



## AIRS SearchLab 11.0 Search Guide

### AIRS SearchLab 11.0 PowerSearch String Templates

PowerSearch for Biographical Information at Google, Exalead & Teoma	
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitaе OR inurl:vitaе)	
(intitle:bio OR inurl:bio OR intitle:profile OR inurl:profile OR intitle:"about me" OR inurl:"about me")	
PowerSearch for Biographical Information at Bing & Yahoo	
(intitle:resume OR intitle:cv OR intitle:vitaе)	
(intitle:bio OR intitle:profile OR intitle:"about me")	
PowerSearch for Names at Google, Exalead & Teoma	
For Companies	(intitle:team OR inurl:team OR intitle:staff OR inurl:staff OR intitle:people OR inurl:people OR intitle:employees OR inurl:employees)
For Colleges	(intitle:attendees OR inurl:attendees OR intitle:graduates OR inurl:graduates OR intitle:"former members" OR inurl:"former members")
For Associations	(intitle:attendees OR inurl:attendees OR intitle:speakers OR inurl:speakers OR intitle:participants OR inurl:participants)
PowerSearch for Names at Bing & Yahoo	
For Companies	(intitle:team OR intitle:staff OR intitle:people OR intitle:employees)
For Colleges	(intitle:attendees OR intitle:graduates OR intitle:"former members")
For Associations	(intitle:attendees OR intitle:speakers OR intitle:participants)

### Chapter 1 - Introduction to SearchLab

Bing	www.bing.com
Google	www.google.com
Bookmark Tracker	www.bookmarktracker.com
Exalead	www.exalead.com/search

## Chapter 2 - Foundations of Internet Sourcing

eTools	www.etoools.ch
PloyMeta	www.polymeta.com
Zuula	www.zuula.com
Peelback Example	www.researchplanning.com/staff/resumes
Acronym Finder	www.acronymfinder.com
<b>Search Strings</b>	
define:	define:toxicology

## Chapter 3 - Strategizing Your Search

AIRS Directory	www.airsdirectory.com
SearchLab Portal	www.airsdirectory.com/mc/myairs_search_lab_portal.guid
AIRS Directories	www.airsdirectory.com/mc/directories.guid
DMOZ	www.dmoz.org
<b>Search Strings</b>	
PeerSearch	"matthew l. hillestad" "gene therapy"
PeerSearch Email Domain	"*@mayo.edu" "gene therapy"
PeerSearch Area Codes	"*@mayo.edu" "gene therapy" (mn OR minnesota) (507 OR 612 OR 651 OR 763 OR 952)

## Chapter 4 - PowerSearch Part 1: Biographical Information

<b>Search Strings</b>	
PowerSearch	(resume OR cv OR vitae) "project manager" "six sigma"
PowerSearch	(resume OR cv OR vitae) "project manager" "six sigma" (pmi OR pmp) -job
PowerSearch	(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita OR intitle:"about me" OR inurl:"about me" OR intitle:profile OR inurl:profile) "project manager" "six sigma" (pmi OR pmp)
PowerSearch	(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita OR intitle:"about me" OR inurl:"about me" OR intitle:profile OR inurl:profile) "project manager" "six sigma" (pmi OR pmp) "green belt" (engineering OR mba)
PeerSearch	"joe schinasi"
PowerSearch	(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita) marketing strategy (bilingual OR fluent) Spanish
PowerSearch	(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita) marketing strategy (bilingual OR fluent) Spanish (ca OR California) (415 OR 408 OR 650 OR 510)

## Chapter 5 - PowerSearch Part 2: Names

Indeed	www.indeed.com
Search Strings	
PowerSearch for Companies	(intitle:team OR inurl:team OR intitle:staff OR inurl:staff OR intitle:people OR inurl:people OR intitle:employees OR inurl:employees) (kpmg OR deloitte OR "ernst & young" OR pricewaterhouse) "internal auditor" (cpa OR cia OR cisa OR sox)
PowerSearch for Colleges	(intitle:alumni OR inurl:alumni OR intitle:graduates OR inurl:graduates OR intitle:"former members" OR inurl:"former members") "internal auditor" (kpmg OR deloitte OR "ernst & young" OR pricewaterhouse) -job -jobs
PowerSearch for Associations	(intitle:attendees OR inurl:attendees OR intitle:speakers OR inurl:speakers OR intitle:participants OR inurl:participants) (kpmg OR deloitte OR "ernst & young" OR pricewaterhouse) "internal auditor"
PowerSearch for Associations	(intitle:attendees OR inurl:attendees OR intitle:speakers OR inurl:speakers OR intitle:participants OR inurl:participants) (kpmg OR deloitte OR "ernst & young" OR pricewaterhouse OR "moss adams" OR "rsm mcgladrey" OR "fannie mae") "internal auditor"
PeerSearch	"colette devey" auditor

## Chapter 6 - Significance of FlipSearch

Search Strings	
FlipSearch Companies	link:ibm.com "materials science" (resume OR cv OR vitae OR profile OR bio OR "about me") -jobs
FlipSearch Colleges	link:psu.edu "materials science" (resume OR cv OR vitae)
FlipSearch Associations	link:asminternational.org (resume OR cv OR vitae OR profile OR bio OR "about me")

## Chapter 7 - Power of XRay

Search Strings	
Similar Search	related:allnurses.com
XRay	site:nursingworld.org
XRay Associations	site:nursingworld.org ("chief nursing officer" OR cno)
XRay Companies	site:memorialhermann.org ("chief nursing officer" OR cno)
Top Level Domain XRay	site:edu ("chief nursing officer" OR cno OR "director of nursing")
Top Level Domain XRay Colleges	site:edu ("chief nursing officer" OR cno OR "director of nursing") (nm OR "new mexico")

## Chapter 8 - Social Media Sites

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LinkedIn	www.linkedin.com
LinkedIn Companies	www.linkedin.com/companies
LinkedIn Groups	www.linkedin.com/search-fe/group_search
Twitter	www.twitter.com
Facebook	www.facebook.com
Google+	www.plus.google.com
<b>Search Strings</b>	
LinkedIn XRay	site:linkedin.com "packaging engineer" "greater atlanta" -inurl:dir
Blog Publishing Platform XRay	site:blogspot.com "digital artist" (gallery OR portfolio) logo custom graphics
Google+ XRay	site:plus.google.com "district manager" retail (ca OR california)

## Chapter 9 - Best Practices for Making Contact

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Pipl	www.pipl.com
Emails4Corporations	www.sites.google.com/site/emails4corporations
Mailtester	www.mailtester.com
Corporation Wiki	www.corporationwiki.com