



## Finding Companies Using A Search Engine

The Internet has hundreds of free directories and lists that a user can utilize to build a strong Profiler plan of companies. The only trick is knowing how to search and find them. There are a small group of keywords below that when utilized can assist in finding most publicly available lists.

Terms to use	Example	Quality Results
List of *	List of <i>hospitals</i>	<a href="#">HospitalWeb USA</a>
Top * companies/firms	Top <i>accounting firms</i>	<a href="#">Top 20 accounting firms</a>
Directory * companies	Directory <i>pharmaceutical companies</i>	<a href="#">Pharmaceutical company list</a>
Association member directory *	<i>Construction</i> association member directory	<a href="#">CMA association directory</a>
Find a(n) *	Find a <i>CPA</i>	<a href="#">CPA search</a>

### Hints and Tricks:

- ❑ Use advanced search for limits like just .org or .com sites
- ❑ Use multiple search engines
- ❑ Use the right tool to capture the list

# Finding Companies Using Profiler's Affiliations Tab

The affiliations tab in profiler can be an easy source to find other companies that do similar things to the company you just profiled.

Company	Homepage	Address	City	ST	ZIP	Phone
A.P.Pharma	<a href="http://www.appharma.com">www.appharma.com</a>	123 SAGINAW DR	REDWOOD CIT	CA	94063-4	310-691-7

  

Date	Title	URL
12/8/2005	San Francisco Bay Area Jobs - BayJobs.com	<a href="http://www.bayjobs.com/bayareajobs/searchpe.php">http://www.bayjobs.com/bayareajobs/searchpe.php</a>
12/8/2005	MedBioWorld: Pharmaceutical and Biotechnology Companies L	<a href="http://www.medbioworld.com/cgi-bin/displaycontents.cgi?table=bio&amp;type=Compa">http://www.medbioworld.com/cgi-bin/displaycontents.cgi?table=bio&amp;type=Compa</a>
12/8/2005	TextBiz - The Financial Analysis Engine: Biotechnology Drugs .	<a href="http://www.textbiz.org/indBiotechnology%20%20Drugs.html">http://www.textbiz.org/indBiotechnology%20%20Drugs.html</a>
12/8/2005	Pharmaceuticals &gt; Manufacturing in the Yahoo! Directory	<a href="http://dir.yahoo.com/Business_and_Economy/Business_to_Business/Health_Ca">http://dir.yahoo.com/Business_and_Economy/Business_to_Business/Health_Ca</a>
12/8/2005	California &gt; Redwood City &gt; B2B &gt; Health Care in the Y	<a href="http://dir.yahoo.com/Regional/U_S_States/California/Cities/Redwood_City/Bu">http://dir.yahoo.com/Regional/U_S_States/California/Cities/Redwood_City/Bu</a>
12/8/2005	Health Directory for Manufacturing	<a href="http://www.health6.com/index.php?t=sub_pages&amp;cat=8366">http://www.health6.com/index.php?t=sub_pages&amp;cat=8366</a>
12/8/2005	Pharma-ID :: Pharmaceutical Companies	<a href="http://www.pharma-id.com/pharma-companies/index.asp">http://www.pharma-id.com/pharma-companies/index.asp</a>
12/8/2005	BioTech Career Center	<a href="http://www.biotechcareercenter.com/APPharma.html">http://www.biotechcareercenter.com/APPharma.html</a>
12/8/2005	BioToday.com-APF112	<a href="http://www.biotoday.com/drug_view.php?n=APF112">http://www.biotoday.com/drug_view.php?n=APF112</a>
12/8/2005	<a href="http://www.medicalmvp.com/directory/pharmaceuticals.shtml">www.medicalmvp.com/directory/pharmaceuticals.shtml</a>	<a href="http://www.medicalmvp.com/directory/pharmaceuticals.shtml">http://www.medicalmvp.com/directory/pharmaceuticals.shtml</a>
12/8/2005	see site &gt;	<a href="http://www.streetsmartcom.com/HTML/portfolio/webGUI.html">http://www.streetsmartcom.com/HTML/portfolio/webGUI.html</a>
12/8/2005	California Healthcare Institute Industry Directory	<a href="http://www.chi.org/home/directory.php?pid=1&amp;cid=2404&amp;mode=2&amp;mom=0">http://www.chi.org/home/directory.php?pid=1&amp;cid=2404&amp;mode=2&amp;mom=0</a>

Here are a few examples of things you would find if you profiled certain companies:

Company	Company type	List found in Affiliations
AP Pharma	Pharmaceutical	BioTech Company Directory
Kalahari Resort	Luxury Resort	Luxury Resorts around the world
SunBurst Learning	Educational Software	Educational Software Company Directory

## Topic Resources

Major Search Engines list (<http://searchenginewatch.com/links/article.php/2156221>)

## Broadlook Resources

User Forum (<http://forum.broadlook.com>)

Tutorials (Located inside Eclipse and Profiler help menus)

My.Broadlook.com (Contains recorded trainings and access to the live training schedule)