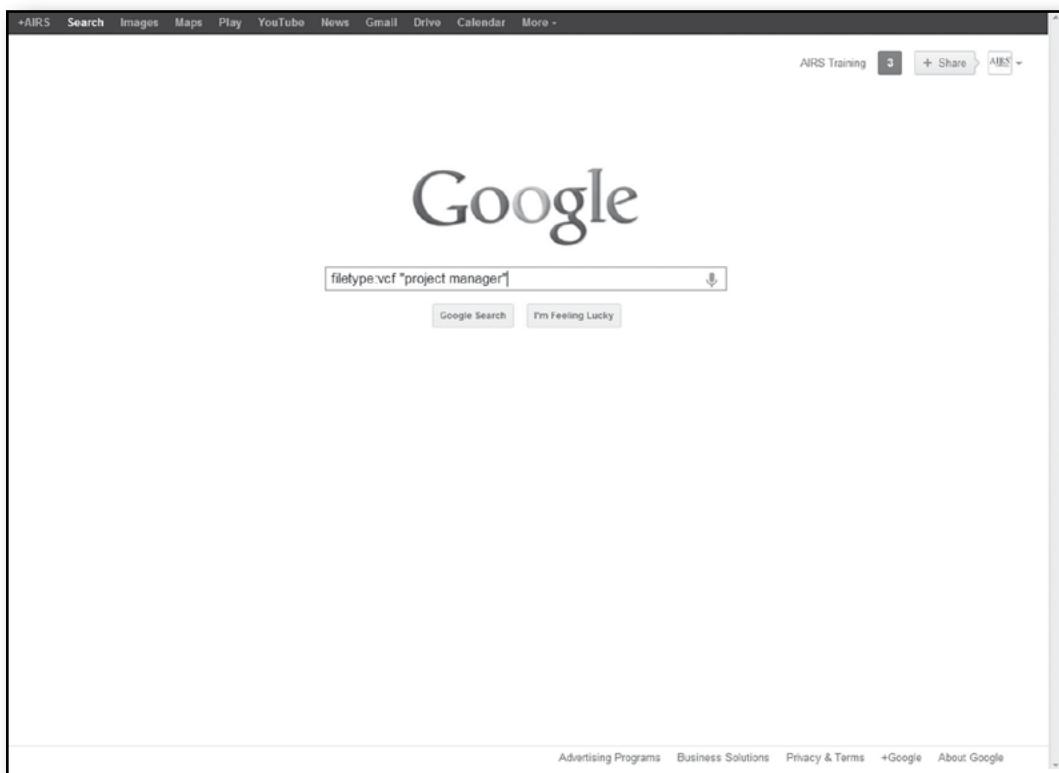
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Sourcing candidate data online within documents is not limited to only Microsoft Office and Adobe PDF documents. Try using search engines to look for other type of data that would likely store profiles of contact information.



### **SEARCH STRING: filetype:vcf “project manager”**

Some professionals add their vCard or .vcf file, which many times is connected to their professional or personal Microsoft Outlook® or other email account. In this example, use the vcf extension to find vCards for Project Managers.

#### **NOTES**

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filetype:vcf "project manager"

Web Images Maps Shopping Books More Search tools

About 197 results (0.39 seconds)

Ads related to filetype:vcf "project manager" ⓘ

[Project Management Cert.](#), 1 (877) 620 9238  
www.vilansou.com/ProjectManagement  
Become a Project Mgmt Professional. PMP® & CAPM® Courses, 100% Online.

[8 Week Project Mgmt Cert - CollegeNetwork.com](#)  
www.collegenetwork.com/ProjectMgmt  
Get Your Project Mgmt Certificate Online from PMI Provider in 8 Wks!

vCard - Robert Millhouse - Maxus Construction  
www.maxusinc.com/RobertMillhouse.vcf  
BEGIN VCARD VERSION 2.1 N:Millhouse;Robert FN:Robert Millhouse ORG:Maxus Construction TITLE:Project Manager TEL:WORK;VOICE:(205) 733-1214 ...

vCard - John Ed Dearmon - Maxus Construction  
www.maxusinc.com/JohnEdDearmon.vcf  
BEGIN VCARD VERSION 2.1 N:Dearmon;John;Ed FN:John Ed Dearmon ORG:Maxus Construction TITLE:Senior Project Manager TEL:WORK;VOICE:(205) ...

BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Bradley Andrew ...  
edgeconsult.com/docs/Andrew-B-Bradley.vcf  
BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Bradley;Andrew;B. FN:Andrew B. Bradley ORG:Edge Consulting Engineers, Inc. TITLE:Project Manager TEL: ...

BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Prescott;Don ...  
www.petrobuilders.com/\_documents/contact/\_Don%20Prescott.vcf  
BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Prescott;Don FN:Don Prescott ORG:Petro Builders, Inc. TITLE:Sr. Project Manager - Estimator TEL:WORK ...

[\(PDF\) Download vCard ©2012 Project WET](#)  
projectwet.org/vcards/Melly%20Vander.vcf  
File Format: Rich Text Format - View as HTML  
Job Title: Project Manager Company: Project WET Foundation Business Address: 1001 W. Oak Street, Suite 210, Bozeman, MT 59715 Business: (406) 585- ...

BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Olson;Dale FN ...  
www.daleolsonconsulting.com/DaleOlson.vcf  
BEGIN VCARD VERSION 2.1 N:LANGUAGE=en-us;Olson;Dale FN:Dale Olson ORG:Dale Olson Consulting LLC TITLE:Project Manager & IT Leader NOTE: ...

### SEARCH STRING: filetype:vcf “project manager”

This is a great approach for locating different types of contact information that Google can retrieve on the Web in the form of a vCard.

### NOTES

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## Activity

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Take some time to practice the search techniques covered in this section.

1. Build nested strings to locate biographical documents at Google or Ask.com.

Record strings and results:

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2. Use the intext: command at Google or Ask.com to eliminate results with specific keywords in the text field.

Record strings and results:

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3. Using Bing target profiles or resumes for accountants. Use the inbody: command to eliminate unwanted terms.

Record strings and results:

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4. Use the Number Range search technique at Google or Ask.com to target Network or Systems Engineers in the New York Area.

Record strings and results:

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## NEAR, after: & NEAR/#

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The next commands are very specific to the search engine Exalead. These commands have historically worked at other search engines, but currently work best at Exalead.

The first advanced command to introduce is the NEAR operator. This operator functions as an AND but returns keywords within 16 words of another. For this first example, look for Accountants with their CPA license.

**SEARCH STRING:** `(intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR cpa`

Notice that in some results, the word accountant appears before the word CPA, while in others it appears after the word CPA. This is a great way to broaden the search to focus on candidates that might not have an exact job title, but hold a similar skill set. Unfortunately, as some have seen in the past, some of these results tend to be dated. To see more recent results at Exalead, the after: command can be used to filter results that have been indexed after a selected date. This additional command works as after:YYYY/MM/DD. Add this to the current search string at Exalead to limit results to only those that have been indexed by the search engine after January 1, 2011.

This should now read as follows:

**SEARCH STRING:** `after:2011/01/01 (intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR cpa`

Since the NEAR operator is still in use, Exalead continues to return a variety of results. This is a clear example of why AIRS Trainers emphasize the importance of using multiple search engines and techniques to find candidates. To further reduce search results, a number can be added to the NEAR operator to retrieve results that contain specific keywords from a certain number of other specific keywords.

Now the example should be:

**SEARCH STRING:** `after:2011/01/01 (intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR/6 cpa`

This new search string now returns only results where the keyword "CPA" is found within six spaces of the keyword "accountant."

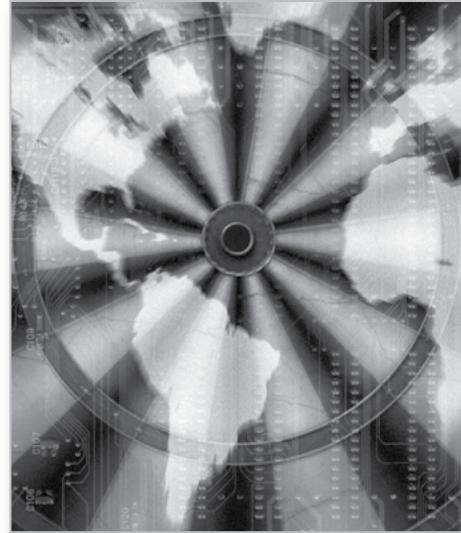
## country: & loc:

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Sourcers are often looking for filters in search engines to source candidates by specific region. Though most search engines do not allow these filters, Bing® and Exalead® do allow researchers to use specialized commands that allows for sourcing in a particular country, including the United States.

### Exalead®

Sourcing on the World Wide Web will sometimes yield results that match a query, however do not match the position being sourced for. In Exalead® the country: command can be used in combination with a country code to return documents that have been indexed from that country.



**SEARCH STRING: country:US (intitle:cv OR inurl:cv) "electrical engineer" (ca OR california) -jobs -sample -example**

In this search, target the country code for the United States, US, to search for CVs of marketing managers in the state of California. By targeting results specifically in the United States, and searching on a biological term normally used in Europe, this will help filter results to candidates within the United States.

### Bing®

In Bing® the loc: command can be used.

**SEARCH STRING: loc:us intitle:cv "electrical engineer" (ca OR california) -jobs -sample -example**

Since Bing does not recognize the inurl: command, the term resume will only be searched on in the title field.

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## DuckDuckGo

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DuckDuckGo is a search engine that AIRS introduced years ago. This alternative search engine has been around since 2008 and is known for its privacy filters, as it does not record or track user information. Since its inception, the search engine has gone through some changes in syntax. AIRS is thrilled to bring it back to this course. DuckDuckGo is a hybrid search engine that does its own crawling and indexing but also pulls results from other search engines like Bing. This search engine will list all results on one page and most of its Boolean commands are simply letters followed by a colon.

DUCKDUCKGO BOOLEAN			
Command	Use	Example	
<b>site:</b>	XRay command; returns only results from a specific domain	site:aig.com	
<b>t:</b>	Target the title field of the search engine result	t:resume	
<b>b:</b>	Target the body field of the search engine result	-b:resume	
<b>r:</b>	Search a particular geographical location	r:uk	
<b>!bang</b>	Search another website's search engine from DuckDuckGo	!youtube	

### NOTES

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Follow along with the AIRS Instructor to learn about these search tools that can be leveraged for sourcing at DuckDuckGo:

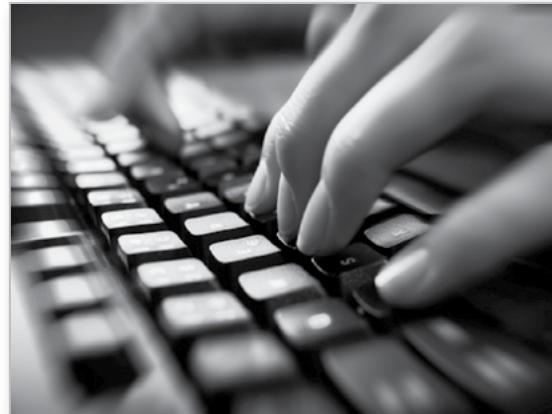
**SEARCH STRING:** `t:resume "network engineer" -job -jobs -sample -samples`

Look for the keyword resume in the title of each result to find resumes for network engineers.

**SEARCH STRING:** `!pinterest "freelance designer"`

Since many websites today have their own search engine, sourcing professionals can either search them directly, or use this special DuckDuckGo iBang command at DuckDuckGo. This command allows users to search a specific group of websites from DuckDuckGo directly. This search is much different from an XRay as it will not bring back results from a specific domain, but rather allow a user to go from the DuckDuckGo search engine directly to a search within another website.

For this example, leverage the !Bang command at DuckDuckGo to search the Pinterest<sup>SM</sup> search engine for freelance designers. Adding ! directly in front of Pinterest tells DuckDuckGo to search the Pinterest search engine directly.



#### NOTES

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## Yandex®

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Yandex® is another exceptional search engine that is widely popular in Russia, capturing over 60% of that search market. It's been around since 1997 and is one of the top five search engines in the world. In fact, Yandex brings over 20 million unique visitors each month. It's another great tool that sourcers should add to their list of tools to target candidates. Take a look at some of the unique Boolean that can be utilized for sourcing candidates at this search engine.

YANDEX® BOOLEAN			
Command	Use	Example	
<b>Pipe symbol  </b>	This works like the traditional OR operator at other search engines.	{resume   cv   vitae}	
<b>Asterisk *</b>	In Yandex, the asterisk functions as a placeholder for a missing word or words within a quote. The asterisk can be used to search on a variety of phrases and job titles. It's a creative technique to broaden a search in Yandex.  For an example: “unix * administrator” would retrieve the job title “unix administrator” and other job titles such as “unix system administrator” or “unix systems administrator,” as well as other terms between the word unix and administrator.	“unix * administrator”	
<b>title:</b>	Target specific keywords in the title of search engine results.	title:cv	
<b>inurl:</b>	Target specific keywords in the URL of search engine results.	inurl:cv	
<b>mime:</b>	This command is used in conjunction with filetype extensions such as doc, xls, pdf. It functions similarly to filetype:	mime:xls	

### NOTES

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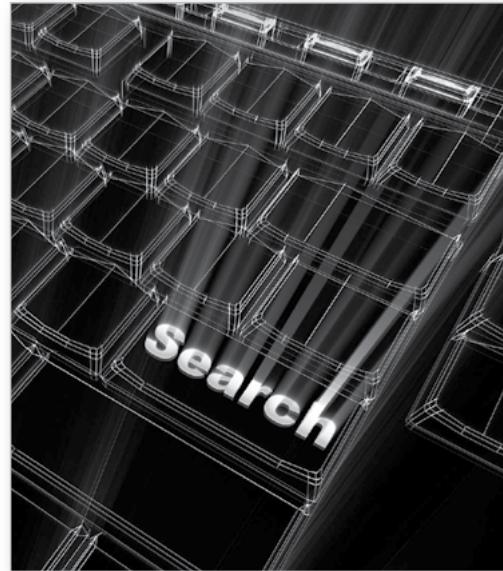


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Follow along with the AIRS Instructor to learn about these search tools that can be leveraged for sourcing at Yandex:

**SEARCH STRING:** (title:portfolio | inurl:portfolio) “graphic \* designer” adobe

With this first example, locate a portfolio page of a graphic designer, by searching on the term portfolio in the title field with the title: command and in the URL address with the inurl: command. Don't forget to use the pipe symbol as the OR operator. Next, search on the term graphic designer in quotes, but use the asterisk between the terms to search for phrases that might have a missing term between graphic and designer. Finally search on the term adobe.



**SEARCH STRING:** mime:pdf (title:portfolio | inurl:portfolio) “web \* designer” html

In this search, use Yandex to target only results for Adobe<sup>SM</sup> PDFs of a Web designer with experience in HTML, by using the filetype search for Yandex, mime:pdf. This search can be used in combination with the asterisk to search on a variety of results as shown.

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## Chapter 2 Concepts Practice

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Take some time to practice the concepts that were covered in this chapter.

1. Create a search at Exalead to leverage the NEAR, after: & NEAR/# commands.

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2. Build a search string using the country: & loc: commands.

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3. Build some search string to leverage the specific Boolean used at DuckDuckGo.

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4. Build some search string to leverage the specific Boolean used at Yandex.

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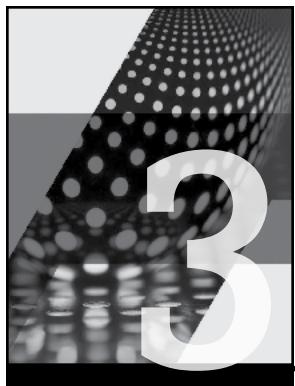
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## CHAPTER THREE

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### MULTITASKING

Doing More with Searches

Multi-Tasking

Multiple XRay

Multiple FlipSearch

Multiple filetype:

XRay + filetype:

MetaSearch Engines

- fefoo
- InfoSpace®

Custom Search Engines

## Doing More with Searches

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This chapter teaches time saving tips and tricks to insure that the searches being conducted are the most effective and efficient as possible. This chapter will introduce the concept of combining multiple searches so that a sourcer can combine two or three searches into one.



### NOTES

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## Multitasking

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A recruiter's time is a precious commodity; therefore the time spent searching needs to be well invested. In this section, time saving techniques, such as a multiple XRay and multiple FlipSearch will be explored to show how combining concepts can make time spent searching for candidates more productive. This section will also teach efficient sourcing techniques in combining filetype: searches with other methods to produce some very explicit results.



### NOTES

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## Multiple XRay



**SEARCH STRING: site:gene.com OR site:roche.com OR site:pfizer.com scientist phd -job -jobs**

A great way to save time while sourcing for candidates is to perform a multiple XRay on similar websites, however there is a trick to doing it correctly at Google. Most search engines allow this technique, but at Google it is a best practice to remove the parentheses around the subset of the XRay command.

For this search, try XRating the websites for Genentech®, Roche® and Pfizer® for Scientists with a PHD simultaneously.

NOTES

**Online PhD Degree - Capella.edu**  
[www.capella.edu](http://www.capella.edu) Interested in Earning Your PhD Online? Learn More About Capella. Approved for Competency-Based, Self-Paced Degrees – Star Tribune Ratings: Course quality 9/10 - Campus 9/10 - Course availability 9/10 Capella University has 962 followers on Google+ Business Programs - Education Programs - Health Care Programs - IT Programs

**Pursue a PhD in Singapore - Duke-NUS.edu.sg**  
[www.duke-nus.edu.sg/](http://www.duke-nus.edu.sg/) PhD Integrated Biology and Medicine Apply To Duke-NUS now!

