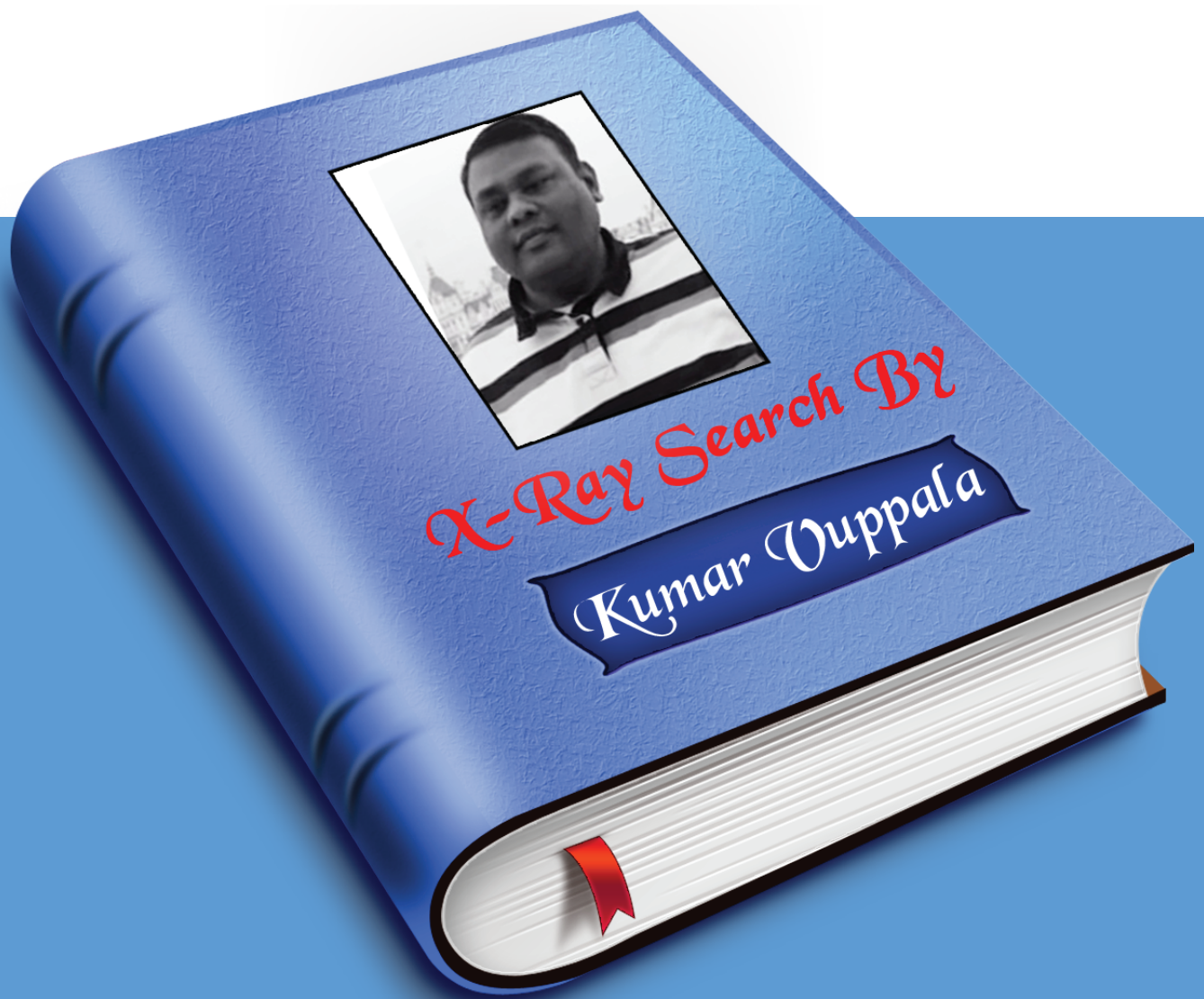


# How To: X-Ray LinkedIn for Profiles On **Google**

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# How To: X-Ray LinkedIn For Profiles On Google– Kumar Vuppala– Anantha/TGC Limited– LondonUK

For many recruiters and sourcers, LinkedIn is at the top of the heap for places to find and engage prospective candidates. One of the most popular methods to do this is by X-Raying the site via search engines.

