

# Ultimate LinkedIn Search Cheat Sheet 2.0

Identify Prospects | Join Discussions | Discover Opportunities

## The 10 types of search categories

- 1. People:** Identify leads & influencers
- 2. Posts:** Identify & join relevant discussions
- 3. Products:** 87k products online, mostly software, 32 „free“
- 4. Jobs:** Available positions from your current country
- 5. Companies:** 63mio pages | indexed by name & specialties
- 6. Groups:** 2.4mio indexed by name only | Join some to increase your SSI. | No filters available
- 7. Services:** Search your network (1st, 2nd, 3rd) for users with activated service boxes. | Location, Connection & Category Filters available.
- 8. Events:** Public (Company) and from your network | no filters
- 9. Courses:** 10k LinkedIn Learning courses | Premium feature
- 10. Schools:** 126k Pages qualifying as schools | no filters

## Lead/connection search:

**Search Query:** Boolean Job Titles  
**Filters:** 2nd Connections + Location(s) + Industry | Look for premium users (icon) in the results to identify ACTIVE users.

## Content search for discussions:

**Search Query:** Boolean Topics  
**Filters:** Sort by Top Match + posted in last 24 hours + (your) industry  
**Monitoring queries:** Empty search field, filter by „mentioning“ member and/or company.

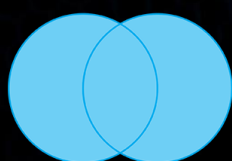
## Super-charging your searches with Boolean Syntax (with Examples)

Combine up to 5 Boolean operators in one search query and narrow your search further down with filters.

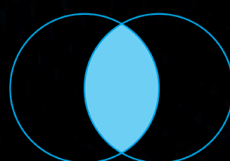
**Lead-Search:** ("Head of Marketing" OR "CMO") AND "ERP software"

**Content Search:** (contentstrategy AND personalbranding) NOT (AI OR ChatGPT)

**Event Search:** ChatGPT AND "case study"



OR: Either search term



AND: Both search terms



NOT: Just one search term

1. Prepare searches in a **text editor** and avoid typographic quotes
2. Use **quotes** for search terms containing spaces to get exact matches!
3. Use **brackets** when combining multiple operators.

## LinkedIn Search Super Powers

- ✓ LinkedIn lets you **save all your searches as bookmarks**. The URL contains the search keys and all filter settings.
- ✓ Using content searches with the filter „posted by user“ lets you add multiple users. A great way to build a set of **custom topical newsfeeds**.

## Additional search inspiration

- ✓ Search results (connections and content) are **always personalized**: You are not searching all of LinkedIn, but your 1st, 2nd and 3rd network.
- ✓ Depending on the number of results, **leaving the search field empty** and ONLY using filters can make sense for users with small networks. (Less than 500 connections.)

**Bonus Hack:** Who talks about your competitors? Search for content **mentioning** competitors & C-Level.