
How to find SEO Managers with Boolean search strings

When hiring SEO managers, using Boolean search logic in Google can help you find resumes and profiles. Our search string examples provide a basis to build your own commands. Modify them to recruit for [skilled SEO managers](#) or [specialists](#) who can oversee your website optimization efforts.

Create a Boolean search string for SEO managers around terms like:

- *-job -jobs -sample -examples*, to avoid irrelevant results
- *("SEO manager" OR "SEO strategist")*, to cover similar job titles
- *(intitle:resume OR intitle:cv)*, to discover candidates' online resumes or CVs

Here's an example of a generic search string to find resumes of SEO managers:

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO strategist") -job -jobs -sample -examples -"resume services"

With this search string, the words "resume" or "CV" have to appear in the page title. Adding variations of search engine optimization job titles provides more relevant results. And, excluding more terms reduces false positives.

Searching for profiles of SEO managers

Search for profiles on specific sites through Google by including the site: operator and terms found exclusively on member profiles. For example:

- *site:meetup.com ("SEO manager" OR "SEO specialist") "member since"*
- *site:quora.com ("SEO manager" OR "SEO strategist") "credentials & highlights"*
- *site:plus.google.com ("SEO manager" OR "SEO director")*

Add more criteria in your search to find profiles that better match your requirements.

When sourcing EU candidates, please refer to guidance on [using social media for recruiting and collecting candidate information](#) as per the [General Data Protection Regulation, or GDPR](#).

Sample string to search for resumes of SEO managers in various

formats

(intitle:resume OR intitle:cv) (filetype:pdf OR filetype:doc OR filetype:txt) "SEO manager" -job -jobs -sample -templates

Examples of Boolean search strings to find SEO managers by skills and experience

Find SEO managers who:

Have experience in SEM or search engine marketing

(intitle:resume OR intitle:cv) "SEO manager" (SEM OR "search engine marketing") -job -jobs -sample -examples

Are familiar with specific SEO tools

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEM analyst") (Conductor OR SEMRush OR Screaming Frog) -job -jobs -sample -examples

Have experience with specific web analytics tools

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO Specialist") (WebTrends OR Omniture) -job -jobs -sample -examples

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO Director") "Google Analytics" -job -jobs -sample -examples

Know HTML and CSS and have experience in A/B testing

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO strategist") HTML CSS A/B -job -jobs -sample -examples

Have worked on keyword research and link-building

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO strategist") (MOZ OR keywordtool.io) "link building" -job -jobs -sample -examples

Have experience in content marketing and information architecture

(intitle:resume OR intitle:cv) ("SEO manager" OR "SEO Analyst") ("content marketing" OR "information architecture") -job -jobs -sample -examples

Examples of Boolean strings for SEO managers by location

By specific states and cities:

(intitle:resume OR intitle:cv) "SEO manager" ("New York" OR NY) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) "SEO manager" Sydney Australia -job -jobs -sample -templates

By area codes:

(intitle:resume OR intitle:cv) "SEO manager" (Florida OR FL) 407 -job -jobs -sample -templates

Find area codes [here](#).

Further reading:

[Sourcing on Google: Boolean search for recruiters](#)