**Roche - Dr Arthur D. Levinson**  
[www.roche.com/.../board\\_of\\_directors-levinson.htm](http://www.roche.com/.../board_of_directors-levinson.htm) Hoffmann-La Roche ▾ Sep 4, 2014 - Ph.D. (Biochemistry) ... Senior Scientist; 1983 ... Irvington Institute - Corporate Leadership Award in Science (1999); National Breast Cancer ...

**Robert Abraham | Pfizer: One of the world's premiere ...**  
[www.pfizer.com/research/science\\_scientists/robert\\_abraham](http://www.pfizer.com/research/science_scientists/robert_abraham) Pfizer ▾ Robert (Bob) Abraham, Ph.D. is Senior Vice President and Chief Scientific Officer of Pfizer's Oncology Research Unit. This group is at the forefront of breaking ...

**Elaine Jones, PhD, Executive Director - Pfizer: One of the ...**  
[www.pfizer.com/partnering/areas\\_of\\_venture\\_investments\\_jones](http://www.pfizer.com/partnering/areas_of_venture_investments_jones) Pfizer ▾ Elaine V. Jones, Ph.D. joined Pfizer Venture Investments as Executive Director, ... Previously, she served as Director of Scientific Licensing for SmithKline ...

**History of PCR - Roche Molecular Diagnostics**  
[molecular.roche.com/pcr/Pages/History.aspx](http://molecular.roche.com/pcr/Pages/History.aspx) Hoffmann-La Roche ▾ In 1983, Kary Mullis, PhD a scientist at the Cetus Corporation, conceived of PCR as a method to copy DNA and synthesize large amounts of a specific target ...

**Rod MacKenzie | Pfizer: One of the world's premiere ...**  
[www.pfizer.com/research/science\\_and\\_scientists/rod\\_mackenzie](http://www.pfizer.com/research/science_and_scientists/rod_mackenzie) Pfizer ▾ Rod MacKenzie, Ph.D., is Group Senior Vice President and Head of Pfizer ... Dr. MacKenzie joined Pfizer in 1986, as a research scientist in Sandwich, U.K., ...

**Roche - Diversity of approaches in research continues to ...**  
[www.roche.com/.../diversity\\_of\\_approaches\\_in\\_research\\_continues\\_to](http://www.roche.com/.../diversity_of_approaches_in_research_continues_to)

### SEARCH STRING: **site:gene.com OR site:roche.com OR site:pfizer.com scientist phd -job -jobs**

Notice that results have been retrieved from all three websites. An advantage of a multiple XRay is the ability to look at all three websites at once, as opposed to conducting three separate searches. This same string can be conducted at each of the search engines that has been covered in this course, however its recommend to include the parentheses around the XRay subset outside of Google.

### NOTES

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# Multiple FlipSearch

Next, apply the same concept of multitasking to conduct a multiple FlipSearch at Exalead.

**SEARCH STRING:** (link:itunes.apple.com OR link:play.google.com) (resume OR “about me” OR portfolio) (developer OR programmer OR designer) (ios OR android) (ga OR georgia) -job -jobs

Since many mobile app developers highlight hyperlinks to their apps in the iTunes® and Google® Play markets on their Web pages, this information can be used as an advantage in finding these technology experts. To find mobile developers with active apps in either app store, create a multiple FlipSearch to give Exalead an option to find iPhone® or Android™ Developers.

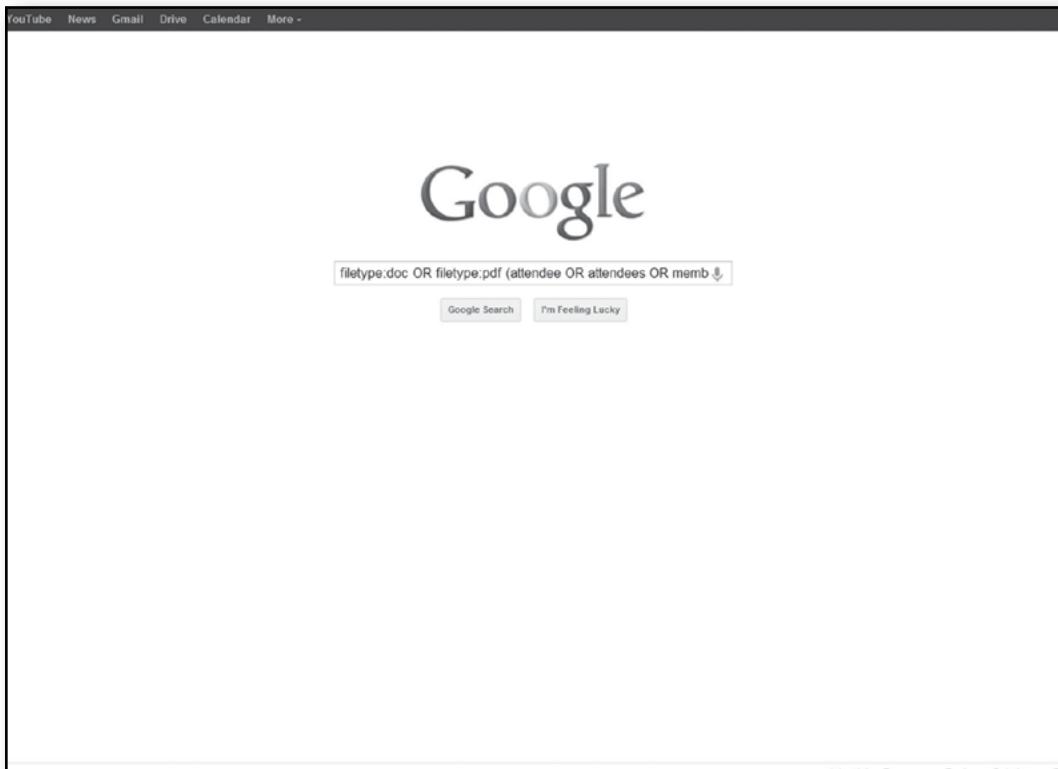


## NOTES

## Multiple filetype:

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This next search can cover a lot of territory quickly, but there is a trick to doing it correctly at Google. In the past chapter, thousands of different variations for file extensions were taught. To save time and not to miss any important pages, a sourcer can search multiple file types at once. Most search engines allow this trick, however at Google it is a best practice to remove the parentheses around the subset of filetype: commands, just as it's taught to do so with a multiple XRay.



**SEARCH STRING: filetype:doc OR filetype:pdf (attendee OR attendees OR members) (roster OR list)  
“claims manager”**

Create a search string to look for Adobe<sup>SM</sup> PDFs and Microsoft Word<sup>®</sup> documents. Give the search engine options to look for attendees or members as well as rosters or lists. For this example, try to find lists of Claims Managers.

The search results page shows several documents related to claims management:

- [DOC] 18th Annual Willis Construction Risk Management Conference...**  
File Format: Microsoft Word - Quick View  
San Antonio, Texas | September 19-21, 2012. ATTENDEE LIST .... Assistant Safety Director/Claims Manager, B.L. Harbert International LLC. Vic Lutz: CFO ...
- [PDF] Task Manager Introduction - Practice Insight**  
File Format: PDF/Adobe Acrobat - Quick View  
Status list under Task and Claims Manager are the same. ... payor list include or excluded from your task. .... Staff Members with Task Admin Permissions ...
- [PDF] Attendee List (as of xxxxx) - Self-Insurance Institute of America, Inc.**  
File Format: PDF/Adobe Acrobat - Quick View  
Attendee List (as of 9.19.11). Steven Abood ..... Senior Vice President ..... RGA Reinsurance ...
- [PDF] Attendee List - National Association of Professional Employer**  
File Format: PDF/Adobe Acrobat - Quick View  
Attendee List. Mark Acquadro, Chief Financial Officer, ADP TotalSource Inc. Florham Park, NJ. (305) 630-1249. Nicholas C. Adams, Manager, Business ...
- [PDF] Claims Policy - ABAG PLAN Risk Management & Insurance**  
File Format: PDF/Adobe Acrobat - Quick View  
professionally manages all claims submitted by Members. provides ... The Claims Manager has the authority to assign counsel from the list and to enforce ...
- [PDF] cma participant list \_Shipping 2012**  
File Format: PDF/Adobe Acrobat - Quick View  
Mar 19, 2012 - Date: 4/4/2012. Annual Conference and Exposition Participant List. Page 1 of 55 ..... Maine Claims Manager, USA. Date: 4/4/2012. Annual ...
- [PDF] Attendee List by Organization as of 10/12 - Association of**  
File Format: PDF/Adobe Acrobat - Quick View  
Organization Attendees List. 10/14/2012 - 10/17/2012. 10/12/2012. As of: Betsy R. .... Tom Barnes - Chief Executive Officer, Sherman Chow - Claims Manager ...

**SEARCH STRING: filetype:doc OR filetype:pdf (attendee OR attendees OR members) (roster OR list)  
"claims manager"**

Notice that Google returns both Adobe<sup>SM</sup> PDFs and Microsoft Word<sup>®</sup> documents.

## NOTES

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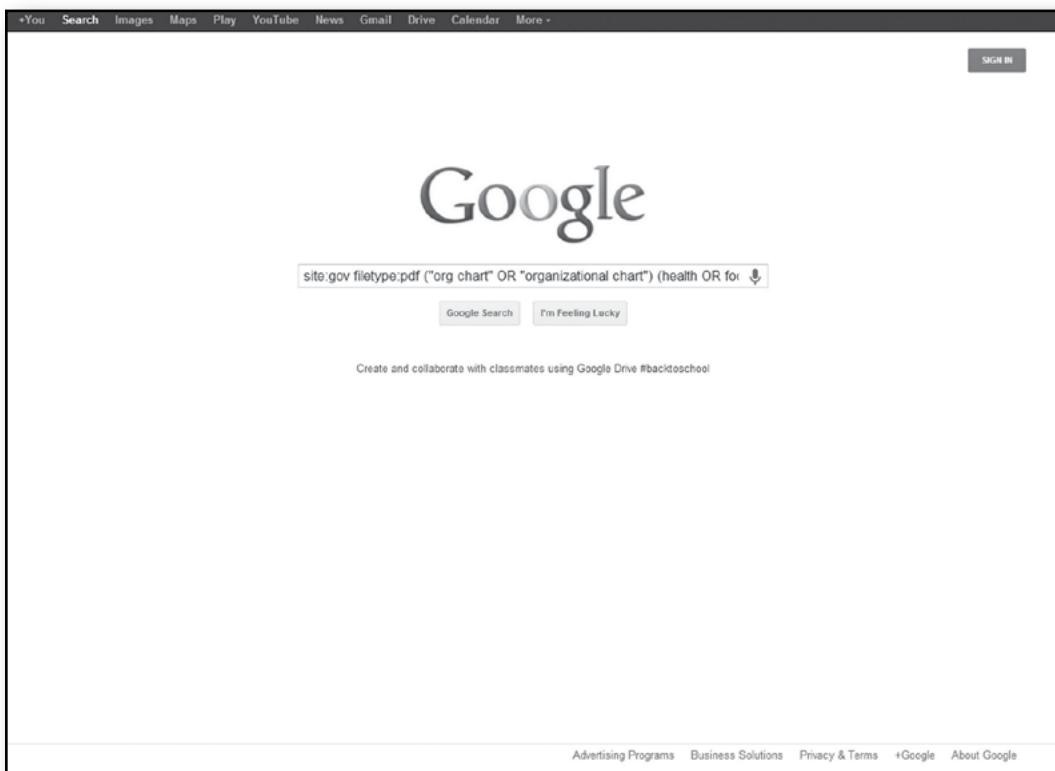


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## XRay + filetype:

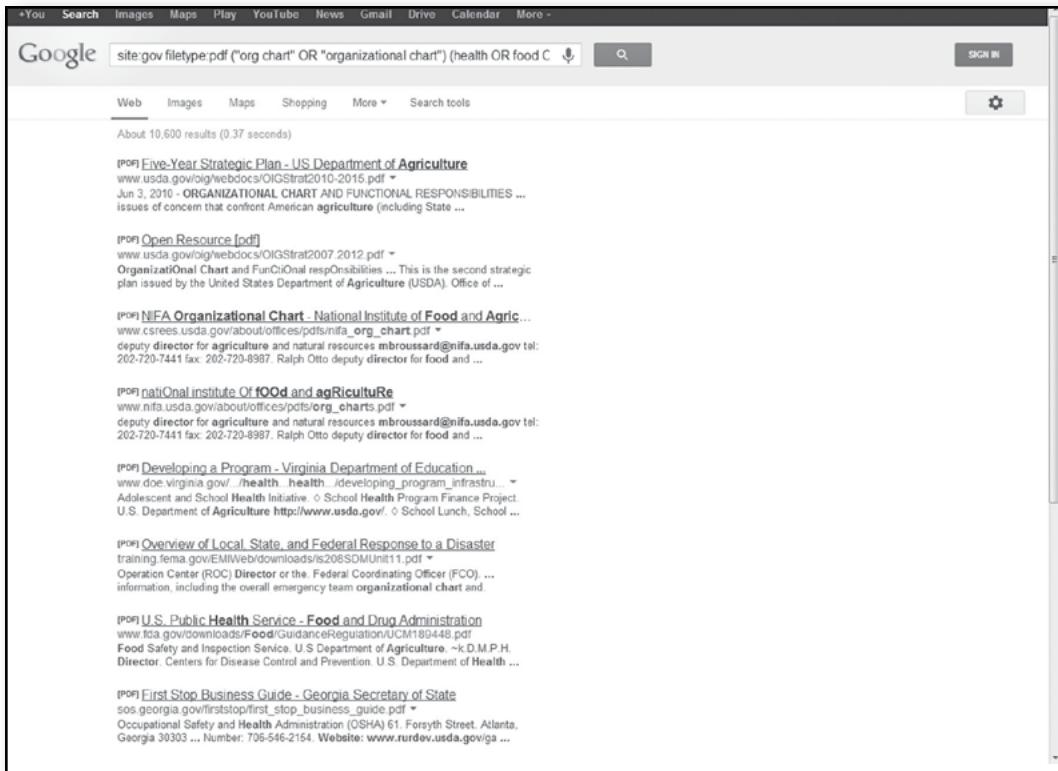
Combining a specific domain or top-level domain XRay with a filetype: search is a powerful way to get to targeted information quickly. The last chapter demonstrated the power of finding specific documents in search engines, but in this section takes that knowledge to an entirely new level of advanced sourcing. Multitasking with an XRay and filetype: search allows sourcing professionals to get to targeted results fast.

In this example, target organizational charts by creating with a top-level domain XRay of .gov sites that have been indexed as PDF documents.



**SEARCH STRING: site:.gov filetype:pdf ("org chart" OR "organizational chart") (health OR food OR agriculture) (director OR manager) "\*@\*usda.gov"**

Start this search by XRaying the governmental domain with site:.gov. then, add the filetype: command to refine results to only PDF documents adding filetype:pdf. Finally add keywords and phrases to locate organizational chart type results for Director and Manager level candidates working for the USDA office.



**SEARCH STRING: site:gov filetype:pdf ("org chart" OR "organizational chart") (health OR food OR agriculture) (director OR manager) "\*@\*usda.gov"**

This search yields thousands of PDF results from only governmental domains. The search can be further narrowed by adding location information or more specific job titles.

#### NOTES

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## Activity

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Practice multiple XRay, multiple FlipSearch, multiple filetype: search and an XRay with a filetype: search.

Multiple XRay:

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Multiple FlipSearch:

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Multiple filetype: Search:

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XRay & filetype: Search:

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## Expand Your Search – Metasearch Engines

Expanding a search is easy to do using metasearch engines.

Metasearch engines are sites that search multiple search engines at once. Metasearch engines do not have their own cached index of Web pages, but pull from other commonly used search engines.

In this section, learn to use many great metasearch engines to effectively optimize Internet sourcing. By knowing which search engines these metasearch engines target, a sourcer can build fairly basic strings using Boolean that several search engines would recognize simultaneously.



### Why Metasearch Engines?

The Web is constantly growing at an exponential rate. Each major search engine indexes only a relatively small portion of the total number of pages available for viewing on the “live” Internet. Because it is impossible to ever search the entire “live” Internet through any one specific search engine, it is important to expand a search leveraging multiple resources to expand any search in order to cover more portions of the “live” Internet.

Since all search engines index the “live” Internet differently, they will produce a slightly different set of results in a varied order of relevance. A great solution for targeting this information in one place, is to leverage a metasearch engine as this will save any sourcer time when trying to figure out which search engine brings back the most relevant information for any given search. Keep in mind that though one search may produce better results at Google versus Bing, that may not always be the case. Some searches at Exalead will uncover results that will never appear at either Google or Bing. Using a metasearch engine will show results from more than one large search engine simultaneously which can be a huge time saver for any sourcing professional.

#### NOTES

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## AIRS RECOMMENDED METASEARCH ENGINES

<b>fefoo</b>	This metasearch engine allows a user to search images, movies, the Web and more from a wide variety of search engines including Bing, Google, Exalead and DuckDuckGo. Additionally, this engine has a “People” search tab that searches people search tools online such as Pipl, Zoominfo® and Wink.
<b>InfoSpace®</b>	This search tool was originally founded in 1996, and more recently launched again in 2009. It searches Google, Yahoo <sup>SM</sup> , Yandex and Ask.com®.

