



## Helpful Hint: Want better search results?

**Don't lump all your searches together. Try breaking searches up by category!**

The temptation is to select all the resources available in one search, but here's the problem: **not all searches are created equal**. Here are some recommended search techniques BY CATEGORY that should help you bring back optimal results.

### Category One: Pay Sites

These subscription resources (Monster, CareerBuilder, etc.) support the most advanced search logic, so we can create very elaborate and specific searches against these resources. Most Pay Boards support the *Detailed Criteria* section within your search interface. The most important filter in the detailed criteria section is the *Zip Code Radius search* which allows users to accurately find candidates within the geographical region they are targeting.

**Best Practice:** Use the Zip Code Radius search to source resumes only within your desired geographies.

### Category Two: Open Sites

These resources consist of major search engines like Google and MSN, Searches in this category are very unique and need to be configured very differently than the Pay or Free Board searches. The open web resources support the same Boolean logic as the Pay Boards which means you can create elaborate search strings using multiple OR statements. However, the Open Web does NOT support the detailed criteria filters, so we have to get creative with how we find local candidates because we cannot use the zip code radius search.

**Best Practice:** Create your keyword search string normally, but dedicate one of the *Any of These* lines to localizing terms such as city names and phone number area codes. Apply a state filter for the area you are trying to target. Use the *None of These* line for phrasing that will help to eliminate non-resumes from appearing in your search results (consider: "job posting" "job opportunity" "career opportunity" "about us" "apply here" "to apply"). *Note - college and flip-searches run using these same guidelines.*

### Category Three: Free Sites

These resources consist of nationwide and local resources ranging from LinkedIn to Craigslist. While you can get good results using this category, be aware this category has the most limitations regarding support of Boolean logic and filters to generate accurate search results. For example, in this search category, resources do not support multiple OR statements for the nationwide sites, they also do not support OR statements at all for local sites or the zip code radius search.

**Best Practice:** Use the All of These line for your mandatory skill sets and/or buzz words. Use the state filter to localize your results, and then apply the same logic described in the open web category to localize further by using the first *Any of These* line for localizing terms such as city names and phone number area codes.

**Give it a try. Take one or your more regularly used searches and create a separate search for each category listed above. Follow the best practices for each category, then run a few searches and evaluate your results. We bet you might see more of what you're looking for, and less of what you're not!**