When X-Raying LinkedIn, we generally only want to target **profiles**, and for better or worse, there are several ways we can accomplish this. The following will help you understand and decide what works best for you as you search for LinkedIn profiles via Google.

First, we'll start by telling Google that we only want to look at LinkedIn.com. This is accomplished via the

## What's the X-Ray Secret?

There are two secrets to getting X-Ray LinkedIn searches to work. The first is to take advantage of the public profiles that LinkedIn makes available to Google and other search engines. The second trick is using some advanced features of Google Search, specifically searching within a web site and URL. Note that users on LinkedIn have the option to have their profile set to public or private. Not all users on LinkedIn have public profiles, but the vast majority of users do have a public profile.

LinkedIn public profiles come in two different flavors – they either start with [www.linkedin.com/in/](http://www.linkedin.com/in/) or they start with [www.linkedin.com/pub/](http://www.linkedin.com/pub/). By using the SITE: and INURL: operators along with the minus sign in your search, you can limit your Google searches to only public LinkedIn profiles using the following phrase:

((site:www.linkedin.com AND (inurl:linkedin.com/pub/ OR inurl:linkedin.com/in/)) AND -dir)

Note that this search includes several Boolean operators – the parentheses plus the AND , OR and parentheses operators. It is also important to use the “dir” command because this excludes any directory listings or URLs with “dir” in them. The end result is that the search will only return results for individual profiles where either linkedin.com/pub or linkedin.com/in are present in the URL.

You will need to understand some basic Boolean operators to use the X-Ray search. The most important Boolean operators to know are:

**Quotes** – quotes signal that the phrase between the quotation marks must be in the search results exactly as shown

**AND** – words or phrases on either side of AND must be in entry to be included in the search results

**OR** – words or phrases on either side of the OR are included in the search results

**Parentheses** – just like algebra, the parentheses identify the order of operation as anything between the parentheses are acted upon first

## Getting Started

Here are the steps to issue an X-Ray search in Google:

1. Open up Google search – [www.google.com](http://www.google.com)
2. Copy the following command and paste it into the Google search box –

((site:www.linkedin.com AND (inurl:linkedin.com/pub/ OR inurl:linkedin.com/in/)) AND -dir)

1. Add in any additional search phrases such as a job title, skill or geography – or all three:

**Title:** i.e. “customer service”, “(admin OR administrative)”, “business analyst”

**Skill:** i.e. “black belt”, “lotus notes”

**Geography:** i.e. “greater los angeles”, “Chicago”, “sacramento, california area”

Press enter, review your results and revise as necessary

Using the Boolean operators, you can string together multiple search phrases into a complete search query. Note that Google Search does not care about capitalization – but it is a good practice to capitalize your Boolean operators to make them easier to identify if you have to troubleshoot your query. If you use Boolean in LinkedIn, you have to use all CAPS so it is good to get in the habit of capitalizing your Boolean operators.

When issuing a long query in Google Search, you can only see about 60 characters, so another tip is to write your query in the Notepad or Microsoft Word so you can easily see your whole query and then copy it into Google search.

## Covering All The Bases

A keen searcher also knows that there are many ways for people to input information into LinkedIn. If you want a more complete list of results, you need to make sure that you include all possible spellings in your query. For example, an administrative assistant could be listed as admin, admin assistant, administrative assistant or admin asst. This is where the Boolean operators are very helpful. To catch as many of the administrative assistant instances, you could use the following search phrase to catch most of the ways that people could input their role:

((admin OR administrative) AND (assistant OR asst))

## Putting It All Together

Let's use a specific search example to show you how X-Ray Search works. Our test query is that we want to search for an administrative assistant in the Sacramento, California area who has Lotus Notes experience. The X-Ray Search phrase would be as follows:

((site:www.linkedin.com AND (inurl:linkedin.com/pub/ OR inurl:linkedin.com/in/)) AND -dir)

AND (admin OR ((admin OR administrative) AND (assistant OR asst)))

AND "Sacramento, California Area"

AND "lotus notes"

**The query as listed above returns about 2,700 results. This compares to only 191 results when I use LinkedIn Advanced Search to issue a similar query. In addition, many of the LinkedIn results only provide a first name and last initial instead of a complete name.**

## GOOGLE RESULTS

Google

((site:www.linkedin.com AND (inurl:linkedin.com/pub/ OR inurl:linkedin.com/in/)) AND -dir) AND (admin OR ((admin OR administrative) AND (assistant OR asst))) AND "Sacramento, California Area" AND "lotus notes"