### **fefoo**

Use fefoo to view results instantly from various search engines quickly without having to visit another page. Since this metasearch tool searches both Exalead and Google, choose Exalead from the drop-down menu and run a search there first. Then, click on the Google icon at the top of the page to view results at Google for quick comparison.

Use the AIRS PowerSearch technique here to locate biographical information for financial analyst candidates in the Atlanta, GA area.

**SEARCH STRING:** (intitle:resume OR intitle:cv OR intitle:vitae) “financial analyst” atlanta (ga OR georgia)  
-job -jobs -sample

When creating a PowerSearch at fefoo, remember that since Bing doesn’t accept the inurl: command, use a PowerSearch string that only targets the title field.

### **InfoSpace®**

Since InfoSpace® searches Google and Yahoo, create the base string to leverage both of those engines first. Remember, an XRay and filetype: search can be conducted at metasearch engines too, so try combining XRay and filetype: to look for resumes for quality assurance analyst candidates.

**SEARCH STRING:** site:edu filetype:pdf (resume OR cv OR vitae) (“quality assurance” OR QA) analyst software -sample

Since both Google and Yahoo accept the top-level domain XRay search, start with site:edu to target only educational domains. Then add the filetype:pdf to limit results to only PDF documents. Finally add the phrase “quality assurance” or QA and the terms analyst and software, while eliminating sample results by adding -sample.

## Activity



Use a MetaSearch Engine to find an Electrical Engineer's biographical information or a list of names. Record the results:

## Record your results:

## Custom Search Engines

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Google is currently one of the search engines that offer a custom search feature. This exclusive tool allows sourcing professionals to create their own custom search engine that targets only the specific websites they want it to search. As a general rule, as long as Google has indexed pages from a website, it can be added to any custom search engine. Think of this sourcing tool as one massive XRay search as Google allows a user to add up to 200 Web domains per custom search engine. For the expert Internet sourcing recruiter, building a custom search engine for diversity candidates, industry professionals or social media sites can save a lot of time getting to the perfect passive candidate fast.



[www.google.com/cse](http://www.google.com/cse)

A user only needs a free Google account to build a free Goolge Custom Search Engine. Visit [google.com/cse](http://google.com/cse) and “Sign in to Custom Search Engine.”

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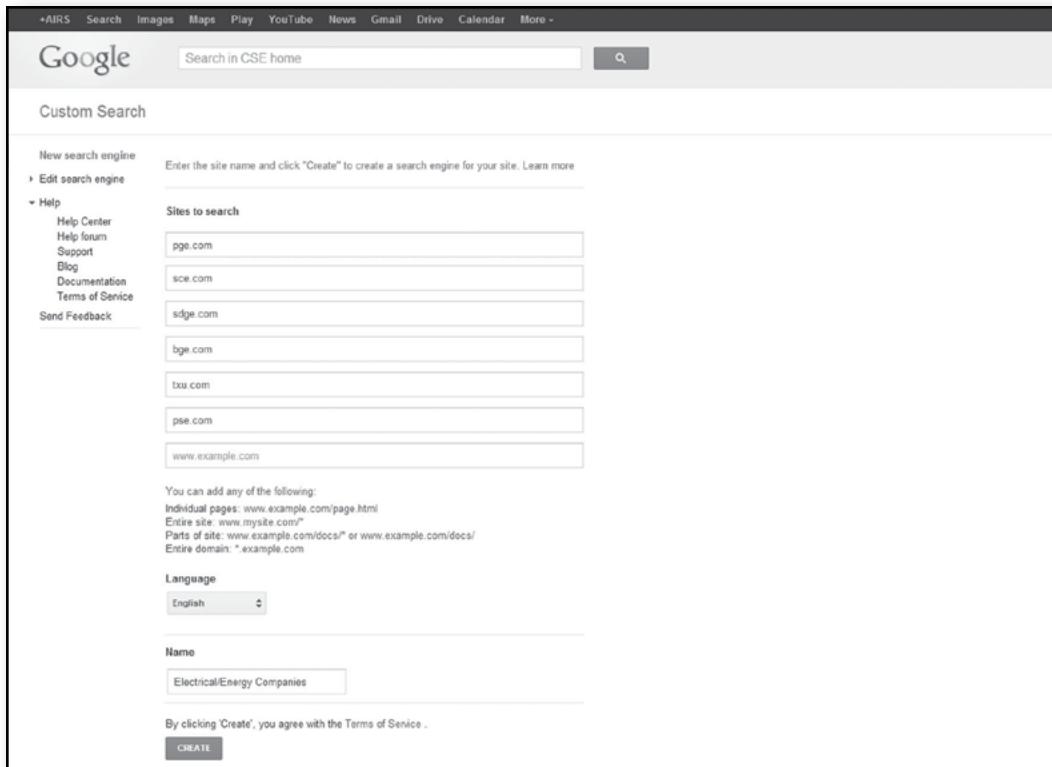
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The screenshot shows the 'Edit search engines' page in Google's Custom Search Engine interface. On the left, there's a sidebar with links for 'New search engine', 'Edit search engine' (which is selected and shown as 'All'), 'Help', and 'Send Feedback'. The main area is titled 'Edit search engines' and contains a table with 16 rows, each representing a different search engine. The columns in the table are 'Search engines' (checkboxes), 'Edition' (Free or Paid), 'Is owner?' (Yes or No), and 'Public URL' (indicated by a 'oo' icon). The search engines listed include: Financial Analysts Feb 2013, Qatar Air CSE, Engineering Organizations 2-24-2013, Power/Electrical Companies Search, Indeed, Marine Engineers, LinkedIn, Denver Healthcare, PharmD CSE, Serious Scientific Sourcing, Scientist, Google+ Search Engine, Controls Engineering, Engineering Business Development Search Engine, Diversity Sourcing, and Educational Search.

**[www.google.com/cse/manage/all](http://www.google.com/cse/manage/all)**

Once logged into a Google account, there is an option to select New Search Engine in the upper left corner.

NOTES



[www.google.com/cse/create/new](http://www.google.com/cse/create/new)

Here a user can select a name for their customized search engine, give a brief description and enter the sites they wish to search. Any sites can be added to this section by adding the domain or subdomain that a user wants to include. For this example, a custom search engine will be created to target competitors in the utility industry, and even more specifically electricity providers.

#### NOTES

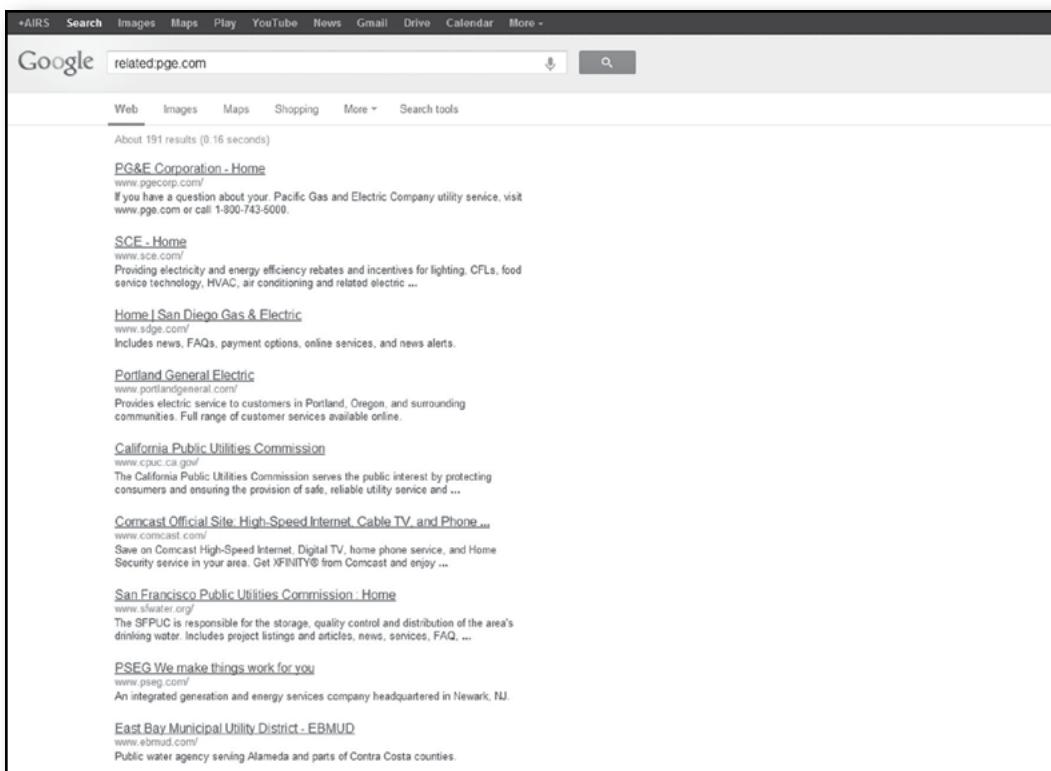
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### SEARCH STRING: **related:pge.com**

Using the related: command at Google is a great way to identify a long list of competitor Web domains that can be added to an industry professional CSE. For this example, use related:pge.com to find other electricity providers across the US that are similar to PG&E® (Pacific Gas & Electric).

### NOTES

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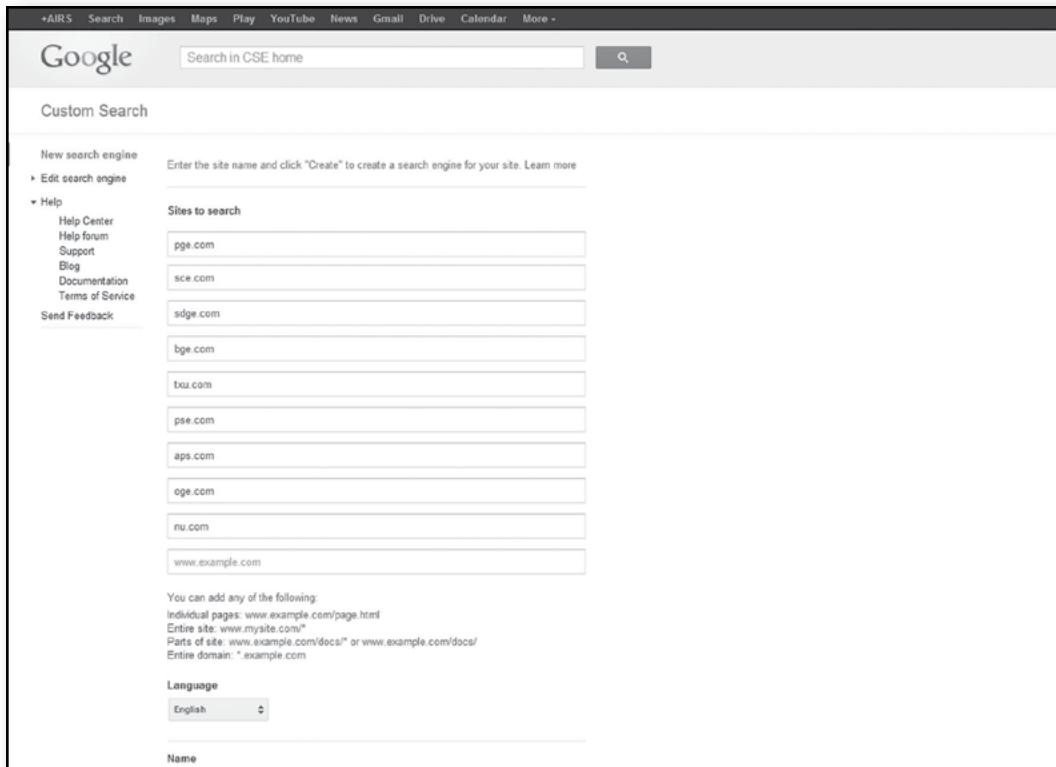
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Add the additional electricity company Web domains to this custom search engine to expand the search capability for this tool.

**NOTES**

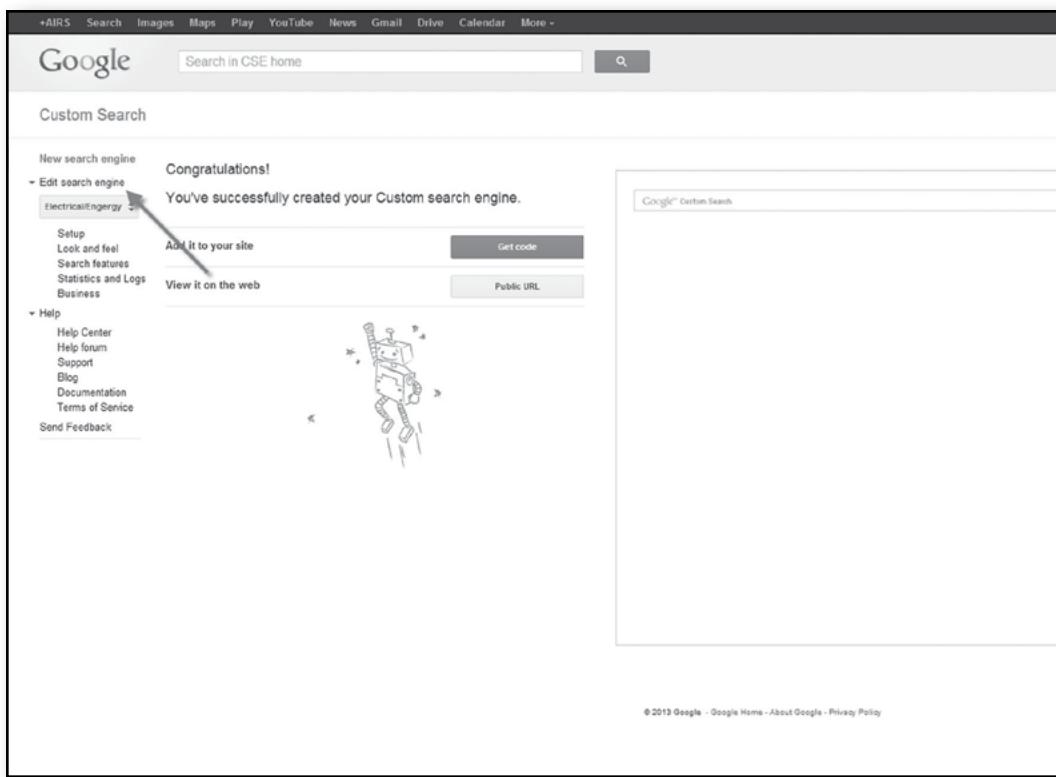
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Now that the custom search engine has been created users are able to test this engine or edit the search engine to add advanced sourcing features. Click edit search engine for more options, then select search features.

**NOTES**

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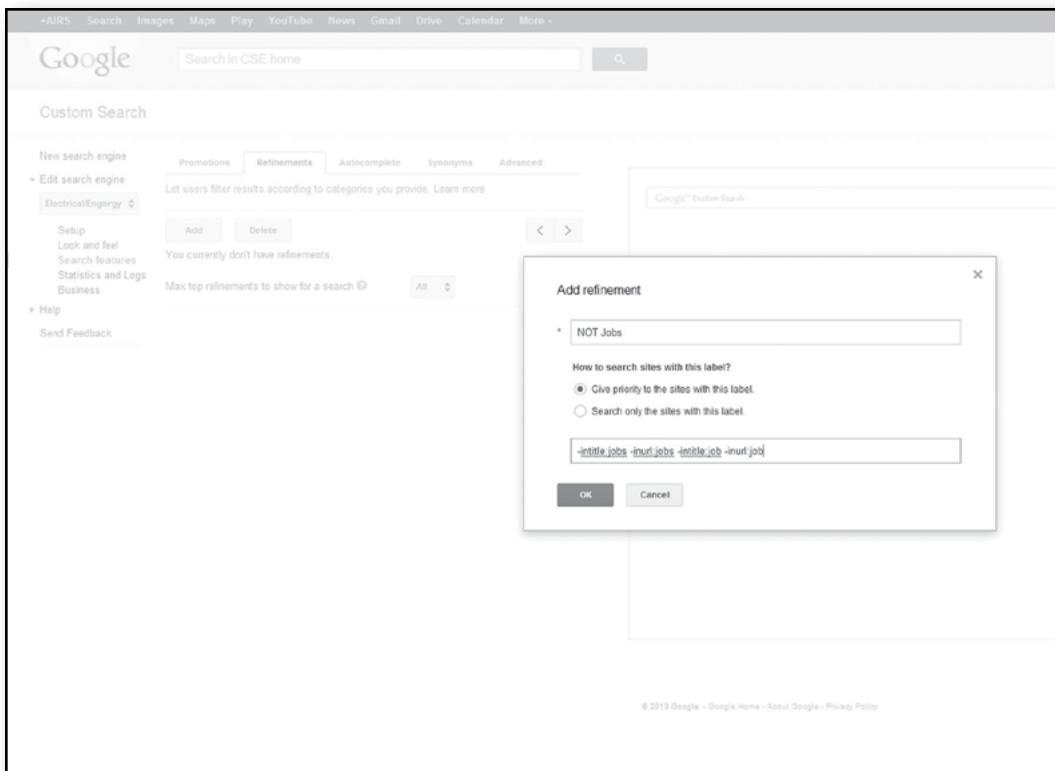
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In the Search Features section, click on refinements tab to add advanced Boolean commands to help the search cut out any unwanted terms. For this example, a NOT Jobs refinement will be created by adding: -intitle:jobs -inurl:jobs -intitle:job -inurl:job.

