



# Research a Company

Adapted from: *Researching Companies Online* at [www.ehow.com](http://www.ehow.com)

1. Enter company name in a search engine such as *Google* or *Yahoo!* to locate company's Web site. If you know URL address of company web site, enter it directly into browser window. Once at company site, click section headings such as About Us, Products, Services, Mission etc. to learn more about the company.
2. Look specifically at "About Us" section as it provides the company profile. Take notes of important points to use in research or mention in the interview.
3. Prepare a list of products and services company offers. What markets does it target? How could your skills benefit this company?
4. Locate "News" and "Press Releases" sections if available. This provides information on the new projects and other company changes.
5. Search for information about company's competitors. This will provide information on the industry, and may help you answers questions about "marketing strategies" in the interview.
6. Collect relevant information about your job profile. Such information is usually mentioned in job postings. For instance, if you applied through a job portal, the company and job profile will be mentioned. Knowing more about the company and the job will help you prepare better.
7. Blogs are a great way to get inside information about a company. Browse through blogs, especially business blogs such as Google Blogs. Many reputable companies and employees post good information about companies in such blogs. Search online job networking resources, groups and discussion forums.
8. Look at professional databases that develop company profiles. These include Hoovers, OneSource and LexisNexis (see links below). Although these are paid databases you may find some information for free. You can also look at the online Yellow Pages. If the company is large you may also find information about it in Fortune 500 or Forbes.

## Resources:

- [www.hoovers.com](http://www.hoovers.com)
- [www.onesource.com](http://www.onesource.com)
- [www.lexisnexis.com](http://www.lexisnexis.com)