Web Images Maps Shopping More Search tools

About 2,700 results (0.56 seconds)

[Deborah Wadley | LinkedIn](#)  
www.linkedin.com/pub/deborah-wadley/16/174/651  
Sacramento, California Area - Lead Administrative Assistant at Blue Shield of California  
Lead **Administrative Assistant** at Blue Shield of California. Location: **Sacramento, California** ... **Lotus Notes** ... April 2012 – September 2012 (6 months) **Sacramento, California Area**. Performed ... **Tech Asst** to CFO & **Exec Asst** to CIO. California ...

[Donna Castorino | LinkedIn](#)  
www.linkedin.com/pub/donna-castorino/37/680/a51  
Santa Barbara, California - Administrative Assistant Medical Education  
**Administrative Assistant** at Cottage Health System; Volunteer at Sansum ... **Admin** to Director of Financial Services-Kristen Tufvesson ... **Lotus Notes**; Administration, Customer Service; Excel; Microsoft Office ... **Sacramento, California Area**.  
You visited this page on 9/3/13.

## LINKEDIN RESULTS

The primary difference is that the Google Search returns results from all of LinkedIn while the LinkedIn search is limited 1st, 2nd and 3rd degree connections. Another big difference is that the Google search returns results from anyone who ever had Sacramento (or surrounding geography) in their profile even if they have moved away.

Just like LinkedIn, the Google search results provide some summary information from the user's LinkedIn profile that you can easily browse and a clickable link that takes you to their LinkedIn public profile. Once in LinkedIn, you can then use your other super powers to reach out and connect with them.

Becoming an X-Ray Search Expert will take some practice and you may have to experiment or tweak your search query several times before you get the results you want. One tip is to make sure you have a good starting point by copying and modifying one of the queries above. However, the outcome of doing more targeted search primer should give you plenty of ammunition to get started on leveraging LinkedIn to find those "needles in a haystack" that no one is seeing yet.

## Google Search Operators and More

[LinkedIn9](#)

[Twitter8](#)

[Facebook6](#)

[Google](#)

[Email](#)

<p>Search within a specific site or domain</p> <p><i>site:</i></p>	<p>Use the site: operator to search for information within a specific website or type of site (.org, .edu).</p> <p>[ <b>site:linkedin.com</b> ] or [ <b>site:edu</b> ]</p> <p>Also search within specific sub-domains. [ site:<b>www.linkedin.com</b> or site:<b>plus.google.com</b> ]</p>
<p>Placeholder / Fill in the blank</p> <p><i>query * query</i></p>	<p>Use an asterisk (*) as a placeholder for any unknown or "wildcard" terms. Results will vary depending on its use, how Google has indexed the content of the page or what Google feels is relevant.</p> <p>[ "senior * recruiter" ] will include results for [ senior <b>technical</b> recruiter ]</p> <p>[ "senior * * recruiter" ] will include results for [ senior <b>interactive marketing</b> recruiter ]</p>

	<p><b>Tip:</b> It's important to know that an asterisk (*) can include results providing a <b>single term, special character OR phrase</b> and you should experiment with it until you get the desired results.</p>
<p>Search for a specific term within the Title of a website</p> <p><i>intitle:</i></p>	<p>Place intitle: immediately in front of your query to search for a specific term or phrase within the Title of a website or page.</p> <p>[ <b>intitle:resume</b> ] or [ <b>intitle:"resume software engineer"</b> ]</p> <p><b>Tip:</b> Use quotes when searching for specific phrases.</p>
<p>Search for terms within the URL of a website</p> <p><i>inurl:</i></p>	<p>Search for a specific term or terms within the URL of a website.</p> <p>[ <b>inurl:resume</b> ]</p> <p><b>Tip:</b> The query must be a complete or whole term, meaning that you cannot extract a term from a string of consecutive letters or numbers.</p> <p>Using the above example, the following demonstrates what is and is not possible when using the <b>inurl:</b> operator.</p> <p>Yes: [ <b>my-resume-123</b> ] or [ <b>my/resume/123</b> ]</p> <p>No: [ <b>myresume123</b> ]</p>
<p>Search for pages with links</p> <p><i>link:</i></p>	<p>Use the link: operator to search websites or pages that contain links to another page or website.</p> <p>[ <b>link:google.com</b> ]</p> <p><b>Tip:</b> It's common to use the <b>site:</b> operator in conjunction with the <b>link:</b> operator [ <b>site:query link:query</b> ]</p>
<p>Search by file type</p> <p><i>filetype:</i></p>	<p>Use the filetype: operator to search for specific types of files, such as PDFs, DOCs, or XLS</p> <p>[ <b>filetype:pdf</b> ]</p> <p><b>Tip:</b> Because file type searches are generally obscure by nature, it's best practice to include multiple extensions.</p> <p><b>Example:</b> (filetype:doc   filetype:pdf   filetype:rtf   filetype:txt)</p>
<p>Find related websites</p> <p><i>related:</i></p>	<p>Use the related: operator to find sites that have similar content by typing related: immediately in front of a website URL.</p>