## NOTES

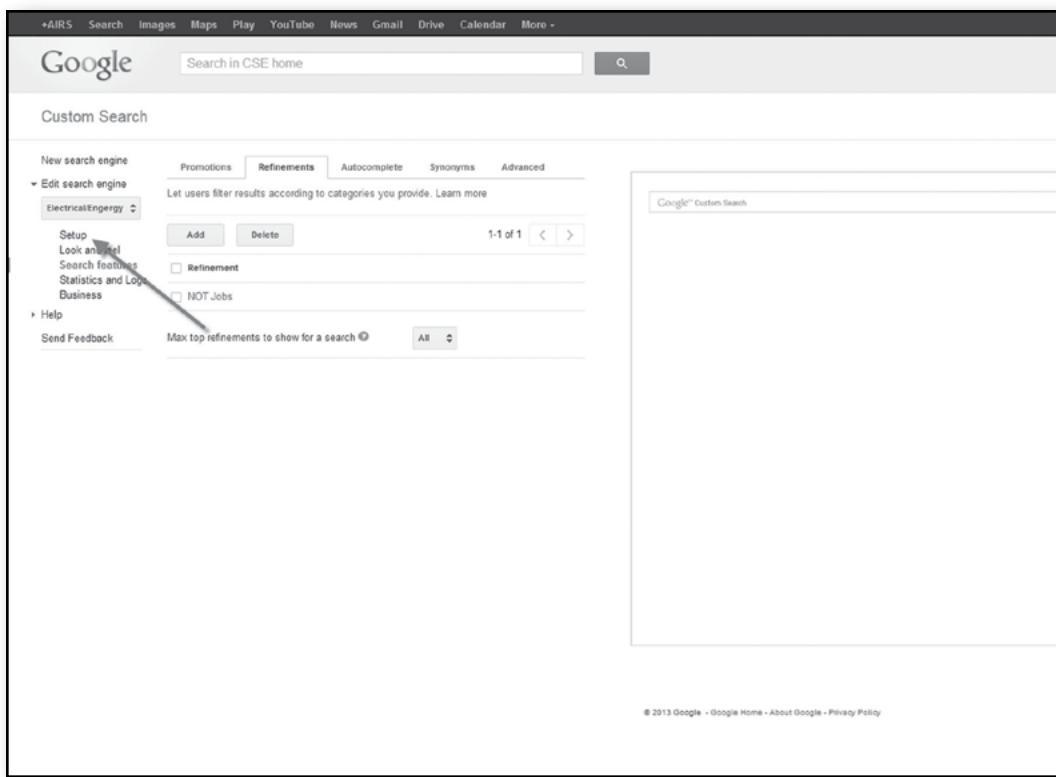
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Next, visit the setup section to add an admin for collaboration on this custom search engine.

**NOTES**

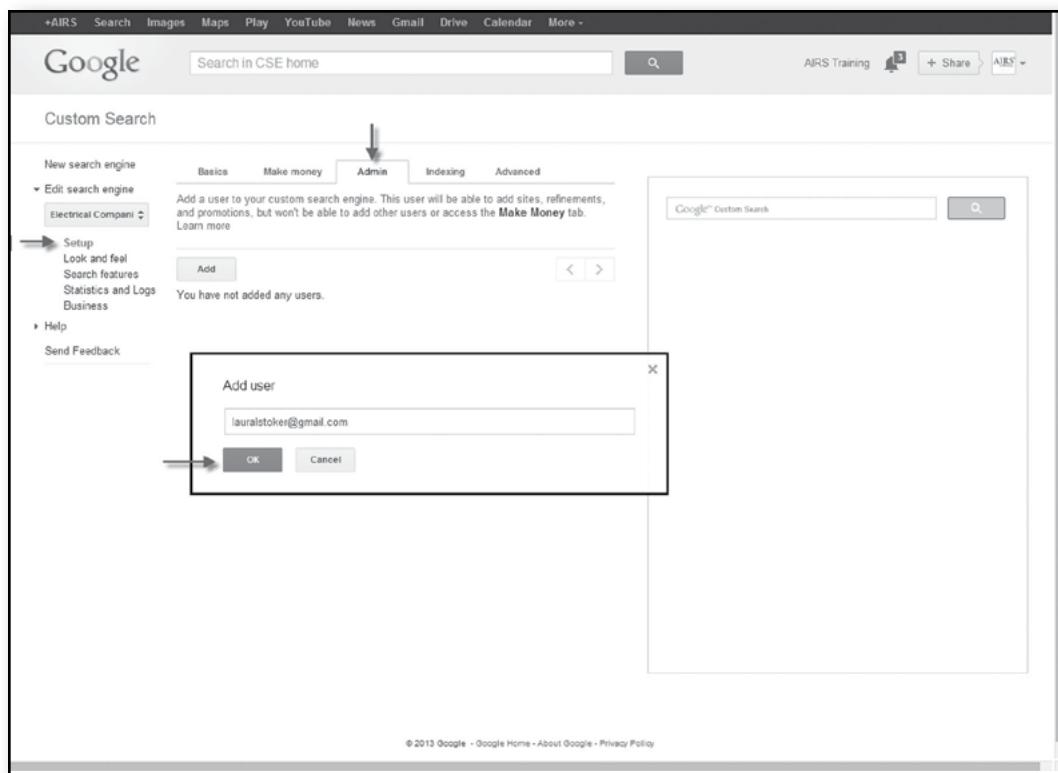
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Other users can be added as an admin as long as they have a Google account. This additional feature allows the custom search engine to be edited and accessed by others.

## NOTES

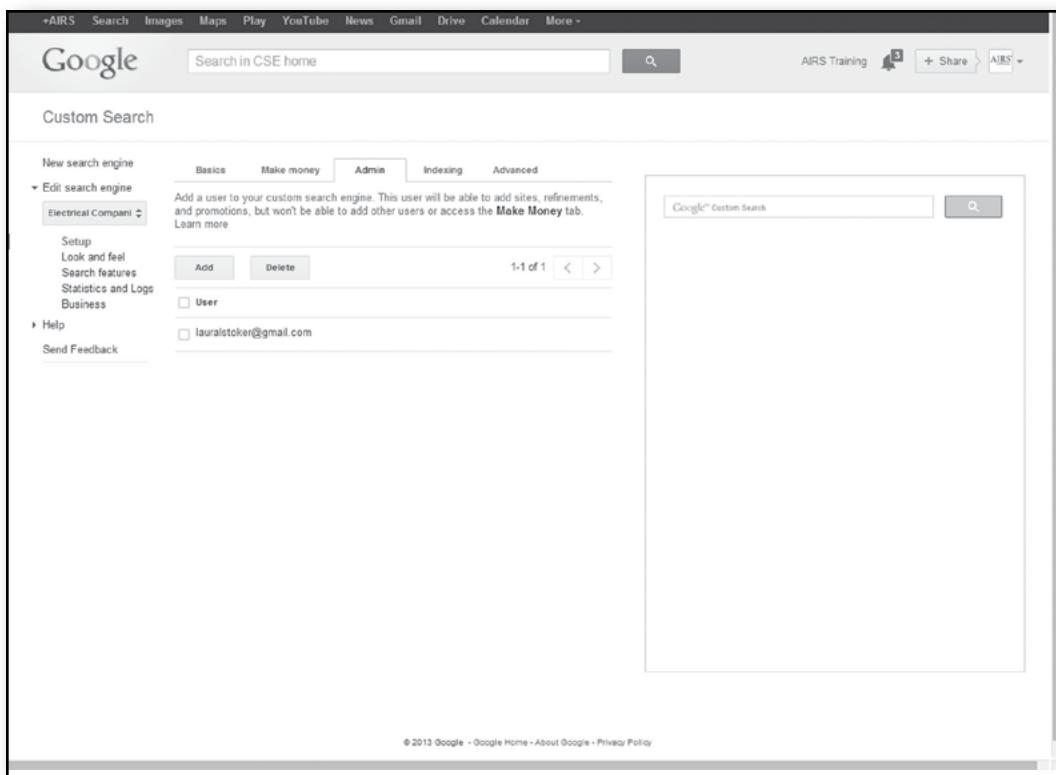
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From this screen, click back to the “Basics” tab to access the URL of the CSE.

**NOTES**

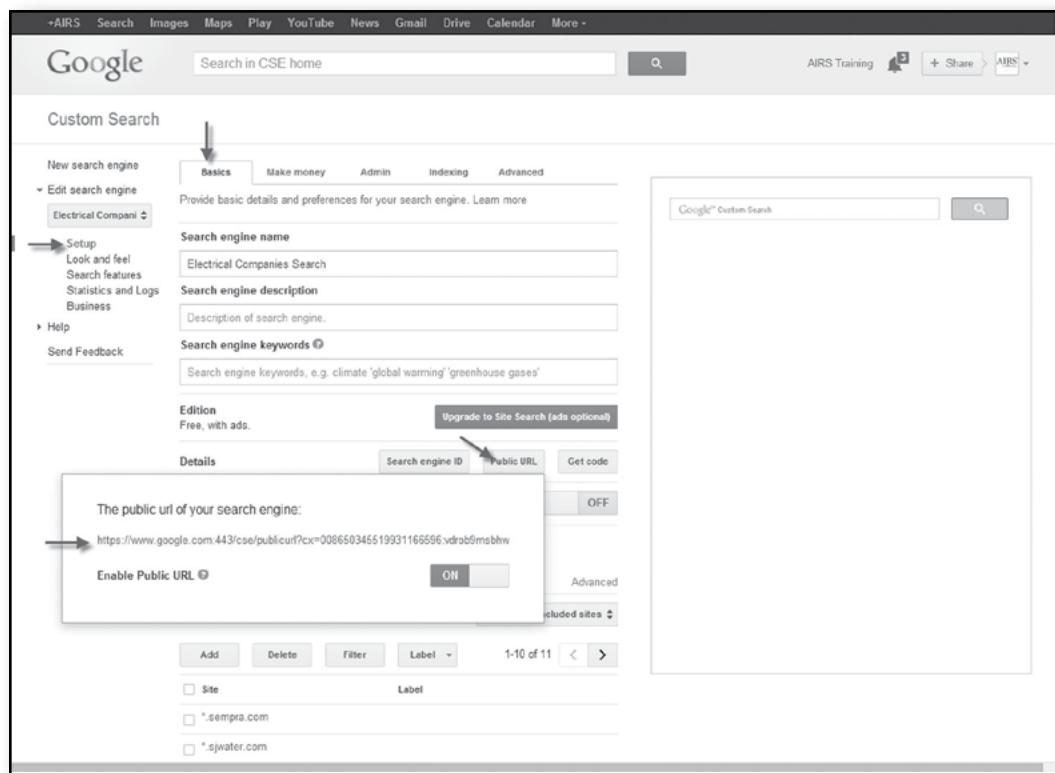
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Click on the public URL button to access the CSE URL.

**NOTES**

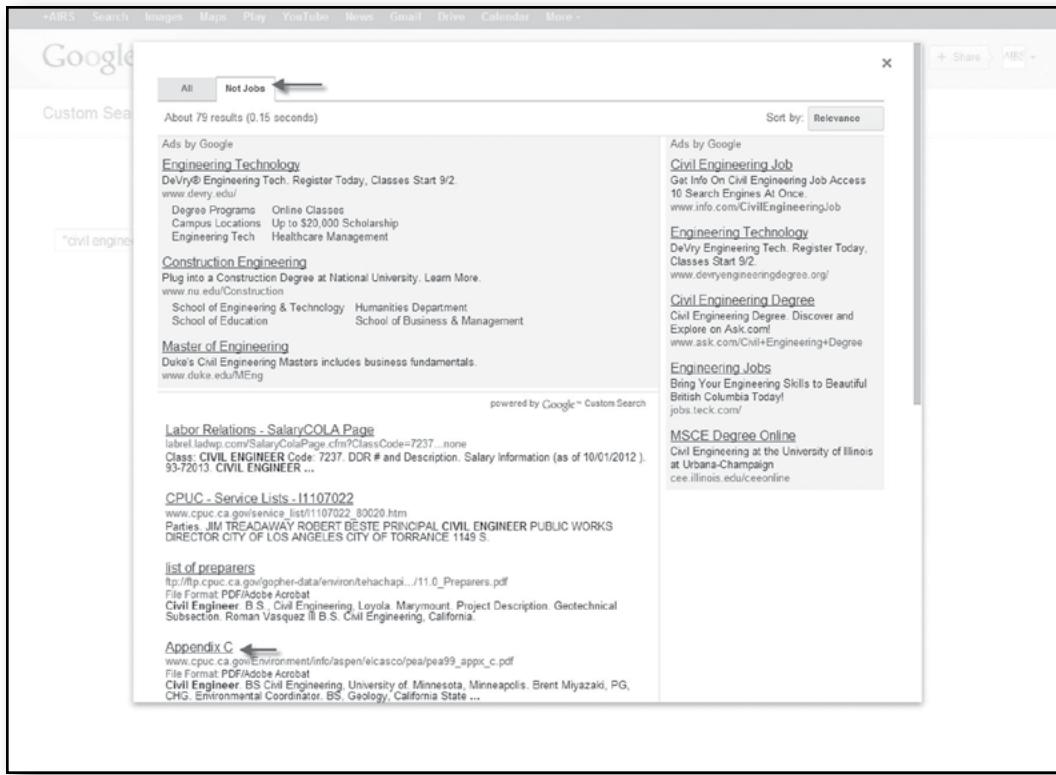
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### SEARCH STRING: “civil engineer”

The names of many great civil engineers from competing companies have been generated through this custom search engine.

Custom search engines can be beneficial for any recruiter, as they are easy to create and can save a lot of time and resources once a recruiter has already created one. Create some custom search engines for searches that are diversity, social media, industry related, or even general in nature and use them over and over to generate new candidates. Since Google Custom Search pulls results from Google directly, every custom search engine will continue to expand over time too as Google indexes more pages from the websites added.

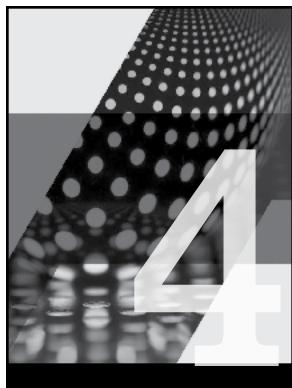
## Activity



Create a CSE targeting competitors. Add a refinement and also think about potential collaborators to add under “Admin Accounts.”

## Notes:





## CHAPTER FOUR

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### SOLVING PROBLEMS

Wayback Machine®

Wayback® Lookup

Mobile Tools:

- Mobile Sourcing Apps
- Sync & Storage Apps
- Storage & Editing Apps
- Ambient Technology Apps

## Solving Problems

Experienced Internet sourcing professionals know that they don't always find the most recent version of a candidate's biographical information online. Often they find a lead and then have to dig up additional information. This chapter will focus on advanced options when the standard search strategy hits a brick wall and the first stop will be the Wayback Machine®.



## NOTES

## The Wayback Machine®

SearchLab taught how to leverage the PowerSearch technique to source a list of names and in this section, sourcers will be able to explore how they can produce even more results from one single page retrieved. The ability to retrieve older versions of specific Web pages is possible through a website called the Wayback Machine® which is also considered the Internet archive. This incredible sourcing tool allows users to see Web pages the way they looked years ago making it an actual online time machine for websites.

This site is useful for many reasons, but what is probably most beneficial for sourcing candidates is looking for an archived list of names or contact information. If a sourcer can locate a list of names or a directory from 2013, then they can potentially view that document through the Wayback Machine and see the modifications from that same list the way it appeared in 2012 or earlier. This remarkable tool can lead to additional names of more potential candidates that would otherwise remain hidden without the knowledge of knowing how to leverage this website.

First, create a simple search at Google to locate officers of structural engineering organizations. Then, use the Wayback Machine to uncover how lists of names have changed over the years.



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**SEARCH STRING:** site:org (intitle:officers OR inurl:officers OR intitle:directors OR inurl:directors)  
"structural engineers" (2012 OR 2013)

For this search, take advantage of some of the techniques that have already been learned throughout class today. Combine a top-level organizational domain XRay with the AIRS PowerSearch technique to limit results to only those with the word officers or directors in the title or URL and add the phrase "structural engineer" to look for that job title. Refine results to lists from 2012 or 2013 only.

