

What to research before the interview

Preparation is key for success at interview stage. There are lots of things you can do to prepare, including doing your research.

Here are six things you should research before your interview.

1. The role

Look over the job advert again and pull out any key words. You could search on LinkedIn for someone in the same job, or try a search engine to find out more about the role.

2. The people

Use LinkedIn and other social media sites to get an idea of what sort of people work at the company. What do they say about the company?

3. The customer

You might want to look for some reviews from customers and any information on how they like to treat customers.

4. Products and services

It's important to really understand what the company offers to its customers. Try to find out what makes it different from other similar companies.

5. The culture

This one might be more difficult to find out, but you can get an idea of what sort of culture they aim towards from their website and social media pages.

6. News and events

Look on their website and social media pages to find out more. Use the news function in a search engine to find out about recent publicity.

7. The interviewer

It's a good idea to find out as much as you can about the interviewer. It's likely that they'll assume you're proactive and keen if they see that you've viewed their LinkedIn profile.