Tips for Researching Companies Before Job Interviews

Before you go on a job interview, it's important to find out as much as you can about the company. That way you'll be prepared both to answer interview questions and to ask the interviewer questions. You will also be able to find out whether the company and the company culture are a good fit for you.

Take some time, in advance, to use the Internet to discover as much information as you can about the company.

Spend time, as well, tapping into your network to see who you know who can help give you an interview edge over the other candidates. Here's how to research a company.

Visit the company website, review the company mission statement and company history, products and services, management, as well as information about the company culture. The information is usually available in the About Us section of the site.

LinkedIn company profiles are a good way to find, at glance, more information on a company you're interested in. You'll be able see your connections at the company, new hires, promotions, jobs posted, related companies, and company statistics. Take a look at your interviewer's profile to get insight into their job and their background.

Glassdoor's Interview Questions and Reviews section has a goldmine of information for job seekers.

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
Check Facebook, Google+ and Twitter. Like or follow the company to get updates. 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
If you have a connection that will help you find inside information, use it. Do you know someone who works there? Ask them if they can help. If you're a college grad ask your Career Office if they can give you a list of alumni who work there. Then email, send a LinkedIn message or call and ask for assistance.

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