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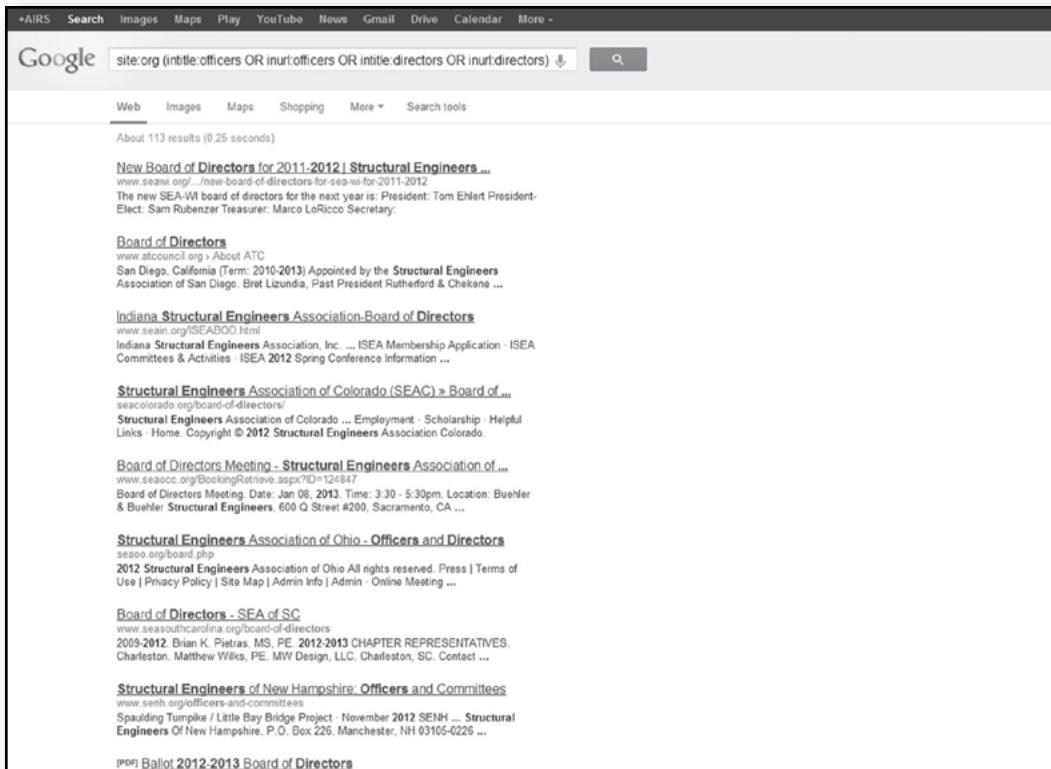
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**SEARCH STRING:** site:org (intitle:officers OR inurl:officers OR intitle:directors OR inurl:directors)  
"structural engineers" (2012 OR 2013)

The search returns a variety of different organizations with the names of structural engineers on the most recent versions of each Web page. Take a look at one of the results to see the current list prior to running this domain at the Wayback Machine.

Visit the main site for the Wayback machine.

Add everything from the www. on to the Wayback Machine search engine to view older versions of this Web page and click "Take Me Back."

The Wayback Machine shows a timeline at the top where it graphs all of the times that this page was captured in time. Click on some of these time capsules of this Web page to view additional names of structural engineers that may not be on the current active version of this website.

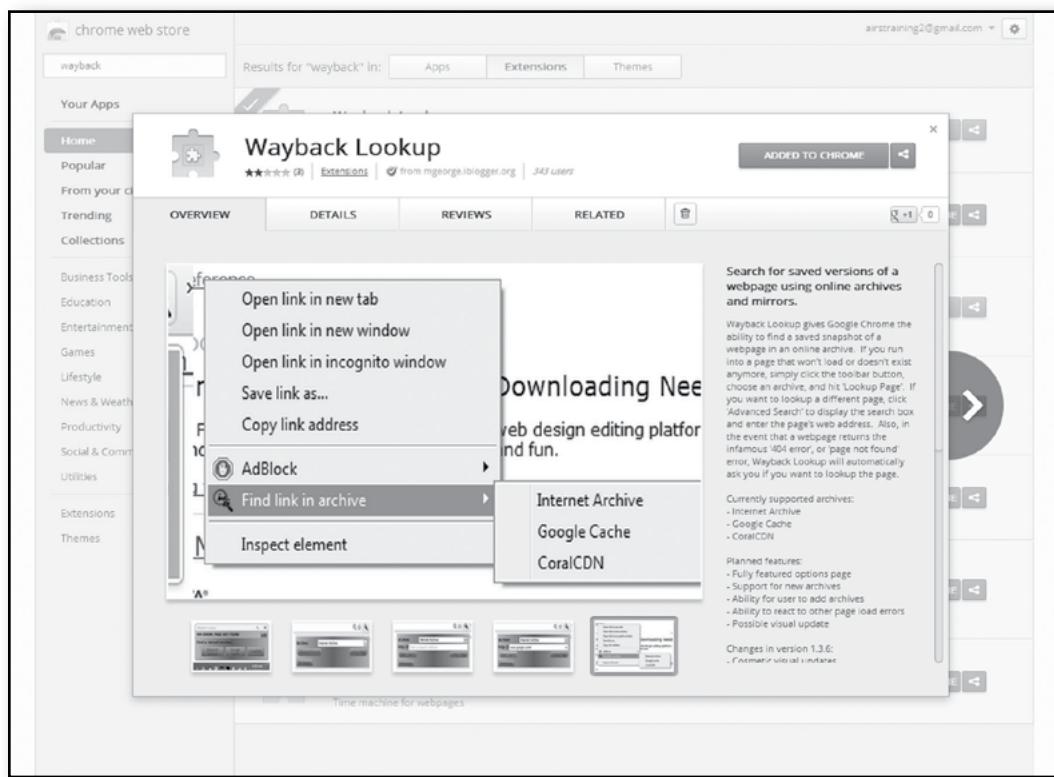
## Wayback® Lookup

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Google Chrome™ has come a long way since the first release on September 2, 2008. A little over a year later, Google opened an extension gallery which allowed registered developers to create and submit custom Google Chrome Extensions.

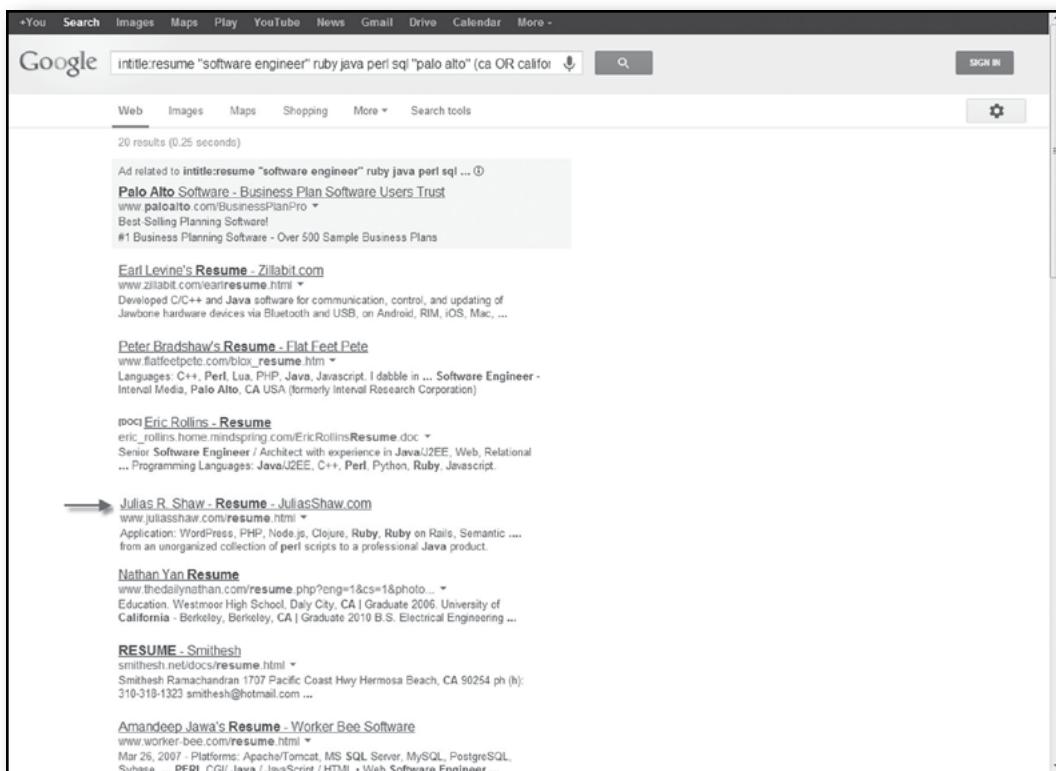
These extensions function as extra features that users can easily add for customizing their experience with Google Chrome. By using extensions, recruiters can customize Google Chrome with features that will help aid in their sourcing efforts, as well as leverage tools to save time.

Wayback® Lookup allows users to view archived versions of Web pages from the Wayback Machine without actually having to go to the Wayback Machine website. After installing this Google Chrome Browser Extension, click the extension button, choose an archive, and hit “Lookup Page.”



<http://bit.ly/WayBackLookup>

This extension is useful when sourcing for directories and even resumes as while on a result page, click on the extension button to find older archived pages from the Wayback Machine quickly.



**SEARCH STRING: intitle:resume “software engineer” ruby java perl sql “palo alto” (ca OR california) -job -jobs**

Take a look at one of the results from this PowerSearch at Google.

Use the Wayback extension and click “Lookup Page.” Notice how many times this result has been archived. Select prior years and click older archive dates to locate information that was once on the Web page that isn’t there today on the “live” page.

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## Mobile Recruiting Tools

As technology changes, the ability to find candidates will continue to evolve and in today's market more people than ever have gone exclusively mobile. Smartphones and tablets are on an accelerated pace to surpass PCs, and it's apparent that people are continually on the go.

This section will discuss mobile tools for:

- Mobile Sourcing Apps
  - Sync & Storage Apps
  - Storage & Editing Apps
  - Ambient Technology Apps



## NOTES

# Mobile Sourcing Apps

Quora<sup>SM</sup>

Use Quora<sup>SM</sup> to ask questions and find answers and search for candidates by topics. A sourcer can gain competitive knowledge by following topics and observing which candidates are answering specific industry related questions.

(Android™, iPhone®, iPad®)

## Search It All - Free

A metasearch engine for any searcher on the go. Searches Google, Google® News, Google® Images, Digg<sup>SM</sup>, Yahoo, Bing, YouTube®, Ask.com®, DuckDuckGo, Altavista, and many more sources.

(iPhone, iPad)



## NOTES

## Sync & Storage Apps

### Google Chrome™ Browser

The Google Chrome™ Browser is now available for most mobile device platforms. Once logged into the Chrome account, user's bookmarks and shortcuts will automatically sync to a mobile device. Chrome also allows users to open and quickly switch between unlimited amounts of tabs. Privacy sourcing is also available with the Incognito feature.

(Android, Blackberry®, iPhone, iPad, Windows®)

**Simplicity**

**Unlimited tabs**  
Open and switch between an unlimited number of tabs. On your phone, flip through tabs the way you would fan a deck of cards. On your tablet, swipe from edge to edge to switch tabs.

**Easy navigation**  
Navigate with a simple, streamlined browser. Link Preview zooms in on links to make selecting the right link easier. Use Find in Page to locate specific words and scroll to see each match.

**Signing In**

Sign in to Chrome to bring your open tabs, bookmarks and omnibox data from your computer to your phone or tablet. That way, you have your Chrome on all of your devices.

- [View open tabs](#)
- [Sync bookmarks](#)
- [Get smarter suggestions](#)
- [Send to mobile](#)
- [Auto sign-in](#)

NOTES

## Google® Sync

Users can sync their Google services to their phone, tablet, and desktop programs so that they can always access what's important to them no matter where they go. An additional benefit to syncing a mobile phone to a Google account is that Google instantly syncs a user's entire phonebook as new contacts are added to the mobile device. For any recruiter that has ever lost or damaged their phone to no repair, losing a mobile phonebook can be a real burden. Adding Google® Sync to a mobile phone will prevent this heartache from happening later. Simply add the same Google account to a new phone and within minutes all of the phonebook data that was on the lost or damaged phone will be recovered to the new device.

(Android, Blackberry, iPhone, iPad, Windows)

The screenshot shows the Google Sync landing page. At the top, it says "Sync your mail, contacts, calendar, and more". Below this is a sub-headline: "Sync your Google services to your phone, tablet, and desktop programs so that you can always access what's important to you." To the left is an image of a laptop and a smartphone displaying Google services. To the right, there are four service icons: "Gmail" (envelope icon), "Contacts" (people icon), "Calendar" (calendar icon), and "Chrome" (chromium icon). At the bottom of the page, there is a footer with links: "Google · About Google · Privacy & Terms".

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## Storage & Editing Apps

### Dropbox™

Dropbox™ is a free service that allows users to access all of their documents anywhere they go. Any file users save to their Dropbox is accessible from all computers. Each file they put in it will synchronize to any computer, as well as the Web. Furthermore, any changes users make to their files will be sync'd up to all other devices instantly. Dropbox also makes it very easy to share and collaborate with others.

(Android, Blackberry, iPhone, iPad, Windows)



### Documents 2 Free

Most essential productivity and business app for sourcers in one easy to use, high quality package. Transfer documents to/from your iPhone via FTP or WiFi, Google, or Email. Edit and View many types of documents on the fly.

(iPhone, iPad)

### Documents to Go™

This app allows users to view, edit and create Microsoft Word, Excel, and PowerPoint documents on their phone. Additionally, files can be transferred between phone and workstations via folder synchronization or attachments to Microsoft Exchange® or Gmail messages.

(Android)

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# Ambient Technology Apps

# Lanyrd

Lanyrd is an app that makes it easier to find professional events and conferences. See events that current Twitter contacts are attending or speaking at. Users can also create a profile of events they've spoken at, or catch up on slides and videos from events they've attended or missed. This is one of the few apps that allow users to view attendee and speaker lists.

(Android, iPhone, iPad)



## Banjo

A stellar ambient app, this ultimate connection engine taps into the most popular social networks: Facebook, Twitter, Foursquare®, Instagram® and more, to provide a real time view of what's happening anywhere in the world. Be in two places at the same time or use powerful friend alert technology to know when candidates are nearby.

(Android, iPhone, iPad)

## NOTES

## Chapter 4 Concepts Practice

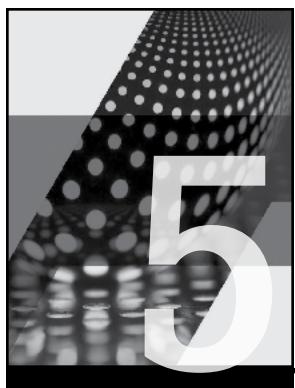


Conduct an AIRS PowerSearch for names to target lists of officers or directors who are design engineers. Find a few results that list multiple names of industry professionals and then run that Web domain at the Wayback Machine to look for older versions of the page.

## Notes:

## NOTES





## CHAPTER FIVE

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### **INVENTIVE SEARCHING**

Image Search

Document Sharing Sites

Resume Sharing Sites

All About .Me Pages

# Inventive Searching

Aside from all of the new commands, destinations, tools and search engines that have been learned in today's class, there are several techniques that a sourcer can do to leverage what they already know. Taking current knowledge and applying it at a higher level can reveal candidate resumes, profiles and other important information that otherwise would remain unseen. In this chapter, learn different ways to take what was already learned in SearchLab to become an inventive Internet sourcing expert.

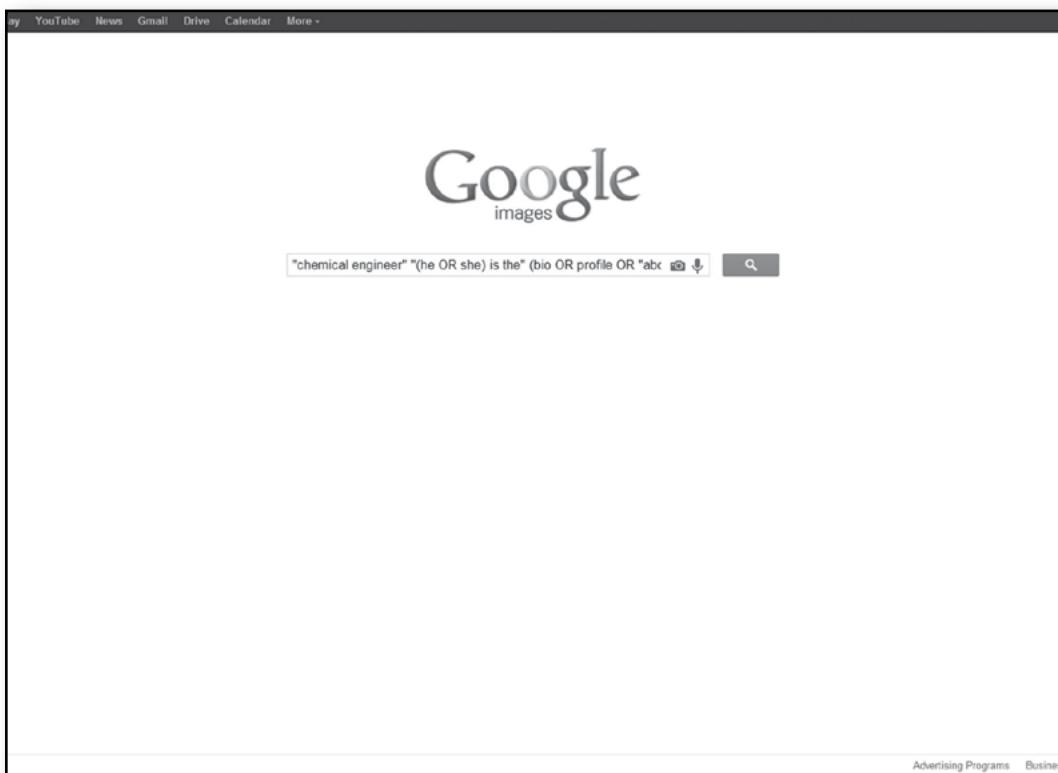


## NOTES

## Image Search

Many search engines, such as Google and Bing, offer the opportunity to tweak searches by including image search as part of a creative sourcing strategy. Any sourcer can make use of image searches to extract talent that many have been included by a photograph.

