



Master Connection Associates

Guide for Search Engines and Directories on the Internet

Resourceful Search Engines

www.yahoo.com
www.google.com.

Yahoo organizes websites into subjects based on categories. It defaults to Google if it cannot find on its own. Google is a more targeted search.

www.ceoexpress.com

Provides links to company, financial and daily news.

www.dogpile.com

Searches every search engine and provides listings by all search engines and directories.

Research a Company or Organization

Use www.hoovers.com in finding information about private and public companies. For a yearly subscription fee, you can access full profiles on line.

How to Use

Find Business in your Backyard:

Use www.yahoo.com select “Yellow Pages,” enter city/state, then type in your company name, once found, double click on it and then select “Find Nearby.” In “Search by Name or Category” type “corp” and then hit enter. A listing of all businesses with “Corporation” pops up.



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Office Building Tenant Directories:

This is a great directory when preparing for a sales trip or when looking for new business opportunities in a specific area. Use www.switchboard.com select “What’s Nearby,” type in address and hit “Go.” Scroll to bottom of page and select “All Nearby Businesses.” You can also find information on a specific company by using “Find a Business.” Type company name, city and state.

Local Catering Business:

www.anywho.com allows you to search by business, type in a category, i.e. “Synagogues” or “Attorneys” and then select type of Jewish Faith or types of Law and it will provide listings in your area or another part of the country...it’s just like the yellow pages.

Weekend Business:

www.anywho.com search for business by typing in “Professional Sports Teams”...Clubs pops up and you then select from that listing to get more detail on the type of sports organization. Their address and phone is provided. Also, you can type in “Stadiums” and then choose from the listings.

Regional and Branch Offices:

www.bigbook.com will give you yellow pages by city/state. It is effective for finding branch and regional offices for some of the larger, more complex corporate accounts. i.e. “Oil Companies” in Texas...a detailed listing of oil related companies is given. Or, you could search for “Accounting Firms” in your state or another territory in the U.S.

Prospecting by Market Segment

www.go-events.com will help you locate events booked by date, event name, type, organizer, venue, and city or country. Under more options, select North America and submit. Once data specified has been sorted, select an event to obtain a description to include the organizer, contact name and phone numbers.



Another helpful site is www.vandema.com select “Directories & Databases” and “Association and Organizations,” i.e. select “Listing of Real Estate”...an entire listing of all international, national and regional associations appeared.

Association Market:

www.business.com select “Financial Services,” select “Associations” on left hand side...click on name and it takes you to their home page. **Tip:** It is best to break down associations by industry. You can check out the “Events & Training” links too. Also, almost every educational and fraternal organization in the U.S. is listed. www.bigyellow.com allows you to search the U.S. Yellow Pages, search “Yellow Pages,” type in “Associations” in category and then the city or just state. Then select “Associations-Societies-Foundations.” www.searchbeat.com is great to research U.S. Colleges and Universities.

Government Market:

www.firstgov.com type in “Events” in the search field and a listing of events with contact names will appear.

Insurance Market:

www.nuco.com/events/calendar.asp will provide a list of all meetings in the insurance industry with the meeting planners names, phone numbers and websites.

Medical/Pharmaceutical Market:

www.docguide.com is great to find conferences. It lists almost every medical conference happening in the world, by month and city. The organizer’s email, phone and fax numbers are listed.

www.google.com will supply you with all Pharmaceutical Companies worldwide. Just type in “Pharmaceutical Companies” then search and select the directory with “Alpha List.” You can then link to the websites of those companies where you have interest. Also, you may type in “Pharmaceutical Companies in New Jersey,” select the directory listing NJ Pharmaceutical Companies, then scroll down to the listing and websites are provided. www.mediconf.com lists every medical conference in the world. You can pull up by territory, or medical specialty such as allergies to veterinary medicine.



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Sports Market:

www.ncaa.org/conferences/conferences.html links with Collegiate Conferences.

Find Out What Industries are Hot:

www.newsalert.com gives you information by industry of what is hot and what is not! You can access a quarterly comparison of last year's revenues vs. this year's. This is "real time." You may also build a portfolio to track public companies where daily news will be emailed to you daily.

General: Trade Shows, Conferences and Seminars for all Industries

www.tsn.com for North America it provides an area you can take a look at trade shows scheduled in North America. You can categorize by city and state. It lists the person's information that is responsible for organizing the trade show. Also allows you access to seminars, corporate conferences, and training events scheduled for the year.

Other Helpful Data-Gathering Websites:

www.ftc.gov

www.bloomberg.com

www.superpages.com

www.forbes.com

www.vandema.com

www.localbusiness.com

www.fastcompany.com

www.proquest.com

Master Connection Associates Website:

www.masterconnection.com Click on "**FREE RESOURCES**" for a list of MCA's favorite prospecting search engines, a quarterly newsletter, "IGNITE THE FIRE!" and other helpful sales tips.