

Researching the Company

Don't wait until the interview to learn about the company. "What do you do here anyway?" is not a question you want to be asking a potential employer during your interview. As an applicant, you need to show the employer you are interested in the position and the company. Take time to learn the basics about their business. You will also be able to find out whether the company and the company culture are a good fit for you.

Create a list of companies you have applied to or plan on applying to. Spend some time researching each one.

Things to research before your interview:

- Company contact names and titles
- History of the company (when and why it was founded)
- Number of employees (is it a small or large company)
- The company's mission
- What services or products does the company produce
- Office culture (formal or casual)

Below are a few tools you can use to help you research a company.

Visit the Company Website

Visit the company About Us section on their web site will provide you with the company mission statement and company history; products and services; and information about the company's culture.

Use LinkedIn

LinkedIn's company profiles are in a centralized location where millions of LinkedIn members can go to stay in the loop on company news, products and services, business opportunities and job openings.

Get an Interview Edge

Glassdoor.com is a free portal where employees and former employees can provide feedback regarding their experience at a company. Under Glassdoor's Interview Questions and Reviews section 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

Become a Fan of the company on Facebook or 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

Do you know someone who works there? Ask them questions about the company.