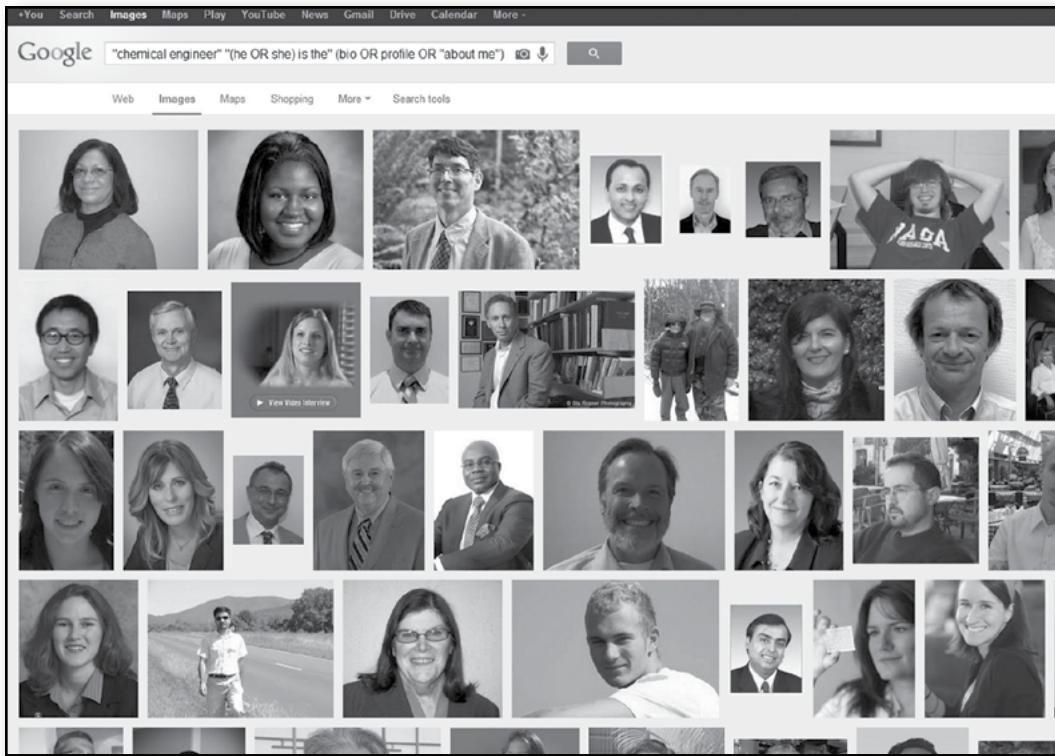
Create a search using Google Images to find chemical engineers.



<http://www.google.com/images>

**SEARCH STRING:** “chemical engineer” “(he OR she) is the” (bio OR profile OR “about me”)

Google Images leverages the same Boolean logic that can be used at Google.com, creating simple searches can yield great success. Look for simple job titles, locations and keywords that could be found when describing someone for an online bio. For this example add (he OR she) as well as is the to locate names of chemical engineers discussed in a short bio type results with their photo.



**SEARCH STRING: “chemical engineer” “(he OR she) is the” (bio OR profile OR “about me”)**

Each result displays the name and photo of a chemical engineer. By visiting the site for some of the results, a sourcer can see further information on these potential chemical engineering candidates.

Additionally, a PeerSearch on their name could reveal candidates on other sites or other candidates listed amongst them. Just take a name that was retrieved from the results, search on that name in a search engine, and more information will be returned.

Bing also allows sourcers to search on various images. Take a moment to run this expanded search inside Bing Images:

**SEARCH STRING: “marketing specialist” (he OR she) (“is the” OR “is a”)**

Target Marketing Specialists and also search on the pronouns he or she and the phrases “is the” or “is a.” A list of images matching the query is retrieved. Click on any image to see more information on the candidate.

## Document Sharing Sites

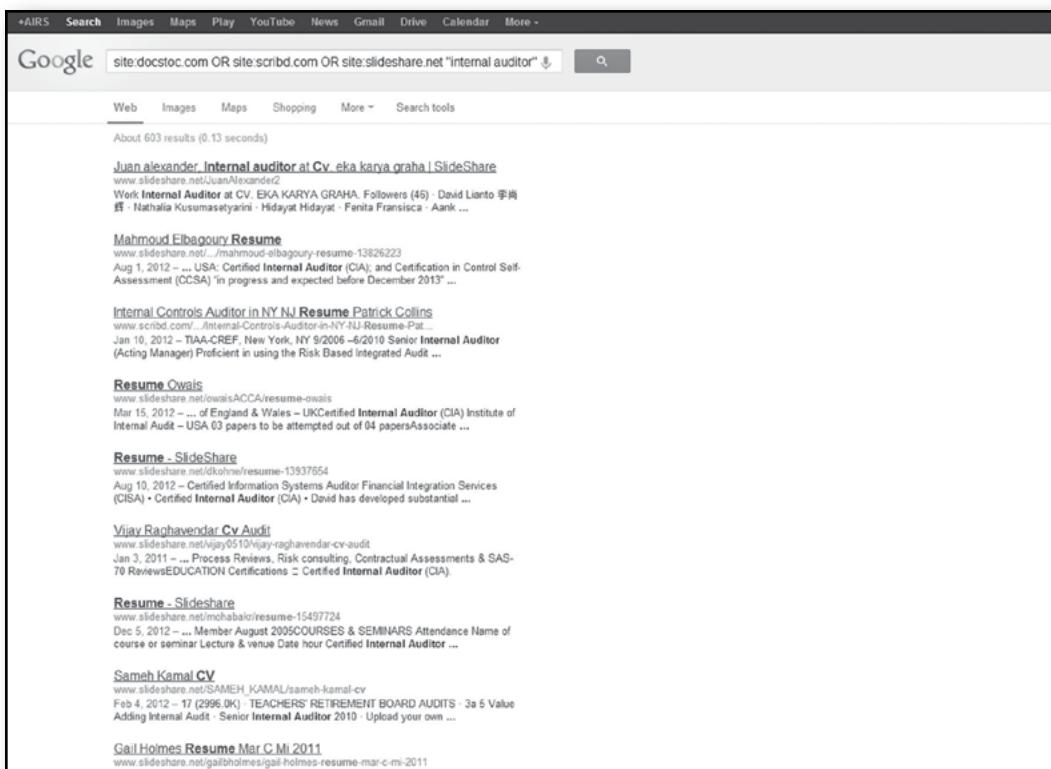
Sites like DocStoc<sup>SM</sup>, Scribd™, SlideShare™ are virtual treasure troves for candidates. While conducting a PowerSearch for Biographical Information, these sites almost always come up in search engine results. Pay attention to these types of results as similar sites are popping up frequently and they make a great addition for XRay searches. Since these are online document publishing sites, candidates upload their resumes, CVs, bios and profiles.

Let's build a string to look for resume type documents for these three sites to locate Internal Auditors.



**SEARCH STRING:** `site:docstoc.com OR site:scribd.com OR site:slideshare.net "internal auditor"`  
`(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) -sample`

Combine previously learned techniques to conduct a multiple XRay as well as a PowerSearch for biographical information in the same search string.



**SEARCH STRING:** **site:docstoc.com OR site:scribd.com OR site:slideshare.net "internal auditor"**  
**(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) -sample**

Notice that Google returns results from all three websites simultaneously and, with the addition of the PowerSearch, every result has the keyword resume, CV or vitae in either the title or the URL.

Though these are great sites to XRay for candidates, keep these sites in mind to add to a custom search engine as well.

## NOTES

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## Resume Sharing Sites

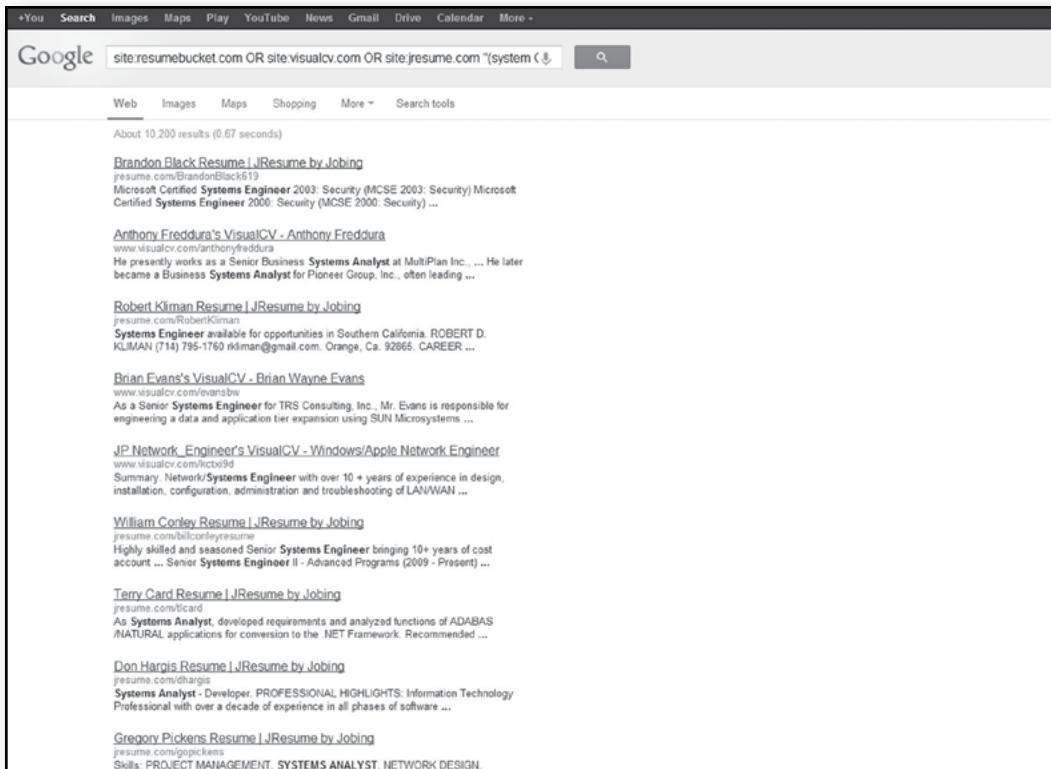
Additional types of websites that can be XRayed for biographical information online are resume sharing sites. Surprisingly enough, there are many out there on the Web currently and more keep surfacing regularly. Take a look at three common resume sharing sites: ResumeBucket®, JResume, VisualCV<sup>SM</sup>.

For this search, use a multiple XRay as well as the nested search technique learned earlier in this class. After all, saving space for additional skill related keywords when the known target will surely be full resumes is a “best practice.”



**SEARCH STRING:** `site:resumebucket.com OR site:visualcv.com OR site:jresume.com "(system OR systems) (analyst OR engineer)" -intitle:job -inurl:job -intitle:jobs -inurl:jobs -sample`

Start with the multiple XRay to target all three resume sharing sites simultaneously. Then add the nested title to find results for all four titles; “system analyst”, “system engineer”, “systems analyst” or “systems engineer.”



**SEARCH STRING:** `site:resumebucket.com OR site:visualcv.com OR site:jresume.com "(system OR systems) (analyst OR engineer)" -intitle:job -inurl:job -intitle:jobs -inurl:jobs -sample`

Google returns results from all three of these resume sharing sites simultaneously and the nested search added to this search saved time. Since this search produces thousands of results, easily add location information or more specific technical keywords to find more specific resume results.

#### NOTES

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## All About Me Pages

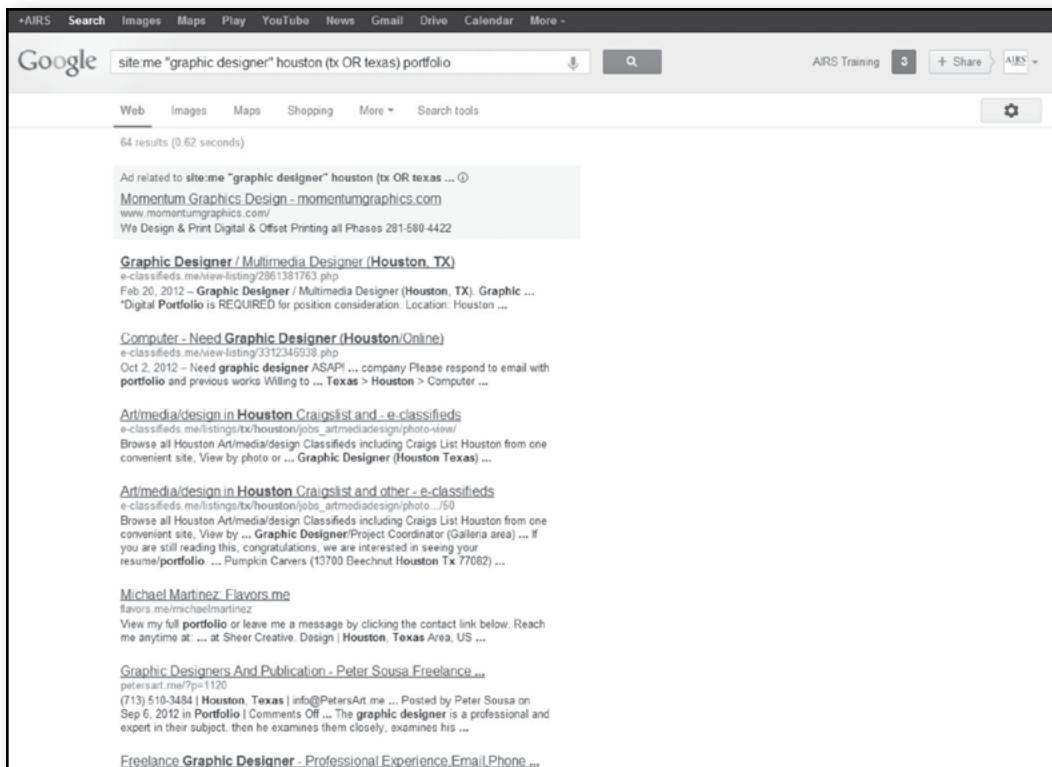
Today, there are several domains on the Web ending with the .me top level domain, including personal pages. Many pages containing biographical information can be found through sourcing this top level domain using the AIRS XRay technique.



### **SEARCH STRING: site:me “graphic designer” houston (tx OR texas) portfolio**

Since .me is a Web domain extension like .gov or .edu, it can be XRayed in the exact same manner. The thing that is special about the .me domain is that most people with a .me domain build personal profiles and pages, so it's a special domain extension that leads to specific people more often than any other top-level domain extension.

XRay the top-level domain extension .me to find online portfolios for graphic designers in Houston, Texas.



### **SEARCH STRING: site:me “graphic designer” houston (tx OR texas) portfolio**

Tons of different candidates from different domains have been indexed. This top level domain search helped cover a lot of territory and save a lot of time.

#### NOTES

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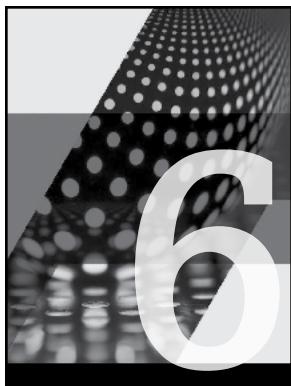
## Chapter 5 Concepts Practice



Create search strings for sourcing images, document sharing sites, resume sharing sites and the top-level .me domain.

## Notes:





## CHAPTER SIX

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### TARGETING SOCIAL MEDIA

Networking on the New Internet

Paying Attention to URL Addresses

Tackling Twitter Lists

Extreme FlipSearching & XRaying

Combining Concepts with the NEAR Operator

# Targeting Social Media

In SearchLab, the value of social and professional networking was explored. As social networking sites continue to grow, the opportunities that recruiters have to reach out to others on the Web go far beyond these sites. This chapter will go beyond LinkedIn® with few additional sites on the Web where people congregate, giving recruiters a nearly unlimited pool of potential candidates and people to add to their network.



## NOTES

# Networking on the New Internet

The phenomenon and popularity of social networking sites is unquestionable. Social networking sites have become a sourcing goldmine and a playground for any recruiter.

To best target profiles on social media sites, it's inevitable to use the techniques learned in this course at a higher level. There are dozens of different sites to target, all of which can be excellent resources in the quest for talent.

There is no need to be on every social media site to identify candidates. The XRay and FlipSearch techniques will work on the majority of these sites. Several options will be explored to jumpstart outside the box sourcing.



## NOTES

## Paying Attention to URL Addresses

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Many social media communities have certain properties that make profile pages unique to other types of pages found within the site, and LinkedIn is no exception to this rule. LinkedIn users have the ability to create custom vanity URLs much like the popular Twitter handle that many people today use for self-identification online.

To better illustrate what this means, first create an XRay search at Google to target only LinkedIn profile pages for Technical Writers in the Nashville, TN Area.