	[ <b>related:</b> jigsaw.com ]
Search a cached site or page  <i>cache:</i>	Use the cache: operator to display a specific cached version of a web page.  [ <b>cache:</b> linkedin.com ]
Search for an exact word or phrase  "search query"	Use quotes ( "" ) to search for an exact word or set of words in a specific order.  [ "software engineer" ]  <b>Tip:</b> Only use this if you're looking for a very precise word or phrase, because otherwise you could be excluding helpful results by mistake.
Exclude a word or phrase  <i>-query</i>	Add a dash (-) immediately in front of a word to exclude all results that include that word.  [ -job -jobs ]  You can also exclude results based on other operators, like excluding all results from a specific site.  [ developer -site:linkedin.com ]
Include similar words with the Tilde  <i>~query</i>	At times, Google may replace some words in your original search query with synonyms. To tell Google that you want synonyms included, add a tilde sign (~) immediately in front of a word to search for that word as well as synonyms.  [ software ~engineer ] will also include results for [ software developer ]  <b>Tip:</b> Do not use quotes ("" ) if you are wanting synonyms returned in your search results.
Search for all words  <i>query query</i>  <i>query AND query</i>	To search for pages that need to have all words, include AND (capitalized) or a space between the words. Google assumes AND when there is simply a space between terms.  [ software engineer "seattle washington" ] or [ software AND engineer AND "seattle washington" ]  <b>Tip:</b> In the examples above, Google will search for "software" AND "engineer" AND "seattle washington"

<p>Search for either word</p> <p><i>query   query</i></p> <p><i>query OR query</i></p>	<p>To search for pages that need to have only one of several words, include OR (capitalized) or a pipe ( ) between the words.</p> <p>[ software engineer seattle   "san francisco" ] or [ software engineer seattle OR "san francisco" ]</p> <p><b>Tip:</b> In the examples above, Google will search for "software" AND "engineer", but will search for either "seattle" OR "san francisco"</p>
<p>Search for a number range</p> <p><i>number..number</i></p>	<p>Separate numbers by two periods (with no spaces) to see results that contain numbers in a given range.</p> <p>[ 50..300 connections ]</p> <p><b>Tip:</b> Use only one number with the two periods to indicate an upper maximum or a lower minimum.</p> <p>[ "..500 employees" ]</p>

**site:**www.linkedin.com

Now we can start targeting profiles.

**Option 1:** (*inurl:com/pub | inurl:com/in*) -inurl:pub/dir

LinkedIn uses two directories (**pub** and **in**) for public profiles. Because of this, we'll need to use the inurl elements (**com/pub & com/in**) to tell Google that we only want to see profiles in our search results. Additionally, LinkedIn placed their "directory" listings(**dir**) in the directory immediately following the (**pub**) directory so we have to tell Google to exclude that with (**-inurl:pub/dir**) or we take the chance of getting results that are not profiles but actually a page containing a list of them.

**Tip:** Precede the **in** and **pub** directories with (**com/**) and **dir** with (**pub/**) to prevent the exclusion of these terms that may exist in other areas of the URL.

**Option 2:** "people you know"

"**people you know**" has become a popular alternative recently for targeting profiles because the phrase "**search for people you know**" is primarily only found on public profiles (logged out view). However the term "peopleyou know" is used in other context throughout LinkedIn and not exclusive to profiles so it's important that you have other elements in your search string that target profile content. "people you know" is also effective where advanced operators are not universal between search engines.

