



# LEVEL UP YOUR SOURCING

## STEP ONE

### CREATE A GOOGLE CUSTOM SEARCH ENGINE

Sign In to Google Custom Search Engine:

- Go to the Google Custom Search Engine website.
- Sign in with your Google account.

Create a New Search Engine:

- Click on the "Add" button to create a new search engine.
- In the "Sites to search" box, enter the websites you want to include in your search. For example:
  - linkedin.com
  - github.com
  - stackexchange.com
  - stackoverflow.com
  - angel.co
- Name your search engine (e.g., "Tech Talent Search") and provide a description.
- Click on the "Create" button.

Customize Search Engine Settings:

- After creating the search engine, you will be taken to the control panel.
- Click on the "Basics" tab to review and adjust basic settings.
- Click on the "Search features" tab to add refinements and other features.

## STEP TWO

### REFINE YOUR CUSTOM SEARCH ENGINE

Add Refinements:

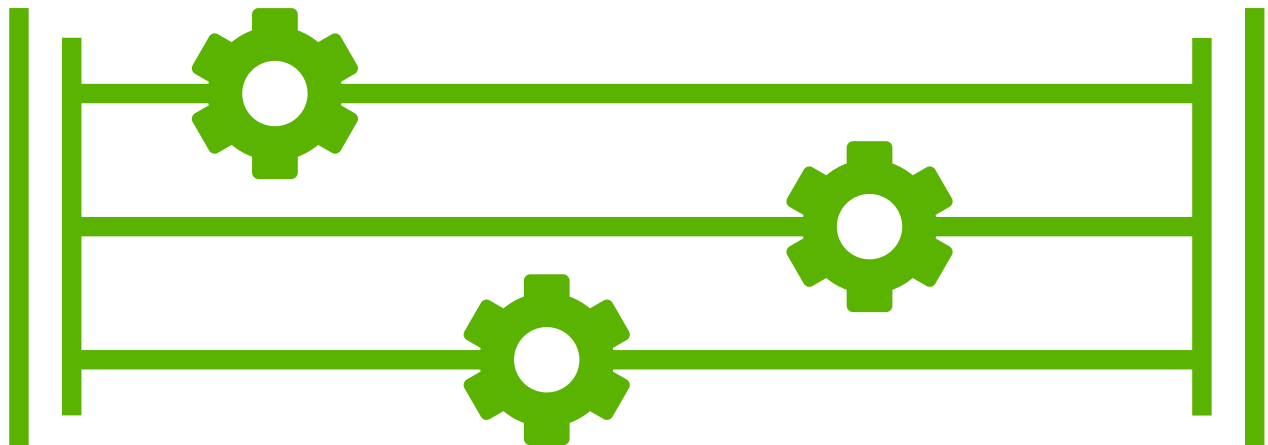
- Refinements help narrow down search results based on categories or specific parameters.
- Go to the "Search features" tab and click on "Add" under the "Refinements" section.
- Create refinements such as:
  - "LinkedIn Profiles" for site.com
  - "GitHub Repositories" for site.com
  - "Stack Overflow Questions" for site.com

Configure Search Layout:

- Choose a layout that suits your needs (e.g., Full-width layout or Compact layout).
- Customize the appearance to match your preferences.

Advanced Settings:

- Enable "Image search" if you want to include images in your search results.
- Enable "Autocomplete" to provide search suggestions as you type.



## STEP THREE

### IMPLEMENT YOUR CUSTOM SEARCH ENGINE

Get the Search Engine Code:

- Go to the "Setup" tab in the control panel.
- Copy the HTML code provided.

Add the Search Engine to Your Website:

- If you have a website or a blog, paste the HTML code into the appropriate section of your site's code.
- If you don't have a website, you can use the public URL provided by Google to access your custom search engine.

## STEP FOUR

### USE YOUR CUSTOM SEARCH ENGINE

Search for Candidates:

- Use your custom search engine to search for candidates on the specified websites.
- Enter search queries such as "Java Developer site.com" or "Python Developer site.com" to find relevant profiles.

Find Contact Information:

- To find contact information, use search queries that include keywords like "email" or "contact" along with the candidate's name or profile.
- Example: "John Doe email site.com" or "Jane Smith contact site.com"

## STEP FIVE

### OPTIMIZE & EXPAND YOUR SEARCH ENGINE

Add More Sites:

- Continuously add more relevant sites to your custom search engine to broaden your search scope.
- Examples include company websites, industry forums, and professional association sites.

Monitor and Adjust:

- Regularly monitor the performance of your custom search engine.
- Make adjustments to refinements and included sites based on your evolving needs.

## EXAMPLE

### SEARCHING FOR A PYTHON DEVELOPER

Finding Email on LinkedIn:

- Enter the query: Python Developer email site:linkedin.com
- Look for search results that may include email addresses in public profiles or contact sections.

Finding Contact Info on GitHub:

- Enter the query: Python Developer contact site:github.com
- Look for search results that may include contact information in README files or profile bios.

**Python Developer**

