

Site Suggestions for Researching Companies

(from socialtrex.com)



In the age of information there is an abundance of information about anything you want (and some you may not). Companies beware, your employees are talking about you. Welcome to the days of interactive information versus the static website where a company “sells” themselves. I have taken some time to list a few sites that provide information about companies. I have mixed it up with static sites, interactive sites and news alerts. I hope you find my brief synopsis on each site useful in your research.

LinkedIn www.linkedin.com

Information, more static than interactive, powerful too with resource to connect with employees of companies. Free and paid versions, I recommend the free version

JobVent www.jobvent.com

This is an interactive site where employees review their employer via “love it or hate it”. Lots of negative reviews (some positive), I would suggest reading each review carefully and formulating your own opinion of the authors information.

Biz Journals www.bizjournals.com

Decent information, however I could not find some big name companies listed. Worth checking out.

Google www.Google.com

Master of the obvious, always a great resource. I am a recent Google convert and love this search engine!

Google Alerts <http://www.google.com/alerts>

Receive alerts on companies or anything you want! Love this feature.

Google Finance <http://www.google.com/finance>

Provides financial information, key features include; list of competitors, links to news articles, full list of financials

Yahoo Finance <http://finance.yahoo.com>

Similar to google, provides key information and statistics.

Wikipedia www.wikipedia.com

Great history on companies, provides some key information that I was not generally aware. Useful for the history of a company.

Jigsaw www.Jigsaw.com
Easy to use and seems to have relevant information. However did a search on one of the largest employers in Atlanta and found limited results.

ZoomInfo www.zoominfo.com
Option for the paid version, free version offers basic company information, however did a quick search on NCR, and still had HQ data in Ohio.

Glassdoor.com www.glassdoor.com
Good information, must register and enter data to receive data.

Researching Individuals

It is always a good idea to go into any situation with full knowledge of who you are meeting. You should look for common links between you and your contact that you can exploit. I have listed a few good websites to reference and a few general techniques for once you meet a contact.

-www.pipl.com
Search for yourself before employers do.

-www.linkedin.com
Build your own business profile.

-www.facebook.com
Take down anything that you don't want your mother to see.

-www.plaxco.com
Linkedin copycat.

Non Web Networking Techniques

-Join social and business clubs such as Rotary, Lions, and Chamber of Commerce in the town you want to work in.

-Never burn a bridge.

-Always ask lots of questions and for a business card.

-After meeting a potential contact always follow up with an email or letter.

-Before meeting with a known business contact always research the company and individual. This allows you to have predetermined conversation points.

-Always ask if there is a way you can help them.