**Tip:** You must enclose the term (**people you know**) in quotes ("" ) for it to be effective.



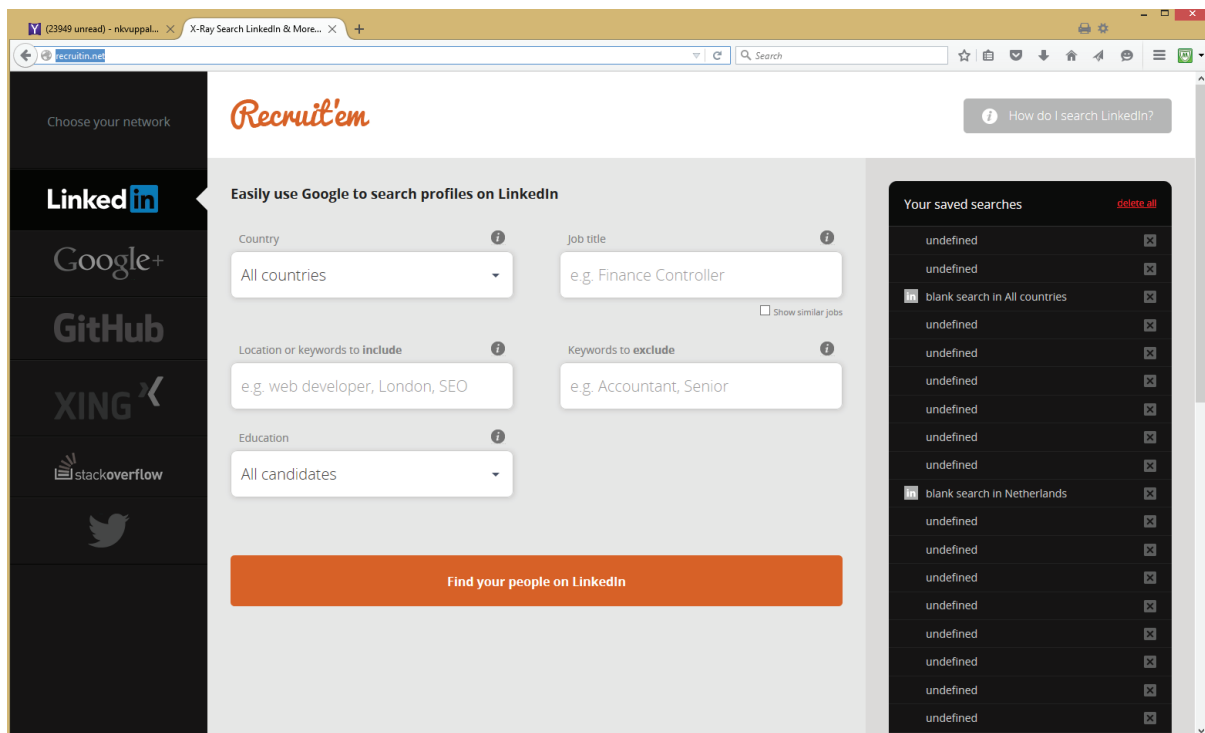
### Option 3: (site:www.linkedin.com/pub | site:www.linkedin.com/in) -inurl:pub/dir

