Your Guide to Using Boolean
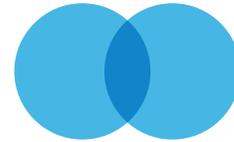## AND Semantic Searches Together

Your sourcing databases give you access to millions of candidates at your fingertips. Yet, even the most advanced technology can't deliver the candidates you need if you're not searching for them in the right way. That's where Boolean and semantic searches come in. The right use of Boolean search strings and semantic technologies can help you better identify the right candidates — and hire them quickly. And while you may already be using one or the other, you can further maximize your results by using them together.

In this guide, we'll share the Boolean and semantic basics, when to use each technique, and how to use them together to expand your pool of relevant talent.

WHAT IS BOOLEAN SEARCH?

Boolean [boo-lee-uh n]
A type of search that uses key operator words and symbols to achieve the best results.

<div style="background-color:#F5C84C;padding:1em;">

AND, OR, NOT, " ", ( )

</div>

Boolean is helpful for sourcing because it refines candidate searches by combining or limiting terms. Resume databases or CRMs take your search string parameters and scan all content for the exact word or phrase matches, and serve up relevant results that meet your specific search criteria.

Boolean is most effective:

- If you have a deep understanding of Boolean logic

- If you know exactly which types of positions — and related titles — to search for

- When seeking a specific candidate that requires AND and NOT operators

EXAMPLES

 design AND html: Results include candidates who have "**design**" and "**html**" listed in their resume

 mechanic OR diesel: Results include candidates who have either "**mechanic**" or "**diesel**" listed in their resume

 pharmaceutical NOT sales: Results include candidates who have "**pharmaceutical**" in their resume, but automatically excludes those with the word "**sales**."

WHAT IS SEMANTIC SEARCH?

Semantic [si-man-tik] search
The study of the meaning of language attempts to understand the intent and contextual meaning behind a query, seeing beyond what was typed to deliver more robust results.

When sourcing candidates, a semantic search technologies apply related keywords — such as job titles and skills — to each search term used, broadening your relevant results and exposing you to all potentially relevant talent. What's more, it bridges the gap between how job seekers describe themselves in their application materials and the keywords recruiters and sourcers use to search for the same candidate.

Semantic is most effective:

- If you're just starting your candidate search and want to get a sense of your available talent pool

- If you need to source a large volume of talent at the same time

- When sourcing for a position with a variety of job titles (e.g., sales, account executive, account manager)

- When you don't have enough keyword information to build a Boolean search string

EXAMPLES

" " **Search term used:** "Sales representative"

( ) **Terms applied to search:** Sales assistant, sales agent, sales and service associate, salesman, sales advisor, lead sales, sales lead, sales rep, sales person, sales associate

CAN BOOLEAN AND SEMANTIC REALLY WORK TOGETHER?

If you're just starting a candidate search, the goal is to get as many potentially relevant candidates as possible, and then you can narrow your search from there as needed.

When a semantic search is layered on top of a Boolean search string, related keywords are applied to all of the terms used in your search, casting an even wider net to catch all relevant candidates related to each of your search terms.

So instead of thinking of Boolean and semantic as competing search tactics, consider them tools that play off of each other's strengths to deliver better results.

SHOW ME HOW IT WORKS.

CareerBuilder's Resume Database allows both Boolean and semantic search to coexist, so both can be used simultaneously during a search.