The screenshot shows a Google search results page with the following search string in the bar:

```
site:linkedin.com (inurl:in OR inurl:pub) "technical writer" -intitle:profiles -inurl:dir -inurl:jobs -inurl:groups "location * greater nashville area"
```

The results list several LinkedIn profiles for technical writers in the Nashville area:

- Julia Bayles | LinkedIn**  
www.linkedin.com/in/julabayles  
Nashville, Tennessee - Technical Writer at Vanderbilt University Medical Center  
Julia Bayles, Technical Writer at Vanderbilt University Medical Center. Location: Nashville, Tennessee (Greater Nashville Area); Industry: Research ...
- Lauren Arieux | LinkedIn**  
www.linkedin.com/pub/lauren-arieux/3a/7b3/43b  
Nashville, Tennessee - Technical Writer / Marketing Coordinator at GCFA (United Methodist Church Agencies)  
Lauren Arieux, Technical Writer / Marketing Coordinator at GCFA (United Methodist Church Agencies). Location: Nashville, Tennessee (Greater Nashville Area) ...
- jamaica\_townsend | LinkedIn**  
www.linkedin.com/pub/jamaica-townsend/50/301/b45  
Nashville, Tennessee - technical writer/ research and development lab technician at electrolux  
technical writer/ research and development lab technician at electrolux. Location: Nashville, Tennessee (Greater Nashville Area); Industry: Research ...
- John A. Nesbitt | LinkedIn**  
www.linkedin.com/pub/john-a-nesbitt/3a/251/46a  
Glasgow, Kentucky - Attending Urologist at TJ Health Partners  
Robotic Surgery - Writing & Writer Jobs, Freelance & Technical Writer Jobs logo: Writing & Writer Jobs, Freelance & Technical Writer Jobs. Honors and Awards: ...
- Don McAnally | LinkedIn**  
www.linkedin.com/pub/don-mc'anally/20/332/18  
Smyrna, Tennessee - Production Manager at TRICOR  
... at TRICOR. Location: Smyrna, Tennessee (Greater Nashville Area); Industry: Information Services ... Technical Writer at enGenius Consulting Group, Inc ...
- Hannah Conley | LinkedIn**  
www.linkedin.com/pub/hannah-conley/56/905/761  
Lebanon, Tennessee - Technical Writer at Lochmair, LLC.  
Hannah Conley, Technical Writer at Lochmair, LLC. Location: Lebanon, Tennessee (Greater Nashville Area); Industry: Machinery ...
- Nancy Baker | LinkedIn**  
www.linkedin.com/pub/nancy-baker/7/3a/7345

**SEARCH STRING:** `site:linkedin.com (inurl:in OR inurl:pub) "technical writer" -intitle:profiles -inurl:dir -inurl:jobs -inurl:groups "location * greater nashville area"`

Take a look through the results that Google produces and notice that some profile page results have “in” found within the profile page URL while others have “pub.” The users with “pub” in the URL have not created a personalized vanity URL for their public LinkedIn profile page; however those results with the word “in” found in the URL have. Always pay attention to the “in” vanity profiles when XRaying this social site as vanity URL can frequently lead to more profiles on other sites. Since not all LinkedIn users leverage a paid LinkedIn Recruiter account, this knowledge can be incredibly useful for contacting people found on LinkedIn that do not list contact information publically anywhere viable on their profile page.

Today there are many username check websites for finding availability on social media sites. These tools scour the Web to find social profiles for specific usernames. Most people use these to check to see if their desired username is available on a social community, but recruiters can use these same sites to check to see if a particular username is being used on multiple sites. If someone has a matching Twitter handle, LinkedIn vanity URL and Facebook username, then it's likely the same person at all three sites. Though they cannot be messaged through LinkedIn for free, they can through Facebook, YouTube, and several other social sites.

Take a look at these two username check sites:

- Username Check
- Namecheckr®

A candidate's username can be run at any of these two sites. If that same username is not available on any of the sites being checked, then it's a positive indication that the candidate is using that same username on other sites. This technique helps yield contact information for candidate's on other websites.



#### NOTES

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# Activity



Take some time to locate a few LinkedIn profiles with vanity URLs, and then run their username through [usernamecheck.com](http://usernamecheck.com) and [namecheckr.com](http://namecheckr.com) to see if they have other online profiles.

## Notes:

## Tackling Twitter® Lists

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It's human nature to always be searching for the latest and greatest. While the latest and greatest might be the most enticing to use for sourcing candidate information, sometimes what we already have, and know, might be more beneficial.

It's hard to think of Twitter as an "old school" social media site. It's been around since 2006, and currently has the third largest database of profiles (behind Facebook and QZone®). Twitter is indeed popular; however it is one of the most under utilized sites to source candidate information.



Sourcing Twitter goes beyond posting and praying and sourcers don't even need an account to source Twitter profiles. A typical Twitter user will use their biography section to list their full name, location, profession and even company that they work for. Twitter also enables its users to connect one other site to its biography section, usually linking the user to another social media site, or their own personal Web page.

A great sourcing technique to implement when looking for Twitter profiles is to target Twitter Lists as some Twitter members will list others similar to them to quickly view their tweets. Since, "birds of a feather flock together," most people are listed by their profession. Listing other profiles on Twitter is a quick way to access tweets and profiles of users that matter most to the list creator.

### NOTES

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**SEARCH STRING: site:twitter.com intitle:"game developers" inurl:lists inurl:members**

Start by creating an XRay search of Twitter to look for public lists of game developers. Use the intitle: field search command to target the phrase “game developers” and then add inurl:lists inurl:members to find lists.

**NOTES**

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Google site:twitter.com intitle:"game developers" inurl:lists inurl:members

Web News Images Videos Shopping More Search tools Sign In

About 21 results (0.13 seconds)

**@anmbia/Indie Game Developers on Twitter**  
https://twitter.com/anmbia/lists/indie-game-developers/members  
Crazy, nerdy human being, stuck between consuming, procrastinating and producing - don't take me too seriously :) . Follow Following Unfollow Blocked ...

**@et133/Game Developers on Twitter**  
https://twitter.com/et133/lists/game-developers/members  
Passionate #Gamer, my dream is to create mobile games. I'm currently working as a night time #freelancer. Please wish me good luck. Let's connect!

**→ @EGMNOW/game-developers on Twitter**  
https://twitter.com/EGMNOW/lists/game-developers/members  
Sr. QA Test Lead on Medal of Honor Los Angeles. Avid FPS gamer at heart. All views are my own and does not reflect EA. http://www.medalofhonor.com.

**@imgawards/Mobile Game Developers on Twitter**  
https://twitter.com/imgawards/lists/mobile-game-developers/members  
I develop iPhone and iPad Applications in Fukuoka. I tweet technical support and product release information. / 頑張でiPhoneアプリの開発をしています。アプリの ...

**@afguntonline/Game Developers on Twitter**  
https://twitter.com/afguntonline/lists/game-developers/members  
The official home of Rockstar Games on Twitter. Publishers of such popular games as Grand Theft Auto, Max Payne, Red Dead Redemption, L.A. Noire, Bully ...

**@IGN/Game Developers on Twitter**  
https://twitter.com/ign/lists/game-developers/members  
I'm the creative director and co-founder of Irrational Games. Current Project: BioShock Infinite. Opinions here are mine only, except the stupid ones.

**@DorkShelf/Game Developers on Twitter**  
https://twitter.com/DorkShelf/lists/game-developers/members  
I'm the creator of Super Mario Crossover, and I moved across the country to live with my development team and make my first original game, Super Action Squad ...

**@TRMK/Non-MK-Game-Developers on Twitter**  
https://twitter.com/trmk/lists/non-mk-game-developers/members  
Xbox 360, Xbox One and Kinect developer Rare. You know - Kinect Sports Rivals, Donkey Kong Country Returns, Donkey Konga, ...

## SEARCH STRING: site:twitter.com intitle:"game developers" inurl:lists inurl:members

This is a great search that yields several Twitter Lists for Game Developers.

### NOTES

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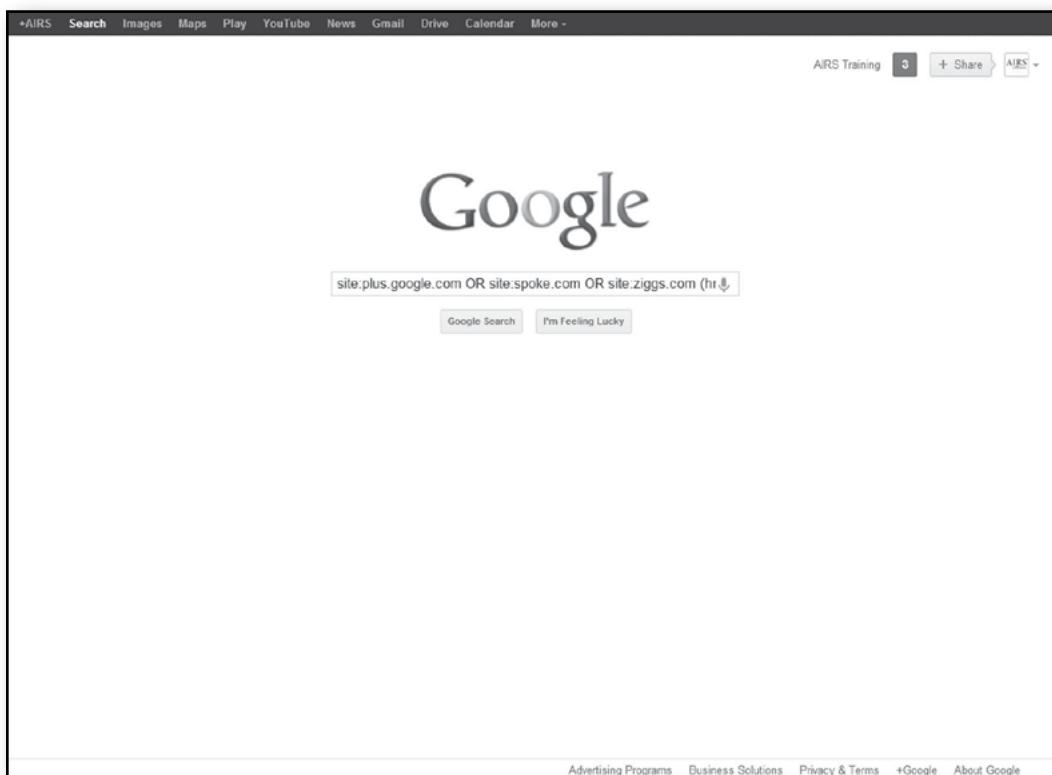


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## Extreme FlipSearching & XRaying

Since recruiters already know that social media sites are full of potential candidates, these sites should always be added to today's sourcing strategies. Creating a multiple XRay search to target multiple social media sites at the same time can substantially cut down sourcing time.

Take a look at the XRaying sites like Google+®, Spoke® and Ziggs®. All three sites contain biographical information on candidates and are designed to link business professionals.



**SEARCH STRING:** site:plus.google.com OR site:spoke.com OR site:ziggs.com (hr OR “human resources”) (phr OR sphr) (manager OR director) (redmond OR bellevue OR tacoma OR seattle) (wa OR washington) -inurl:dir

For this first search, use Google to XRay Google+, Spoke and Ziggs at the same time to locate HR professionals with a PHR or SPHR certification in the Seattle, Washington area.

The screenshot shows a Google search results page with the following search string:

```
site:plus.google.com OR site:spoke.com OR site:ziggs.com (hr OR "human resources") (phr OR sphr) (manager OR director) (redmond OR bellevue OR tacoma OR seattle) (wa OR washington) -inurl:dir
```

The results include:

- [doc] Amy Albright, SPHR - Ziggs**  
www.ziggs.com/Prod\_Content/\_/Amy%20Albright%20resume.doc  
File Format: Microsoft Word - Quick View  
Amy Albright, SPHR ... 6/2007-Present Avanade, Inc. Seattle, WA ... Handle all HR and recruiting for Denver-based project management consulting firm ...
- [doc] Chrisman Wilkey - Ziggs**  
www.ziggs.com/\_Chrisman%20Wilkey%20Long%20Resume%...  
File Format: Microsoft Word - Quick View  
Chrisman Wilkey, SPHR, 5520 28th Ave. W # No. 307 - Seattle, WA 98199 - Home 206-283-9038 - chrisman.wilkey@mmn.com ... Senior HR Manager-America's & Global Staffing Manager April 2005 - Present ... On a national full cycle basis source, recruit and fill Director of National Accounts, Senior Indirect Sales, Store ...
- [doc] Deborah Russick - Ziggs**  
www.ziggs.com/Prod\_Content/\_/35054\_Russick\_Resume.doc  
File Format: Microsoft Word - Quick View  
Deborah A. Russick, SPHR, Objective Professional ... 2005 - 2007 Human Resources Professional Seattle, Washington, ... Worked on ... Managing Human Resources function at Providence Sound Home Care and Hospice, ... Interpreting and ...
- Megan Wood, Director of Human Resources, Prr Inc | Spoke**  
www.spoke.com/people/megan-wood-3e1429c09e597c10036bf18  
Jun 6, 2011 - Learn more about Megan Wood, Director of Human Resources, Prr Inc ... and holds a Professional of Human Resources (PHR) certification.
- Anita Richard, Director of Human Resources, Axio Research Corp., Inc. | Spoke**  
www.spoke.com/people/anita-richard-3e1429c09e597c1001891c4  
Jun 6, 2011 - Learn more about Anita Richard, Director of Human Resources, ... Seattle, WA ... She has served on the Washington Biotechnology & Biomedical ... Human Resources (PHR) from the Human Resources Certification Institute.
- Microsoft Company Profile | Ziggs**  
www.ziggs.com/companies/Microsoft  
300+ items - Additional Company Info. (Source: CrunchBase) Founded: ...  
Nancy Babayak Product Manager, Op Ex Auburn, Washington  
Cynthia Davis SPHR Lead Staffing Consultant Redmond, Washington
- [doc] Gabe Halleus - Ziggs**  
www.ziggs.com/Prod\_Content/\_/Halleus,%20Gabe%202006.doc  
File Format: Microsoft Word - Quick View  
Title: HR Manager ... Professional of Human Resources (PHR), January 2002 ... AIRS

**SEARCH STRING: site:plus.google.com OR site:spoke.com OR site:ziggs.com (hr OR “human resources”) (phr OR sphr) (manager OR director) (redmond OR bellevue OR tacoma OR seattle) (wa OR washington) -inurl:dir**

This multiple XRay search at Google brings back results from all three social media sites; Google+, Spoke and Ziggs easily.

## NOTES

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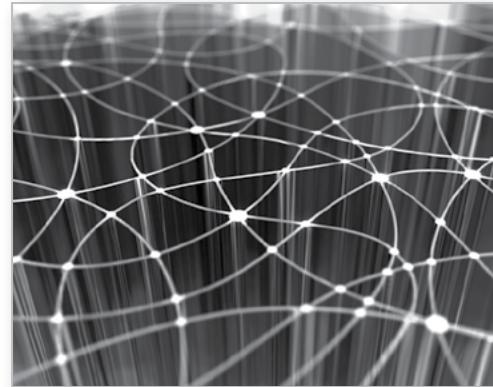


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Creating a multiple FlipSearch to extract links to candidates from a variety of social media sites is another great way to find candidates. For this search example, look for links to Facebook, Twitter or LinkedIn while searching for biographical information for a digital producer in the New York area.

**SEARCH STRING:** (link:facebook.com OR link:twitter.com OR link:linkedin.com) “digital producer” (ny OR “new york”) (resume OR bio OR “about me” OR portfolio) -film -job -jobs

Review some of these results with the trainer to see how they are connected to these social media sites.



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## Combining Concepts With The NEAR Operator

Targeting social media profiles with the NEAR operator is a great way to save time and find terms that are included near one another. This concept can be applied in conjunction with several other search techniques at Exalead.

The NEAR operator can be combined with an XRay or FlipSearch to produce profile pages that have specific keywords near other specific keywords.

For this search, create a multiple FlipSearch to find pages linked to the image sharing communities Pinterest, Instagram or Flickr®. Then use the NEAR operator to find the keyword mobile within 16 spaces of the keyword designer. Finally add biographical keywords as well as geographical information to target a particular location.

**SEARCH STRING:** (link:pinterest.com OR link:instagram.com OR link:flickr.com) mobile NEAR designer (resume OR bio OR “about me” OR portfolio) (ca OR california) -job -jobs

Look through some of these results to see them connected to the social sites while having those keywords within a 16 space vicinity somewhere on the result page.

Finally, try combining the NEAR operator with a multiple XRay search at Exalead. For this example, target results from both Twitter and Google+ simultaneously while looking for the exact phrase “business development” within 16 keywords of either manager or director.

**SEARCH STRING:** (site:twitter.com OR site:plus.google.com) “business development” NEAR (manager OR director) -job -jobs

A quick scroll through the first couple of pages in the results show that Exalead retrieved great results from both Twitter and Google+ for Business Development professionals with different job title variations.



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## Activity

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XRay Twitter for lists to find Graphic Designers or Web Designers.

Search String:

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Results:

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Create a multiple FlipSearch of social media sites for current open positions. Include a competitor for a specific job to help narrow the search.

Search String:

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Results:

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Create a multiple FlipSearch of social media sites using the NEAR operator.