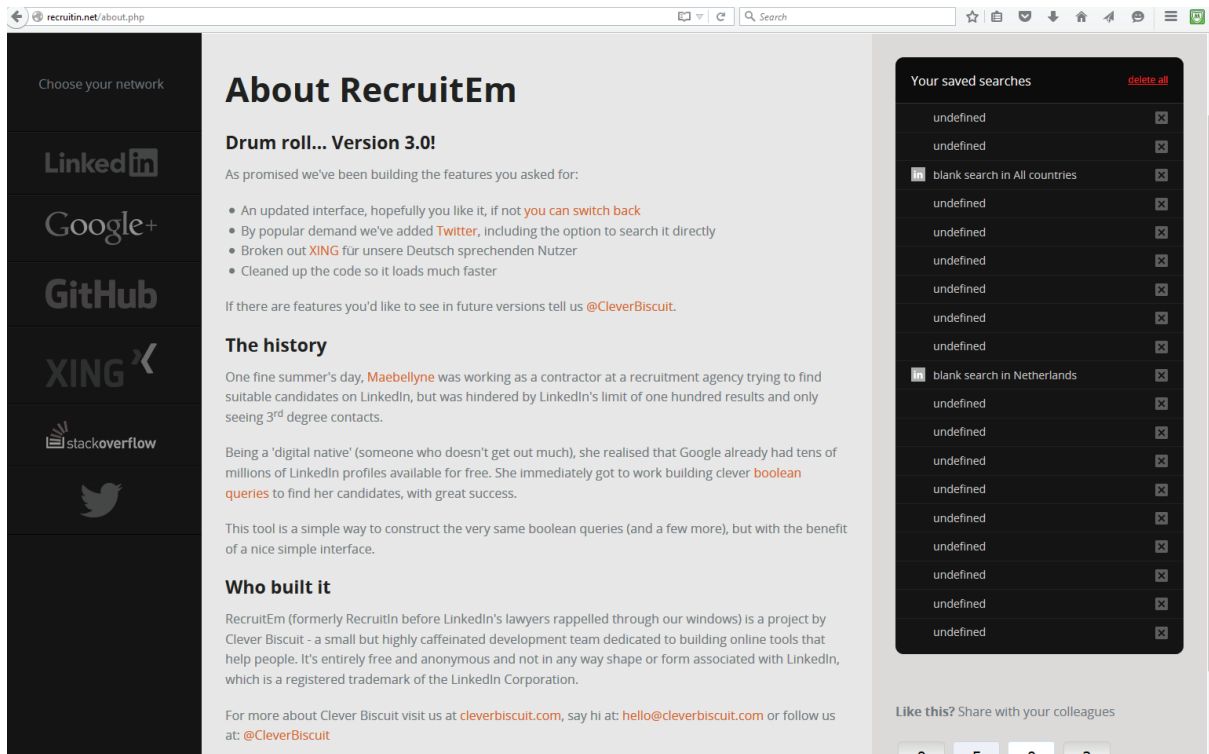
This is certainly the most specific way to target profiles but it's unnecessary to use two (site) operators when one will do.

It should be noted that X-Raying LinkedIn can be very effective, however, results appearing in search engines are only **public** profiles. Meaning, LinkedIn lets users control what information is viewable by the general public and search engines. Because of this, some profiles will not be indexed for you to search which is why X-Raying should be considered only one piece of your overall search strategy.

