

How to Research a Company

Tips for Researching Companies Before a Job Interview

Before you go on a job interview, it's important to find out as much as you can about the company. That way you'll be prepared both to answer interview questions and to ask the interviewer questions. You will also be able to find out whether the company and the company culture are a good fit for you.

Take some time, in advance, to use the Internet to discover as much information as you can about the company. Spend time, as well, tapping into your network to see who you know who can help give you an interview edge over the other candidates. Here's how to research a company.

Visit the Company Website

Visit the company web site, review the company mission statement and company history, products and services, management, as well as information about the company culture. The information is usually available in the About Us section of the site.

Use LinkedIn

LinkedIn company profiles are a good way to find, at glance, more information on a company you're interested in. You'll be able see your connections at the company, new hires, promotions, jobs posted, related companies, and company statistics. Take a look at your interviewer's profile to get insight into their job and their background.

Get an Interview Edge

Glassdoor's Interview Questions and Reviews section has a goldmine of information for job seekers. You can find out what candidates for the positions you are interviewing for were asked and get advice on how tough the interview was.

Use Social Media

Check Facebook and Twitter. Become a Fan of the company on Facebook and follow it on Twitter. You'll find information you may not have found otherwise.

Google and Google News

Search both Google and Google News for the company name.

Tap Your Connections

If you have a connection that will help you find inside information, use it. Do you know someone who works there? Ask them if they can help. If you're a college grad, ask your Career Office if they can give you a list of alumni who work there. Then email, send a message, or call and ask for assistance.

What kinds of things do you want to know?

How old is the company?

How large is the company?

What are its products or services?

Who are its customers?

Who are its major competitors?

What is its reputation / industry standing?

Where is the company's headquarters?

Look at the company's About Us page and see how many women and minorities they have in key roles.

What are its short- and long-term goals?

How has the company resolved problems?

Have there been recent employee layoffs?

What are the backgrounds of the managers?

What training programs are offered?

Frequently Asked Interview Questions Requiring Research

What do you know about our company?

What do you know about our competitors?

What do you know about our products?

What do you know about our industry?

What questions do you have for me?

Resources you can use to research a company:

Business Wire

WetFeet.com

Forbes Lists of Best Companies <http://www.forbes.com/lists/>

Wright Research Center <http://www.wisi.com/ramainnew.htm>