Search String:

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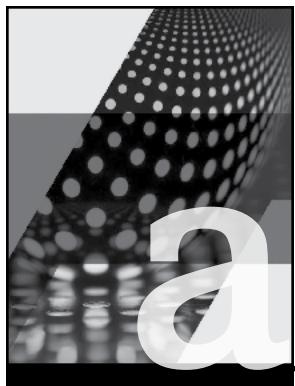
Results:

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## NOTES





## APPENDIX

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### **ADVANCED RECRUITING TOOLS**

MyAIRS

AIRS® NEWS

AdvancedLab Portal

AIRS® Sourcing Strategy Builder

Advanced Lab Desktop Reference

AdvancedLab Search Guide

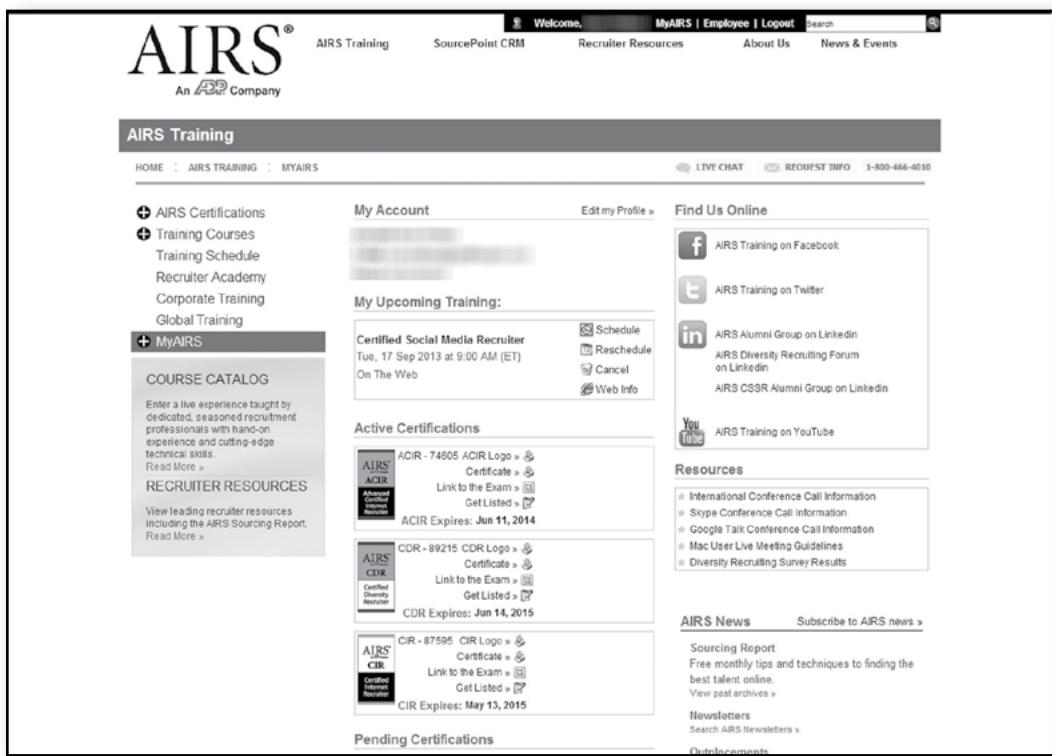
# MyAIRS

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As an AIRS graduate, recruiters and sourcers are already aware of all of the great resources and services that are available to you at the click of a mouse. As the recruiting profession continues to evolve rapidly, the need to stay connected and informed is more important than ever. AIRS is certain that after completing both SearchLab and AdvancedLab, if it's on the Web, a sourcer can find it. However, this section will include additional resources and contact information that is encouraged to be used.

The MyAIRS section, located at [www.airsdirectory.com](http://www.airsdirectory.com) is a great place for sourcers to stay updated on the latest news and announcements in the recruitment industry. This is also the location to take the ACIR certification exam.

The ACIR training transcript is now available online as well. Once users log into the MyAIRS page, this information is located on the bottom of their homepage. Just click "Full Transcript" and users will be able to see a complete transcript, which includes classes and dates of completion, as well as the instructor's name, and number of credit hours for HCI, HRCI and NAPS. Users will also find string sheets, a PDF version of the manual and a desktop reference containing the key commands introduced.



The screenshot shows the AIRS MyAIRS homepage. At the top, there is a navigation bar with links to Welcome, MyAIRS | Employee | Logout, AIRS Training, SourcePoint CRM, Recruiter Resources, About Us, and News & Events. Below the navigation bar, there is a search bar and links for LIVE CHAT, REQUEST INFO, and a phone number (1-800-466-4010). The main content area has a dark grey header "AIRS Training". Below it, there are several sections:

- My Account:** Shows a placeholder for a profile picture and a link to "Edit my Profile »".
- Find Us Online:** Links to AIRS Training on Facebook, Twitter, LinkedIn, and YouTube.
- Findings:** A section titled "Findings" contains a list of findings related to diversity and inclusion.
- Active Certifications:** Shows three active certifications:
  - ACIR - 7405:** Includes logos for AIRS and ACIR, a certificate link, a link to the exam, and a "Get Listed" link. It also shows the expiration date: Jun 11, 2014.
  - CDR - 89215:** Includes logos for AIRS and CDR, a certificate link, a link to the exam, and a "Get Listed" link. It also shows the expiration date: Jun 14, 2015.
  - CIR - 87595:** Includes logos for AIRS and CIR, a certificate link, a link to the exam, and a "Get Listed" link. It also shows the expiration date: May 13, 2015.
- Pending Certifications:** A section showing pending certifications.
- AIRS News:** A section with links to Sourcing Report, Newsletters, and Outcomes.
- Resources:** A section with links to International Conference Call Information, Skype Conference Call Information, Google Talk Conference Call Information, Mac User Live Meeting Guidelines, and Diversity Recruiting Survey Results.

[www.airsdirectory.com/mc/myairs\\_home.guid](http://www.airsdirectory.com/mc/myairs_home.guid)

## AIRS® News

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Individually selected services that can be sent to you via email:

- **Sourcing Report** - Free monthly tips and techniques to finding the best talent online.
- **Newsletters** - Library of AIRS News
- **Outplacements** - A summary of downsizing activities occurring over the past two weeks.
- **RealTools** - Tools, products and service to make you a more effective recruiter
- **RecruitNews** - Recruitment industry news bites from on and off the Web.
- **Newsbytes** - Bite sized excerpts from the top recruitment stories on and off the Web.
- **Mergers/IPOs** - A comprehensive wrap-up of the week's mergers, acquisitions and IPO's.



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# AdvancedLab Portal

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This is the place to access links and resources that were taught in this course. This Portal is found by hovering the cursor over the MyAIRS section on the left side on a user's MyAIRS page. The AdvancedLab Search Guide and AdvancedLab Desktop Reference are included under the download section on the very bottom right side in the AdvancedLab Portal.

The screenshot shows the AIRS Training website with a sidebar titled "AdvancedLab Portal". The sidebar contains several sections:

- Search Engines:** Bing, Exalead, Google, Yahoo, Teoma
- Directories:** DMOZ, Yahoo, Alexa, FindIt, Best of The Web
- Blogging:** Blogger, Blogspot, Wordpress, Typepad, Posterous
- Bookmarklets:** Bookmarklets.com, Marlets
- Document Storage Sites:** Docstoc, Scribd, SlideShare
- Custom Search Engines:** Google Custom Search
- Image Search:** Google, Bing, Yahoo
- Visual Search Engines:** Spezify
- Social Media Sites:** Facebook, Flickr, FriendFeed, LinkedIn.com, PeekYou, Twitter, Vimeo, YouTube
- Downloads:**
  - Most Recent:**
    - AdvancedLab Search Guide
    - AdvancedLab Desktop Reference
    - Search Guide
  - XtremeLab 2010:**
    - Desktop Reference
    - Search Guide
  - McG:**
    - Best New Ideas in Internet Sourcing
    - AIRS Sourcing Strategy Builder

At the bottom of the sidebar, there is a footer with links to AIRS Training, SourcePoint CRM, Recruiter Resources, Outplacement, About Us, News & Events, and social media icons for LinkedIn, Facebook, and YouTube. It also includes a "Like" button and a note: "Be the first of your friends to like this."

[www.airsdirectory.com/mc/myairs\\_xtreme\\_lab\\_portal.guid](http://www.airsdirectory.com/mc/myairs_xtreme_lab_portal.guid)

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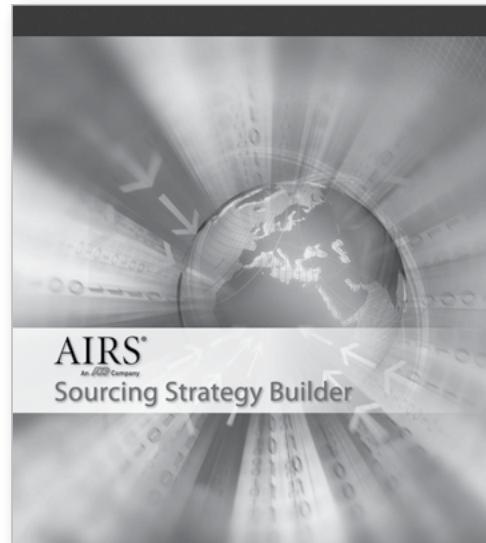
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## AIRS® Sourcing Strategy Builder

Anyone who needs a sourcing template to follow for sourcing strategy building can now access the AIRS free Sourcing Strategy Builder PDF inside of the AdvancedLab portal. It is located on the right sidebar at the very bottom under the “downloads” section.



## NOTES

# AdvancedLab Desktop Reference

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SEARCH ENGINE BOOLEAN OPERATORS, MODIFIERS AND CHARACTERS				
Command	Google®	Exalead®	Bing®	Ask.com®
<b>AND</b>	Default	Default	Default	Default
<b>OR</b>	OR	OR	OR	OR
<b>NOT</b>	-(minus)	-(minus)	-(minus)	-(minus)
“ “	“exact phrase”	“exact phrase”	“exact phrase”	“exact phrase”
( )	Not necessary	(OR)	(OR)	Not necessary
*	wildcard	N/A	N/A	wildcard
<b>Word in Title</b>	intitle:	intitle:	intitle:	intitle:
<b>Word in URL</b>	inurl:	inurl:	N/A	inurl:
<b>Word in Text</b>	intext:	N/A	inbody:	intext:
<b>FlipSearch</b>	N/A	link:	N/A	N/A
<b>XRay</b>	site:	site:	site:	site:
<b>Nesting</b>	“(keyword OR keyword) (keyword OR keyword)”	N/A	N/A	“(keyword OR keyword) (keyword OR keyword)”
<b>Number Range</b>	#..#	N/A	N/A	#..#
<b>filetype:</b>	filetype:	filetype:	filetype:	filetype:
<b>NEAR</b>	N/A	keyword NEAR keyword	N/A	N/A
<b>after:</b>	N/A	after:yyyy/mm/dd	N/A	N/A
<b>Country</b>	N/A	country:	loc:	N/A

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### DUCKDUCKGO BOOLEAN

Command	Use	Example
<b>site:</b>	XRay command; returns only results from a specific domain	site:aig.com
<b>t:</b>	Target the title field of the search engine result	t:resume
<b>b:</b>	Target the body field of the search engine result	-b:resume
<b>r:</b>	Search a particular geographical location	r:uk
<b>!bang</b>	Search another website's search engine from DuckDuckGo	!youtube



### YANDEX® BOOLEAN

Command	Use	Example
<b>Pipe symbol  </b>	This works like the traditional OR operator at other search engines.	(resume   cv   vitae)
<b>Asterisk *</b>	In Yandex, the asterisk functions as a placeholder for a missing word or words within a quote. The asterisk can be used to search on a variety of phrases and job titles. It's a creative technique to broaden a search in Yandex.  For an example: “unix * administrator” would retrieve the job title “unix administrator” and other job titles such as “unix system administrator” or “unix systems administrator,” as well as other terms between the word unix and administrator.	“unix * administrator”
<b>title:</b>	Target specific keywords in the title of search engine results.	title:cv
<b>inurl:</b>	Target specific keywords in the URL of search engine results.	inurl:cv
<b>mime:</b>	This command is used in conjunction with filetype extensions such as doc, xls, pdf. It functions similarly to filetype:	mime:xls

# AdvancedLab Search Guide

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## CHAPTER 2: ADVANCED SEARCH COMMANDS



<b>Nesting</b>	<p>“(java OR j2ee) (developer OR programmer)”</p> <p>(“intitle:(resume OR cv OR vitae)” OR “inurl:(resume OR cv OR vitae)”) (“java OR j2ee) (developer OR programmer)” (ca OR california) -job -jobs</p> <p>(“intitle:(bio OR profile OR portfolio)” OR “inurl:(bio OR profile OR portfolio)”) (“ui OR ux) (developer OR programmer OR engineer OR designer)” (ny OR “new york”) -job -jobs</p> <p>“(he OR she) is a (java OR j2ee) (developer OR programmer)”</p>
<b>intext: and inbody:</b>	<p>(intitle:resume OR inurl:resume) rn bsn</p> <p>(intitle:resume OR inurl:resume) rn bsn -intext:resume</p> <p>(“intitle:(resume OR cv OR vitae)” OR “inurl:(resume OR cv OR vitae)”) (“communications * manager” OR “communications manager” OR “manager of * communications” OR “manager of communications”) (wa OR washington) (seattle OR bellevue OR tacoma OR 206 OR 360 OR 253 OR 425) -intext:resume -intext:cv -intext:vitae</p> <p>intitle:resume rn bsn -inbody:resume</p> <p>(intitle:resume OR inurl:resume) “project manager” (mn OR minnesota) pmp mba (health OR hospital) -job -jobs</p> <p>(intitle:resume OR inurl:resume) “project manager” (mn OR minnesota) pmp mba (health OR hospital) -intitle:job -intitle:jobs -inurl:job -inurl:jobs</p>
<b>Number Range</b>	<p>(intitle:attendees OR inurl:attendees) 2006..2013 “logistics manager”</p> <p>(intitle:resume OR inurl:resume) 94102..94188 (ca OR california) “marketing manager”</p> <p>(“intitle:(resume OR cv OR vitae)” OR “inurl:(resume OR cv OR vitae)”) 10001..10292 (ny OR “new york”) (“business analyst” OR ba OR “business * analyst”) -intext:resume -intext:cv -intext:vitae</p> <p>419-291-4000..9999 nurse (rn OR bsn)</p>
<b>filetype:</b>	<p>filetype:xls auditor “*@us.pwc.com”</p> <p>filetype:pdf (intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) “web designer” (dallas OR 214 OR 469 OR 972 OR 817 OR 682) (tx OR texas)</p> <p>filetype:word (intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) “web designer” (dallas OR 214 OR 469 OR 972 OR 817 OR 682) (tx OR texas)</p> <p>filetype:vcf “project manager”</p>

<b>NEAR, after: &amp; NEAR/#</b>	(intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR cpa  after:2011/01/01 (intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR cpa  after:2011/01/01 (intitle:resume OR inurl:resume OR intitle:"about me" OR inurl:"about me" OR intitle:portfolio OR inurl:portfolio) accountant NEAR/6 cpa
<b>country: &amp; loc:</b>	country:US (intitle:cv OR inurl:cv) "electrical engineer" (ca OR california) -jobs -sample -example  loc:us intitle:cv "electrical engineer" (ca OR california) -jobs -sample -example
<b>DuckDuckGo</b>	t:resume "network engineer" -job -jobs -sample -samples !pinterest "freelance designer"
<b>Yandex®</b>	(title:portfolio   inurl:portfolio) "graphic * designer" adobe mime:pdf (title:portfolio   inurl:portfolio) "web * designer" html

## NOTES

## CHAPTER 3: MULTITASKING



<b>Multiple XRay</b>	site:gene.com OR site:roche.com OR site:pfizer.com "senior scientist" phd -job -jobs
<b>Multiple FlipSearch</b>	(link:itunes.apple.com OR link:play.google.com) (resume OR "about me" OR portfolio) (developer OR programmer OR designer) (ios OR android) (ga OR georgia) -job -jobs
<b>Multiple filetype:</b>	filetype:doc OR filetype:pdf (attendee OR attendees OR members) (roster OR list) "claims manager"
<b>XRay + filetype:</b>	site:gov filetype:pdf ("org chart" OR "organizational chart") (director OR manager)
<b>fefoo</b>	(intitle:bio OR intitle:profile OR intitle:"about me") "financial analyst" cfa atlanta (ga OR georgia) -job -jobs -sample
<b>InfoSpace®</b>	site:edu filetype:pdf (resume OR cv OR vitae) ("quality assurance" OR QA) analyst software -sample
<b>Custom Search Engines</b>	related:pge.com "civil engineer"

## CHAPTER 4: SOLVING PROBLEMS



<b>Wayback Search</b>	site:org (intitle:officers OR inurl:officers OR intitle:directors OR inurl:directors) "structural engineers" (2012 OR 2013) intitle:resume "software engineer" ruby java perl sql "palo alto" (ca OR california) -job -jobs
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## CHAPTER 5: INVENTIVE SEARCHING



<b>Google® Images</b>	"chemical engineer" "(he OR she) is the" (bio OR profile OR "about me")
<b>Bing® Images</b>	("communications coordinator" OR "communications specialist") (he OR she) ("is the" OR "is a")
<b>Document Sharing Sites</b>	site:docstoc.com OR site:scribd.com OR site:slideshare.net "internal auditor" (intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitae OR inurl:vitae) -sample
<b>Resume Sharing Sites</b>	site:resumebucket.com OR site:visualcv.com OR site:jresume.com "(system OR systems) (analyst OR engineer)" -intitle:job -inurl:job -intitle:jobs -inurl:jobs -sample
<b>All About Me Pages</b>	site:me "graphic designer" houston (tx OR texas) portfolio

## CHAPTER 6: TARGETING SOCIAL MEDIA



<b>Paying Attention to URL Addresses</b>	site:linkedin.com (inurl:in OR inurl:pub) "technical writer" -intitle:profiles -inurl:dir -inurl:jobs -inurl:groups "location * greater nashville area"
<b>Tacking Twitter® Lists</b>	site:twitter.com intitle:"game developers" "a public list" "list members"
<b>Extreme FlipSearching &amp; XRaying</b>	site:plus.google.com OR site:spoke.com OR site:ziggs.com (hr OR "human resources") (phr OR sphr) (manager OR director) (redmond OR bellevue OR tacoma OR seattle) (wa OR washington) -inurl:dir (link:facebook.com OR link:twitter.com OR link:linkedin.com) "digital producer" (ny OR "new york") (resume OR bio OR "about me" OR portfolio) -film -job -jobs
<b>Combining Concepts With The NEAR Operator</b>	(link:pinterest.com OR link:instagram.com OR link:flickr.com) mobile NEAR designer (resume OR bio OR "about me" OR portfolio) (ca OR california) -job -jobs (site:twitter.com OR site:plus.google.com) "business development" NEAR (manager OR director) -job -jobs