

RESEARCH A COMPANY BEFORE YOUR JOB INTERVIEW

Getting ready for a job interview? It is always advisable to do your homework on the prospective employer. Researching as much information about the company as you can will boost your confidence. Also, mentioning some of the salient features of the company during the interview can create a good impression. By visiting the company's web site, you will collect important information about its products, recent changes, competitors and clients. Here are some guidelines on how to research a company online before your job interview.

INSTRUCTIONS:

- Enter the name of the company in a search engine such as Google or Yahoo! to find the company's Web site. If you already know the URL address of the company's Web site, you can enter it into your browser straightaway. Once you're in the company's site, click on different sections such as About Us, Products, Services, Mission and Executive or Management Team. These sections will give you information about what the company is doing.
- Look specifically at the "About Us" section as it will give you the profile of the company. Remember the important points to mention in the interview.
- Prepare a list of the products and services the company offers. See what markets it targets and how your skills could fit in. Try to assess the job requirements.
- Locate the "News" and "Press Releases" sections if available. This will give you information on the new projects and other changes in the company.
- Search for information about the company's competitors. This may help you answer questions about marketing strategies in the interview.
- Get all relevant information about your job profile. Such information is usually mentioned in the job posting that you may have responded to. 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 you will be interviewed for will help you prepare better.
- Browse through blogs, especially business blogs such as Google Blogs. Many reputable companies and their employees post good information about these companies in such blogs. Blogs are a great way to get inside information about a company. Similarly, look at online job networking resources, groups and discussion forums.
- If you are still in college or have recently graduated, approach your institution or its alumni association for more information about the company.
- Look at professional databases that develop company profiles. These include Hoovers, OneSource and LexisNexis. 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.