

## **Internet Market Research**

### ***How to Access Information on Individuals and Companies***

Did you know there are over 500 billion web pages in cyberspace? Of that total, only 20% are accessible through search engines like Yahoo and Google. The remaining information is housed in what is called the "invisible web," accessible only to those surfers with the skill and know-how to reach hidden information. Following are a number of links designed to help you fully access the power of the Internet!

#### **General Web Searching**

- Search the Web, news and images using multiple search engines: [www.clusty.com](http://www.clusty.com)
- Let Google do the work for you: [www.googlealert.com](http://www.googlealert.com) allows new results to be emailed to you
- Find an email address by searching Google for [\\*@psm-marketing.com](http://*@psm-marketing.com) (using the web address of the company your contact is from). While this may not give you your contacts exact email address, it will tell you if the company uses RJohnson@, RobertJohnson@, RJ@, Bobby\_Johnson@.....

#### **Company Information**

- Company info: [www.manta.com](http://www.manta.com) – Free access to Dun & Bradstreet
- Company Information Search on Google: Info:[www.psm-marketing.com](http://www.psm-marketing.com) (use web address of company you are looking for information on)
- Company search for a manufacturer: [www.ThomasNet.com](http://www.ThomasNet.com)
- Patents & trademarks: [www.uspto.gov/patft/index/html](http://www.uspto.gov/patft/index/html) and [www.uspto.gov/main/trademarks.htm](http://www.uspto.gov/main/trademarks.htm) – Search patent applications and find application with images
- Find out what positions your contact's company is seeking to fill: [www.indeed.com](http://www.indeed.com) (searches all career websites)
- Company File Search: Find hidden files available on various companies by searching "company name" filetype:doc (Word), or filetype:xls (Excel), or filetype:ppt (PowerPoint), or filetype:pdf (Adobe PDF)
- To access RFPs for federal business contracts, go to [www.FedBizOpps.gov](http://www.FedBizOpps.gov)

#### **Information on People**

- People search: [www.zoominfo.com](http://www.zoominfo.com) – Use advanced search for best results
- Political contributions: [www.opensecrets.org](http://www.opensecrets.org) – Search for political donations by company or individual
- Psychographic information: [www.claritas.com/MyBestSegments/Default.jsp](http://www.claritas.com/MyBestSegments/Default.jsp) – Provides lifestyle and behavior data per zip code
- Public records: [www.pretrieve.com](http://www.pretrieve.com) – Locate public records for people and businesses

#### **Website Searches**

- Website owner: [www.netsol.com/cgi-bin/whois/whois](http://www.netsol.com/cgi-bin/whois/whois) – Only the registered website owner is notified when the URL expires so be sure you know, too or it will get snatched up by someone else
- Using the *Way Back Machine*, find lost web sites with historical data: [www.archive.org](http://www.archive.org)
- Find out what other companies link to your contact's website: in Yahoo, search link.<http://www.xxxxxxx.com>
- Search Blogs to find out what's going on within an industry, industry rumors and inside company information: [www.technorati.com](http://www.technorati.com)

#### **Industry Information**

- Search over 6,500 trade associations: [www.asaecenter.org/Directories/AssociationsSearch.cfm](http://www.asaecenter.org/Directories/AssociationsSearch.cfm)
- Market research reports: [www.marketresearch.com](http://www.marketresearch.com) – Search 50,000+ research reports for sale
- Business benchmarking: [www.bizstats.com](http://www.bizstats.com) – Find financials and statistics on dozens of industries

- Industry news search: [www.findarticles.com](http://www.findarticles.com) – Search thousands of sources featuring millions of articles

### **News and MediaSearch**

- Local news: [www.newslink.org](http://www.newslink.org) – Points to all local papers in U.S. with searchable websites
- Business news: [www.bizjournals.com](http://www.bizjournals.com) – Search 10 years of archives across 41 Biz Journal publications

### **Brief Search Reminders**

Some brief tips for conducting searches and research, as well as some of the “Secret Web’s” websites, include:

Use Boolean Logic when entering search words (use all caps with the first three)

- **AND** – locates pages with both words on the page
- **OR** – locates pages with either word on the page
- **NOT** – locates pages with one word on the page but not the other; helps eliminate results
- “ “ – when searching for a phrase, use quote marks to treat the phrase as a single entity; always use quotes with proper nouns

Use **asterisks** when some of the information sought has been forgotten

- “**vice president of \***” will return results with vice president of sales, vice president of operations, etc.