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Search Tools

One of a series of free
articles from Plain Words



Search Tools

Here's a list of excellent online search tools to use when researching companies that you are going to interview with. I use all of them when checking out businesses and business models. I'll be adding more when I find them.

In the meantime, if I've missed any good ones out, or you find a new search engine that brings good targeted results, let me know and I'll add it to the list. Just email me at: feedback@plainwords.co.uk

Search Engines

Google

www.google.co.uk

www.google.com

I expect you all know by now that Google is the best search engine. It brings the most targeted results and you don't even have to know how to conduct a Boolean search. Google doesn't use meta tags, and indexes the content of pages. It also rates sites according to how many "respected" sites link to them.

Directories

Yahoo

www.yahoo.co.uk

www.yahoo.com

This trusty directory is always worth a look. Either run a search with keywords, or drill down through the categories. Both methods yield results. The good thing about Yahoo is the reviewers don't list every site that is submitted. Apart from "adult" material, they usually exclude affiliate program sites that offer nothing but a sales pitch. This means most of the sites listed have solid and fairly reliable information.

Yahoo Finance

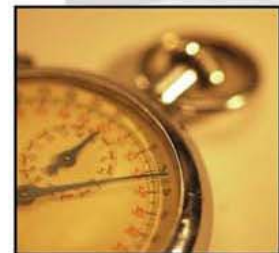
<http://uk.finance.yahoo.com/>

Trawl this for company statistics, stocks, etc. Valuable.

Open Directory

<http://dmoz.org>

This is a "work in progress", but run a search on it as, in some areas, it will beat Yahoo for targeted results. And also remember to drill down through the categories.



Specialist Directories

There are many specialist directories on the web - too many to list here. The best way to find a specialist directory is to use a directory that focuses on finding specialist directories. Here's a short list:

Directory Guide

<http://www.directoryguide.com>

GoGettem

<http://www.gogettem.com>

Search Bug

<http://www.searchbug.com>

Search Engine Guide

<http://www.searchengineguide.com>

Search IQ

<http://www.searchiq.com>

SuperSeek

<http://super-seek.com>

Webdata

<http://www.webdata.com>

Search Software

WebFerret

<http://www.zdnet.com/ferret/index.html>

WebFerret is a piece of software that searches all the major search engines at once. Click on the link above to download it. The free version is adware - but the ads that come up aren't obtrusive. If you really hate them, however, you can buy the ad free version.

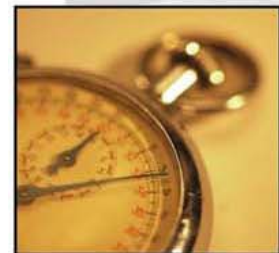
I always start my searches with a combination of WebFerret and Google. If you want to hunt down targeted info, they make a deadly combination!

Online Library

Electric Library

<http://www.elibrary.com>

eLibrary is a wonderful Internet resource. It houses books, magazines, newspapers, pictures, maps, and TV and Radio transcripts from around the world. You can get the low-down on nearly anything. I use it all the time.



Online Newspapers & Magazines

Financial Times

<http://www.ft.com>

This is a great resource, full of information and useful links. When researching businesses, this is one of the first ports of call.

The Guardian

<http://www.guardianonline.co.uk>

Another valuable resource.

Fortune

<http://www.fortune.com/>

Well known for its "Fortune 500" list of the most successful companies, Fortune is an essential resource for the business researcher. Like FT.com, the Fortune site is heavyweight and respected. Yes, it's American, but you'll pick up lots of knowledge - which, at some point, might serve you in your job searches. Check it regularly.

Forbes

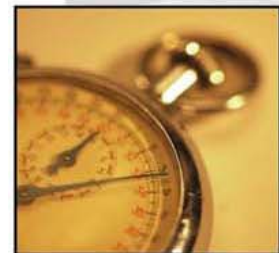
<http://www.forbes.com/>

Another heavyweight. Read it weekly.

The Economist

<http://www.economist.com/>

You can't afford to be without this. Use the online search for research. Subscribe to the magazine. Even though you might be a programmer or technical writer, a sound knowledge of business and economics will serve you very well during interviews and in your job searches generally.



Plain Words – The Big Picture

Technical Writing & Course Development

Planning, writing and producing Help systems, HTML, on-line material, traditional manuals. Designing and writing bespoke courses for your products and services, whether tutor-led, CBT or e-learning. Presenting 'train the trainer' or end user courses.



Specialist Search & Selection

Helping you to recruit permanent or contract documentation staff:

- Technical Authors & Editors
- Trainers
- Localisation Specialists
- Information Managers
- Documentation Managers
- Copy Writers
- Project Managers
- Project Coordinators
- Instructional Designers
- Bid & Proposal Writers
- Web Content Developers
- Knowledge Managers

Writing Skills Training Courses

- Structuring & Writing Reports
- Designing & Writing Help Systems
- Writing Winning Bids & Proposals
- Writing Effective Letters & Emails
- Designing & Writing Technical Documents
- Indexing On-line & Printed Material
- Estimating & Planning Technical Documents
- Writing for the Web



Bids Consultancy & Training

Bidworker, a division of Plain Words, is dedicated to providing bids consultancy and training. Writing, editing and formatting of bids and proposals. 'How to Write Winning Bids and Proposals' training course. Plain Words own **bid**worker™ software to automate much of the process of compiling proposals.

"Excellent service, highly skilled authors. All deadlines have been met!"
Giovanni Calamida, European Patent Office

Catalogues

Plain Words **catalogue**worker™ enables you to create high quality printed or online catalogues in minutes. This is a simple and speedy way to create large catalogues that would otherwise need to be built, fully typeset and formatted. It also caters for multi-currency, multi-languages and different discount schemes.



Publicity & Copywriting

Inject selling power into your communications with Plain Words' advertising and PR services. Writing or editing sales copy, web content, articles and newsletters. Publicity campaigns and promotion via the media or through your website.

Other Services

Graphic Design • Printing • Localisation & Translation

Technical Writing • Training • Search & Selection • Bids Consultancy
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