### Is there is any tool ??

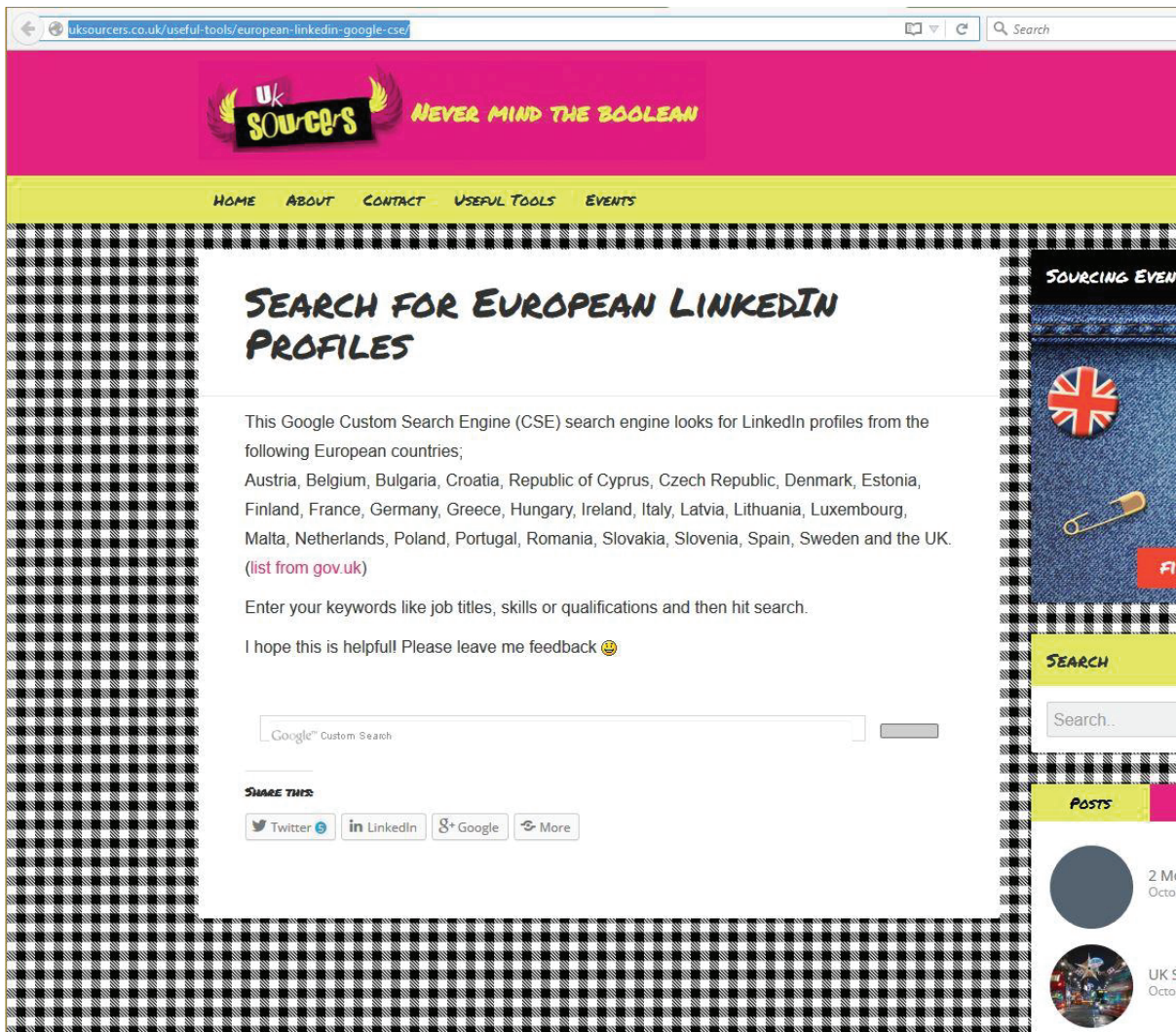
Yes It is





In this tool you can even save search so that you can come back .

<http://uksourcers.co.uk/useful-tools/>



## Internet Sourcing Techniques

The search strings for each of these search engines will vary and therefore to maximize your search please do read the tutorials in advance from the respective search engines site.

What techniques to use and when and under what circumstances to use will depend on how well you master each techniques. To achieve optimum success one must also have a fairly good idea about the recruitment industry, the specific job requirement, the keywords within the requirement and also differentiate the "mandatory skills" from "good to have skills."

Some of the most common internet search techniques are as given below.

X-RAYING: A method of looking inside a specific web site to find what's there. Using this technique, recruiters can find documents and web pages that aren't directly accessible via links on the main public home page. When you 'x-ray' a website, you effectively get to examine every document that resides there so long as they are not behind firewalls or password protected. Example: To find any

“software engineer” - could be a document/file or a word/phrase within a document that resides within the website Oracle.com. In Altavista search - host:oracle.com AND software engineer In Google search - site:www.oracle.com AND software engineer

### FLIPPING:

Flipping is an effective method used to find the relationships between web pages based on how they are hyperlinked together. This search is especially useful for finding people who have links to the company or have worked for a specific company. Example: To find any “software engineer” – could be a document/file or word/phrase that links back to Oracle.com. In Altavista search - link:oracle.com AND software engineer In Google search - link:www.oracle.com AND software engineer

### PEELING BACK

As the name suggest Peeling back is the process of “retracing the path” of the url especially when one gets an Error 404 (File not found). This process is engage so as to locate the information elsewhere on the site or locate the specific “root” folder where one can find similar or additional data specific or related to the search. Example: By peeling back or keying backspace starting from the point where the url ends we can then access the people link from the ce.uta.edu homepage and find the names of all the faculty members.

url: <http://www-ce.uta.edu/people/faculty/hoyos/research.html>

### HARVESTING OR MINING:

Harvesting involves reviewing a document, such as a resume or home page, and finding key words, links, references and locations that assist with subsequent searches.

### SEARCH STRINGS USING BOOLEAN KEYS

By constructing complex search strings and conducting the search in major search engines one can hone in on the exact information/resources with great accuracy.

Some of the commonly used key words for a search string are given as below.

Common resume Words:

Resume, Homepage, CV, Vitae, Bio, Qualifications, Objective, Experience, Education, References, "Work History", "Technical skills", "Project duration" Common words to avoid: Submit, Opening, Recruiter, Send, Benefits, Requirements, Opportunity, Apply, Job, Jobs, Careers, Eoe, Reply, "my client".