This example shows a basic Boolean search string: **Customer Service Representative** AND **Retail**. The drop-down menus show the semantic keywords being applied to each of the search terms.
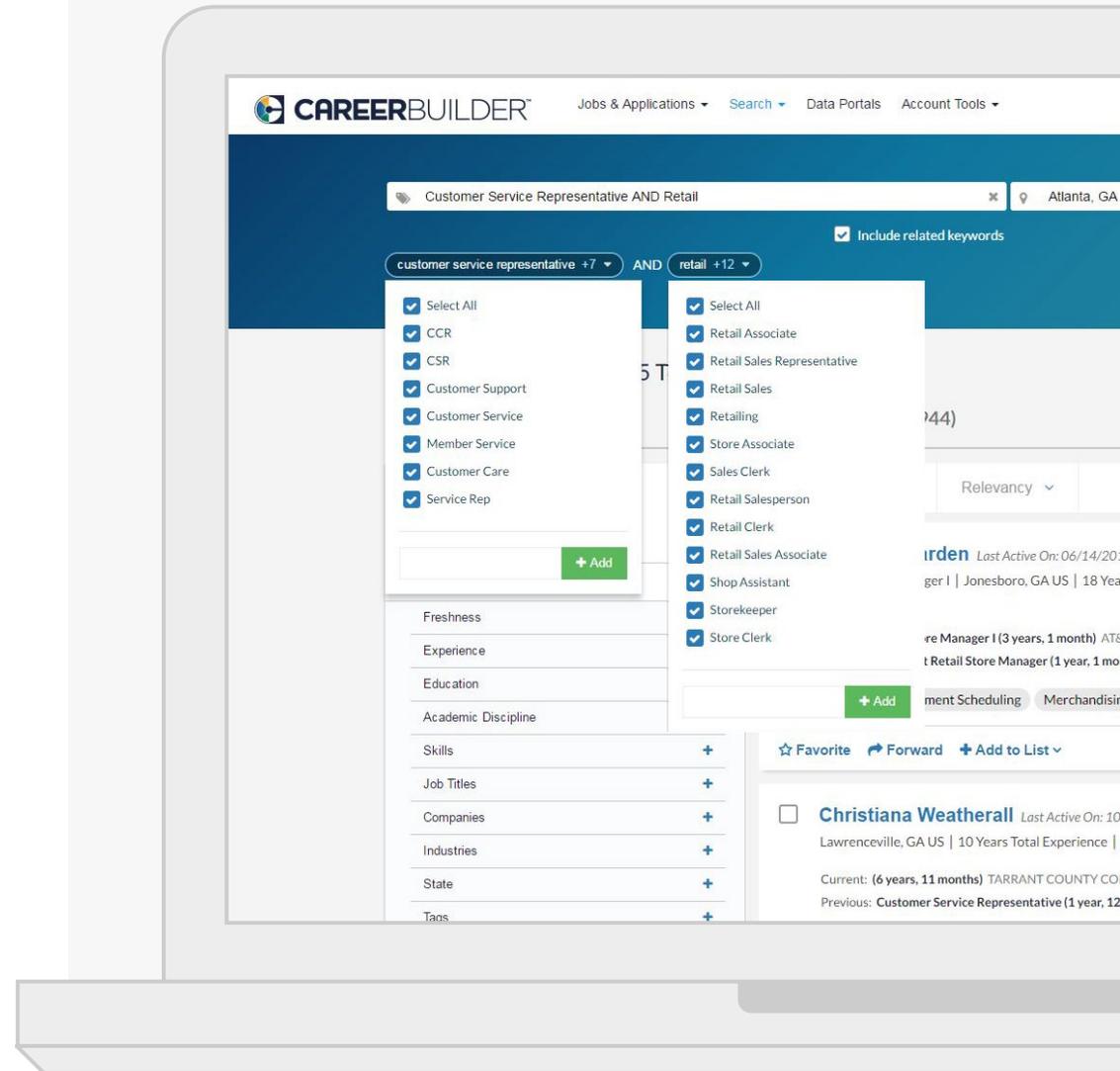
What are the benefits of using semantic search in the Resume Database?

- **Transparency:** As the example shows, you're exposed to all of the related terms applied to your keyword search to help you understand why you are getting specific search results.

- **Personalization:** You can control the results of your search by interacting with and editing the related terms applied to your search terms. You can even add your own keywords if they aren't already included on the list, and those preferences will be saved for future searches.

- **Smart technology:** The technology learns from aggregate search behavior over time and continuously improves based on the users' input.

> Did you find this helpful? Visit **hiring.careerbuilder.com** to learn more about our Sourcing Technology solutions or contact your sales representative.

About CareerBuilder

As the global leader in human capital solutions, CareerBuilder specializes in cutting-edge HR software as a service to help companies with every step of the recruitment process from acquire to hire. CareerBuilder works with top employers across industries, providing job distribution, sourcing, workflow, CRM, data and analytics in one pre-hire platform. It also operates leading job sites around the world. Owned by TEGNA Inc (NYSE:TGNA), Tribune Media (NYSE:TRCO) and McClatchy (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia.

f CareerBuilder For Employers

🐦 @CBForEmployers

in CareerBuilder For Employers

www hiring.careerbuilder.com

📖 resources.careerbuilder.com

CAREERBUILDER®