

GOOGLE
on a
Beermat

A GUIDE TO GOOGLE SYNTAX

	What it does	What to type	What you'll get
“ ” Exact Phrase	searches for an exact phrase	"one small step for man"	results that include the exact phrase "one small step for man"
- Excluded Words	excludes search results with a particular word or phrase	bass -fishing	results about bass that are not related to fishing
~ Similar Words	searches for a word and all its synonyms	~telecoms	derivatives of telecoms including telephone, mobile, mobility and telecommunications based upon
OR Multiple Words	searches for webpages that include either word	vacation London OR Paris	results with the word "vacation" and either "London" OR "Paris"
... Numerical Ranges	searches for a range of numbers	Willie Mays 1950...1960	results about Willie Mays during this time period
define:	defines a word or phrase	define:plethora	links to definitions of the word "plethora"
site:	searches only particular websites	global warming site:edu	references to global warming found on .edu websites
link:	searches for webpages that link to a particular website	link:www.umich.edu	websites that link to the University of Michigan website
1+1	basic calculator functions	4+7, 30% of 55, 20^2, sqrt(4), etc.	the answer
cm in foot	converts units of measure	cm in foot, 28C in F, \$ in pound, days in fortnight, miles in league, mph in speed of light, etc.	the converted answer
AROUND (n)	creates proximity searches within (n) words of each other	java AROUND (3) developer	java within 3 words (or less) of the word developer
related:	searches for sites with similar content and /or meta tags	related:[insert your company url]	other related or similar sites to your company
inurl:	searches for keywords in a URL	inurl:meettheteam	web pages introducing that organisations team!
intitle:	searches for keywords in the page title	intitle:newsroom	results will be web pages with newsroom in their title
filetype:	finds specific material based upon file extension	filetype:pdf data warehousing news	portable data files containing news on data warehousing

X-RAYING LINKEDIN

X-Ray LinkedIn to find all public profiles

There has been search strings floating around the UK recruitment community that find profiles of people on LinkedIn using Google. Some of these strings are more effective than others, all suffer from the same issue – most of syntax is irrelevant or inhibits good results.

Using a search engine we can find the public profiles of those who have registered to use LinkedIn. Remember that the keywords you use need to be the types of words you would associate with a public profile and a relatively incomplete one.

*Site:uk.linkedin.com (KEYWORD CHAIN EMPLOYERS) (KEYWORD CHAIN SKILLS)
(KEYWORD CHAIN TITLE) inurl:pub -inurl:dir -inurl:groups*

There are hundreds of derivatives and a lot of it depends on the role you are resourcing or the purpose of the search in the first place.

Set up a Google Alert and have new results in your inbox each morning!

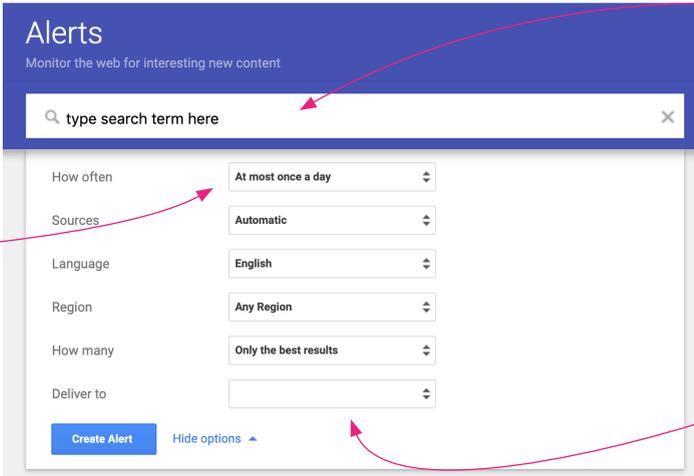
GOOGLE ALERTS

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Write the search string covering the topic you wish to monitor, then click preview to see the type of results you'll receive.

Some handy uses of Google Alerts include:

- Competitor news and analysis
- Keeping up to date on current and prospect clients
- Monitoring events
- Consistently looking for updated info
- Finding CVs, job specs and other documents as they get posted



The screenshot shows the Google Alerts configuration page. At the top, there's a search bar with the placeholder text "type search term here". Below this are several dropdown menus for configuration: "How often" (set to "At most once a day"), "Sources" (set to "Automatic"), "Language" (set to "English"), "Region" (set to "Any Region"), "How many" (set to "Only the best results"), and "Deliver to" (empty). At the bottom left is a blue "Create Alert" button, and at the bottom right is a "Hide options" link. Annotations with red arrows point to these elements: one points to the search bar with the text "enter your search terms in here - you can preview the results before you set your alert"; another points to the "How often" dropdown with the text "change how often and exactly which information Google send you"; and a third points to the "Deliver to" dropdown with the text "link you Google account to your work email to make sure that your new alerts are emailed directly to your inbox".

How to use Google Alerts:

Search for press releases to gain valuable commercial intel.

Apparently, 80% of corporate press releases end up in the bin rather than in the press. Makes you wonder how much you may miss if you only read your industry magazines to find your commercial hooks. Think about what might be announced in a business that could make them a worthwhile prospect:

Merger? Acquisition? Relocation? Growth? Expansion? Awards? New products? New markets? New management? IPO? The list could go on..

Now let's find them:

(inurl:news | inurl:press release | inurl:announcement | intitle:news | intitle:press release | intitle:announcement) (merger | acquisition | growth | expansion | award | "new management" | IPO | relocation | "new product" | "new market") +[KEYWORDS SPECIFIC TO YOUR INDUSTRY] +UK

FINDING CVs

Not everyone knows that you can find CVs straight out of Google from the web. You are more likely to find certain types of candidates:

IT contractors, Web specialists in SEO, PPC or digital media, PR, marketing, contractors of any kind and NEDs.

If you haven't searched you don't know what's there.

An easy search string to use is:

(inurl:resume | inurl:CV | inurl:vitae | intitle:CV | intitle:vitae | intitle:resume) "KEYWORD CHAIN JOB TITLE" "KEYWORD CHAIN SKILLS" -sample -jobs -job

OR

(filetype:pdf | filetype:doc) (resume | vitae | CV) "KEYWORD CHAIN JOB TITLE" "KEYWORD CHAIN SKILLS" -sample -jobs -job

These can also be reversed to find job specs on company websites by replacing the fixed keywords CV, VITAE and RESUME with "JOB DESCRIPTION", "PERSON SPECIFICATION", "WORK FOR US" and "CURRENT VACANCIES" and dropping the minus job derivatives!

Conference Tracking

(Not every conference publishes their delegate list online)

(filetype:xls | filetype:pdf) (delegate | attendee | visitor) list (CONFERENCE NAME OR SUBJECT)