Deductive Logic & Semantic Search

Applying deductive logic and semantic search requires you to think about the different formats and versions of job titles and potential employers.

Semantic search example:

If you recruit for developers in software there are a variety of different titles people (and businesses) might use to name a job

> *e.g. Software Engineer or software developer*

These are two common titles used in the UK. There are also other titles that are self selected by people, and not just given by their employer

> *e.g. Coder or tech geek*

These people will not appear in a search if they do not match the search string.

So a good deductive logic search string would look like this –

"software engineer" OR "software developer" OR devoper OR "devops engineer" OR devops OR coder OR programmer OR "software analyst" OR "tech geek"

As a specialist you will discover more derivatives as you talk to more people.

Deductive Logic

Deductive logic will help you to find people that other recruiters can't. Not every Linkedin profile is keyword rich. In fact many (think 75%+ for permanent) have no descriptions or content other than titles and employers.

This is where good deductive logic kicks in.

Thinking about "where will I find someone with these skills and the right experience?"

A list of donor companies (the companies where we can go and get talent from)

This could be:

- Competitors of your client (product)
- Competitors of your client (recruitment competitors)
- Companies local to your client
- Businesses the client successfully hires from
- Companies that use the same technology, tools or systems
- Companies who have similar customers/suppliers
- Companies who are at a similar phase of growth or investment

Key activities to complete:

Download the OR builder to your desktop. It is currently populated with a list of retail businesses as an example. Fill in column A with a list of companies you are interested in. At the final name of company in the list, copy the contents of cell C. This is your OR separated search. The excel spreadsheet is the OR builder. Now save the search you've built in your word document to build your search library.

Create a word document with the derivatives of job titles and functions you know you will regularly be looking to find.

Share your search strings with your mentor or manager and see if there are any other lists that they think would be useful to build in advance