

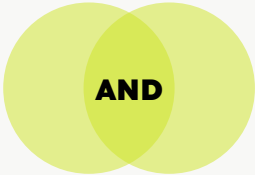
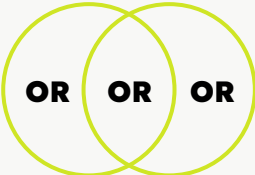
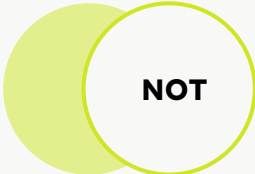
Boolean operators

Boolean search refers to a method of using operators such as AND, OR, and NOT **to refine results** on search engines like Google or Bing and social networking sites like LinkedIn.

Boolean operators got their name from George Boole, an English 19-century mathematician and logician whose algebraic and logical systems became part of the foundation of modern computing. The more you know!



Boole's cool

Operators	Effect & Visual explanation	Example	Results
AND	<p>Both search terms must be present for a match.</p> 	android AND Objective-C	On LinkedIn, returns people with <u>both</u> terms "Android" and "Objective-C" in their profiles.
OR	<p>At least one of the search terms must match.</p> 	copywriter OR "content marketing"	On LinkedIn, returns people with terms "copywriter" <u>or</u> "content marketing" in their profiles.
NOT (hyphen "-" on Google)	<p>Excludes specified results.</p> 	accounting NOT manager *** accounting -manager (notice there's no space)	On LinkedIn, returns people with only "accounting" and <u>not</u> "manager" in their profiles.

Search Modifiers

Additionally, most search engines also include modifiers that **let you narrow your search** further.



Modifiers	Effect	Search example	Search results
()	Encapsulates statements. Especially useful for OR statements.	(Android OR iOS) AND Java	Returns results that match Java and either Android or iOS (at least one of them)
""	Allows searching for specific phrases.	"customer service" OR "client support" OR "customer support"	Returns results that match either one of the phrases
*	Truncates words or phrases by replacing them as a placeholder.	*.js	Returns results ending with .js such as React.js and Vue.js
site: (on Google)	Looks for results only in the website specified after the operator.	site:dribbble.com	Returns results within dribbble.com
inURL: (on Google)	Looks for results only in the URL specified after the operator.	inURL: https://dribbble.com/shots/popular/branding	Returns results within https://dribbble.com/shots/popular/branding

Practical examples | LinkedIn



Things to keep in mind:

On LinkedIn, your search results are **sorted by proximity to you**: 1st, 2nd or 3rd level connections will show up before people not connected to your extended network. It's great for reaching out, but might be misleading in the sense that the people showing up first are not necessarily the ones that match your search the closest.

Asterisk * search modifier doesn't work on LinkedIn.

LinkedIn won't allow long Boolean searches unless you're paying for LinkedIn Recruiter, instead returning a "No results found" page. However, you can use Boolean search with the *site:* modifier on web search engines without limitations.

Boolean String	LinkedIn Results
("copywriter" OR "content marketing") AND "Milwaukee"	Copywriters or content marketing specialists based in Milwaukee
(Android OR iOS) AND (Java OR "Objective-C")	Mobile developers with knowledge of Java or Objective-C programming languages
("web developer" OR developer OR programmer OR engineer OR "web master" OR webmaster) AND drupal AND "google analytics" AND ("seo" OR websites OR microsites OR "landing pages" OR "cms" OR "crm" OR "relational database" OR "api" OR "ui" OR "ux" OR "social media" OR pardot OR requirements) (for LinkedIn Recruiter - it's too long for the free version)	Web developers specializing in Drupal who also mention Google Analytics and at least one of the phrases in the second parentheses on their profile.

Practical examples | Web search (Google, Bing, etc.)



Things to keep in mind:

On Google, an empty space works similarly to the AND operator. Therefore, if you want to search for specific phrases, put them in quotation marks ("").

Boolean String	Google Results
site:dribbble.com (web OR "ux/ui" OR "user experience") AND designer AND (california OR "los angeles" OR "san francisco" OR "bay area") -we -jobs -job (remember to include these to filter out job ads from your search)	UX/UI designers within dribbble.com based in California
site:Linkedin.com "B2B" AND "marketing specialist" -jobs -job	Public LinkedIn profiles of B2B marketing specialists on LinkedIn
site:Linkedin.com "java" AND "spotify" AND stockholm -jobs -job	<p>Public LinkedIn profiles of Java developers working at Spotify based in Stockholm (ideal case)</p> <p>The results will bring up all public profiles that mention Java, Spotify, and Stockholm. Technically, it could also be someone who studied in Stockholm, works at the Java House restaurant in Berlin, and has mentioned their latest album that's available on Spotify - but developers are more likely.</p>