

DOING COMPANY RESEARCH

PA CareerLink Pittsburgh/Allegheny County offers additional help and resources for interviewing. Please see our workshop schedule or contact a staff member for more information.



Quick Tips

- Learn about the work environment
- Does the company fit your career goals?
- “Google” information about the company
- Visit the company’s website
- Investigate the competition
- Read news articles about the industry
- Use your knowledge in the interview

Why should you do company research?

Researching a company will give you insight about where you could be working. Is this a company that will help you achieve your career goals? Will there be room for growth in your field? Do you have a longer-term goal that the company will support – such as offering tuition support for a higher degree? These are all important details that many of us forget to ask ourselves. Sometimes the job search process can seem so daunting that we jump at the first interview, without knowing if it was the best career step. By doing company research, you will find yourself better prepared and able to make a well-informed decision.

What types of information should I research?

How in-depth you should research will depend on how much you want to know. Since the company will likely “Google” your name, it is sound advice to Google them. Find the company website and read as much of the “About Us” section as you can. Look at any marketing or product brochures they may have, read their annual report, and explore their strategic plan. If you want to get a feel for what the company is all about, make sure you read their mission statement and their goals. Another great avenue to pursue is looking up any news articles on the company, the industry, or the company’s competitors.

Finding information about a competitor in the field is an advantage because you will be well versed in industry-related issues. If you cannot find a news article in a local paper, you might try an industry-specific publication.

How do I use the information I find?

The easiest part of doing company research is incorporating it into the interview. When you answer the interview questions, intermittently interject your knowledge of the company. “I know that because your company values creativity, I will be an asset to you because...” Your interview should become a mix of what you learned during your research, as well as what you can bring to the table with that knowledge in mind. You should also be prepared to ask intelligent questions about the company; prepare a few in advance, in case some of your questions are already answered during the course of the interview.

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