### Example on how to construct a complex search strings Requirement:

A project manager with PMI certification or a 6 Sigma black belt having atleast 5 years of project management within an Investment bank in the areas of Equities connectivity or trading software development. Must have good technical skills in J2EE, EJB, Websphere, XML and DB2.

the search engines mostly used by experience recruiters.

Some recommended search engines on the Web:

<http://www.google.com/>

<http://www.live.com/>

<http://www.yahoo.com/>

<http://www.metacrawler.com/>

<http://www.atlavista.com/>

<http://www.dogpile.com/>

Google:(intitle:cv OR inurl:cv OR intitle:resume OR inurl:resume) "project manager" Java "investment bank" ("equities connectivity" OR trading software) -inurl:efinancial \*Search result: 87 pages

Yahoo:(intitle:cv OR inurl:cv OR intitle:resume OR inurl:resume) "project manager" Java "investment bank" "equities connectivity" OR trading software -eoe -opening -post -preferred -reply -send -submitSearch result: 1,740 pages

Live Search:(intitle:cv inurl:cv intitle:resume inurl:resume) prefer:resume "project manager" Java "investment bank" "equities connectivity" trading software -job -jobs -careersSearch result: 10,038 pages

The search results from the above three searches gives us different amount of results and the task of sieving through the hundreds of pages sounds rather a daunting task. However, the strings above could still be further refined so as to achieve a much more specific results. For example by including SCJP or Sun certification or SDLC, etc I believe one can derived at a much more accurate results

## How To Flip SearchThe use of Flip Searching or Flipping

is a technique to mine the Internet for potential candidates. A Flip Search is a simple search that can be performed in some of the major search engines for example <http://www.hotbot.com/> and <http://www.altavista.com/>. The search simply finds people who link to a specific site. The uses are endless. For example,

John is looking for ORACLE Programmers. This technique can be used to find the various sites that are linked to oracle.com. In theory, John will find people who have on-line resumes with Oracle skills because they may have linked to Oracle on their online resume.

So to do the search visit <http://www.altavista.com/> and enter the following: "link: oracle.com" The results once again will be all the sites that have linked to Oracle.com. Surf through the results and you will find individuals resumes.

Boolean Operators Search engines can be considered as a cluttered resume database. Using detailed searches with Boolean search operators can drill down and find the information you are looking for faster. These operators are used to weed out irrelevant pages thereby narrowing your search results to find exactly what you are looking for.

Each search engine is unique and we recommend to review the help section on each of the search engines to determine what Boolean operators are supported.

## Boolean Key

AND - The AND operator delivers results with the terms you requested. For example, searching resume and oracle will return pages with both terms - resume and oracle.

OR - The OR operator delivers results with either of the terms you requested. For example, MCSE OR M.C.S.E.

NOT - The NOT operator will not deliver certain words in your search results. For example, Java NOT coffee will deliver closer results for JAVA Programmers and not Java Coffee.

NEAR - The NEAR operator locates words that are located in close proximity to other words. For example, Java NEAR Programmer. Not every search engine supports this operator.

( ) Parentheses - The ( ) operator allows you to group terms and build longer search strings. For example, NOT (submit AND employer) will avoid pages with both names.

\* - The \* operator is a wild card. Adding a wild card will find words contain the wild card. For example program\* will help so you do not have to run separate searches for words similar like: programmer, programming, program

### Example of Complex Search String

resume AND (java or JavaScript) AND program\* AND (New York or NY or 212) AND NOT (coffee or submit)

### One warning about this Flip Search tactic:

Flip searching may pull up company directories, email lists, and other company related information. In some rare cases, you may flip search yourself into a companies internal intranet. Flip Searching by some has been view as negative and others as a brilliant strategy. My personal stance, anything published on the Internet is public information for the world to view. Companies should be cautious on what content appears on their site. As far as restricted areas and internal intranets, this is private information and people accessing or hacking into these areas is blatantly unethical. Also, a word for those who might be tempted... you leave an electronic footprint on every page and site you visit. Flip Searching is a powerful tool that can uncover many hidden resumes and candidates. Performing the searches on various search engines will give different results. Trying adding different companies and skill sets to uncover different results