

## 7 ways to research a company

The world wide web is our friend when it comes to researching the company before your interview. Here are six ways you can use the internet, and one way without the internet, to find out that important information.

### 1 Browse the company's website

This is the first place to go for information about the organisation. You can get an idea of their products, their approach, what's important to them, and much more.



### 2 Find their social media

Depending on the kind of organisation they are, they will probably have at least one social media account. Search for them on LinkedIn, Instagram, Twitter and Facebook to browse their posts and see their comments and shares.



### 3 Search the news

Use the news function on search engines to read up on any publicity they've had recently. It's a great way to show your buy-in to the company at the interview.



### 4 Identify the main competitors

Put yourself in the shoes of the customer, imagining that you're looking to buy the product they offer. Browse competitors' sites to compare the products and services to get a better understanding of your company.



### 5 Read employee reviews

Look on Glassdoor and Indeed to read reviews from employees. Although you should look out for 'red flags', remember that people are more likely to post a negative experience than a positive one, so you should wait until the interview to make your own mind up about the company.



### 6 Look up their credentials

Search for them on Companies House to see their directors and company accounts. It might give you an idea of how financially stable they are and give you an opportunity to look up their owners.



### 7 Visit them

The old-school method. If they have stores, branches or another customer-facing location, visit them to get a better understanding of what it feels like to be a customer.

