



Boolean Basics

Boolean Operators

- AND, OR, NOT, () , + , - , ""
 - technical support = technical AND support
 - helpdesk OR "help desk" OR "technical support" OR "customer support"
- When handling searches, the overall order of precedence is:
 - Parentheses [()]
 - NOT
 - AND
 - OR
 - Quotes [""]

**How do you
pick one?**

Quotation Marks Matter

- “” Bad

- "" Good

Using Word to write your search strings will result in you using the wrong quotations marks. Use NotePad as it will give you the quotation marks that won't break LinkedIn.

Boolean Operators

Consider the search:

- *nurse OR technician AND surgery*
- The searcher does not provide us with an order of operations. By reading this query I can understand that the searcher wants to find:
- *(nurse OR technician) AND surgery*
- However, because AND has precedence over OR, a search engine will read this as:
- *nurse OR (technician AND surgery)*
- The above ambiguous search string will display nurses without experience in surgery as part of the search result output.

Boolean Operators

- *programmer OR engineer OR developer OR coder NOT intern*
- The searcher clearly does not *want* to see interns and presumably means:
- *(programmer OR engineer OR developer OR coder) NOT intern*
- However because NOT has precedence over OR, our search engine will read this as:
- *programmer OR engineer OR developer OR (coder NOT intern)*
- The above query will result in programmer, engineer or developer interns in the result set since it is applying the NOT boolean operator only to “coder” keyword.

Boolean Operators

- ~~“vice president of sales” OR “vp sales” OR “v.p. sales” OR “senior vice president of sales” OR “svp sales” OR “head of sales” OR “chief sales officer” OR cbdo OR “chief business development officer”~~
- ((vp OR evp OR svp OR vice OR chief OR head) AND (sales OR “business development”)) OR cso OR cbdo

Boolean Operators

- ~~“customer success manager” OR “customer advocacy manager” OR “manager of customer support” OR “customer experience manager” OR “technical support manager” OR “client relations manager” OR “customer escalations manager” OR “manager of tier III support”~~
- manager AND (customer OR client OR technical OR tier) AND (advocacy OR success OR experience OR operations OR support OR engineering OR care OR escalations OR relations OR engagement)