DEVELOPING EXCEPTIONAL RECRUITERS

Boolean Search Operators

Note that AND, NOT and OR will generally need to be in capital letters when used as a search operator.

AND

AND will narrow your search results to include only relevant results that contain your required keywords.

Example: "human resources" AND recruiting

In the example above, the Boolean string will only return results that include both the phrase 'human resources' and the keyword 'recruiting.'

OR

OR will expand your search results so all results must contain at least one, if not more, of your defined keywords or phrases

OR is best used for one of two reasons:
1. To include all synonyms for a given title, phrase or word (MBA OR M.B.A. OR "Masters of Business Administration")
2. Creating a list of all possibilities where you only need at least one of the keywords to be returned (Apple OR Microsoft OR Google)

NOT

NOT limits your search by excluding defined keywords and/or phrases from your results.

"human resources" NOT director

Quotation Marks " "

Quotation Marks are used around a phrase that needs to be returned in that exact order.

"human resources"

In the example above, the search will only return results that contain the exact phrase 'human resources.' If you do not use quotation marks around phrases, each word in the phrase will be treated separately as if you used AND between each word.

Example: human resources

This search will display results that contain the words 'human' and 'resources' but not necessarily in that order.

Parentheses ( )

Parentheses are used to give priority to the keywords contained within over the other elements around it.

(HubSpot OR Eloqua OR Marketo) and "marketing manager"

In the example above, the search will return results that contain at least one of the keywords within the parentheses as well as the phrase 'marketing manager.'

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