WEBINT
The Essential Collection of Online CI Tools and Techniques

Amir Fleischman, Cicom Global
know your WEBINT needs

Don’t start looking for info before you know what and why
Practicing WEBINT

• Constantly, frequently collect info

• Ask yourself where would the info be found

• Get it. Legally.

• Find it in more than one source
Practicing WEBINT

• Use WEBINT for both:
  – Direct search
  – Indirect search: find the ones that know

• Sample sources, keep the good ones under Favorites tab

• Use social media as part of your WEBINT plan

• Create yourself an experts/source database
What do I need to know about key-players?

1. Products / services / solutions
2. Business strategy
3. Financial status
4. Potential, existing markets and segments
5. Mergers and acquisitions
6. New technologies
7. Legislation and regulation
8. Customer profile
9. Deals, projects and tenders
10. Employees, ex-employees
Info search over the Net

• The Internet is dynamic

• Variance based on numerous parameters (location, browser, language, search history etc)

• Variance exists even within Google

• Look for info using original language

• What about BING?
Top 5 most popular search engines (May 2016, eBizMBA)

1 | Google
1 - eBizMBA Rank | 1,600,000,000 - Estimated Unique Monthly Visitors | 1 - Compete Rank | 1 - Quantcast Rank | 1 - Alexa Rank | Last Updated: May 14, 2016.
The Most Popular Search Engines | eBizMBA

2 | Bing
15 - eBizMBA Rank | 400,000,000 - Estimated Unique Monthly Visitors | 5 - Compete Rank | 19 - Quantcast Rank | 22 - Alexa Rank | Last Updated: May 14, 2016.
The Most Popular Search Engines | eBizMBA

3 | Yahoo! Search
18 - eBizMBA Rank | 300,000,000 - Estimated Unique Monthly Visitors | *8* - Compete Rank | *28* - Quantcast Rank | NA - Alexa Rank | Last Updated: May 14, 2016.
The Most Popular Search Engines | eBizMBA

4 | Ask
25 - eBizMBA Rank | 245,000,000 - Estimated Unique Monthly Visitors | 14 - Compete Rank | 31 - Quantcast Rank | 31 - Alexa Rank | Last Updated: May 14, 2016.
The Most Popular Search Engines | eBizMBA

5 | Aol Search
245 - eBizMBA Rank | 125,000,000 - Estimated Unique Monthly Visitors | *250* - Compete Rank | *240* - Quantcast Rank | NA - Alexa Rank | Last Updated: May 14, 2016.
The Most Popular Search Engines | eBizMBA

All Rights Reserved to Amir Fleischman, Cicom Global ©
Make your search effective

• Unbiased search = non-local Google search engine. Use Google.com instead

• Sign out of your Google account

• [link](http://www.google.com/ncr) disables the automatic transference to local Google search engines
Vertical search engines

• Search engines that were created for certain purposes (types of info)

• Look for targets on various search engines
Finding competitor patents

https://www.google.com/patents
Enter your competitor name, product(s)
Social media search – Social Mention

http://www.socialmention.com/

Trends: Jimmy Graham, Blurred Lines, Sam Bradford, Windell Middlebrooks, Zoolander 2, Jeremy Clarkson, Jake Locker
Searching local markets = Local search engines

http://www.baidu.com/

https://www.yandex.ru/
Meta search engines – Info, WebCrawler etc

http://www.info.com/
Top 10 most popular search websites (May 2015, eBizMBA)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>eBizMBA Rank</th>
<th>Quantcast Rank</th>
<th>Alexa Rank</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WhitePages</td>
<td>334</td>
<td>876</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Spokeo</td>
<td>892</td>
<td>365</td>
<td>2,086</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>InstantCheckmate</td>
<td>1,039</td>
<td>2,530</td>
<td>515</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Intelius</td>
<td>1,810</td>
<td>4,120</td>
<td>1,021</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>PeopleSmart</td>
<td>2,192</td>
<td><em>165</em></td>
<td>6,216</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>PeopleFinders</td>
<td>2,516</td>
<td>281</td>
<td>6,996</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>MyLife</td>
<td>2,622</td>
<td>2,607</td>
<td>4,936</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>PeekYou</td>
<td>3,217</td>
<td>858</td>
<td>7,329</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Pipl</td>
<td>3,381</td>
<td>1,376</td>
<td>6,050</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Radaris</td>
<td>3,585</td>
<td>1,402</td>
<td>7,808</td>
<td></td>
</tr>
</tbody>
</table>
Who is checking on you?

http://www.spokeeo.com/email-search
Instant Checkmate

http://www.instantcheckmate.com/

- Public, sensitive records of US citizens

NOTICE

This site contains REAL police records (driving citations, speeding tickets, felonies, misdemeanors, sexual offenses, mugshots, etc.), background reports, marriage/divorce history, address information, phone numbers, a history of lawsuits and much more. Please BE CAREFUL when conducting a search and ensure all the information you enter is accurate.

Learning the truth about the history of your family and friends can be shocking, so please use this tool wisely.

Instant Checkmate does not provide consumer reports and is not a consumer reporting agency. This site contains sensitive information that can be used to satisfy your curiosity, protect your family, and avoid people in your life. You may not use our service or the information it provides to make decisions about credit, employers, insurance, tenant screening, or any other purposes that would require a consumer report.

I UNDERSTAND

Millions of Searches and Counting!

You Get Access to Tons of Public Data

211.183.285

All Rights Reserved to Amir Fleischman, Cicom Global ©
Peoplefinders – Census, birth and death search

http://www.peoplefinders.com/
Deep Web people search – Pipl

https://pipl.com/

The most comprehensive people search on the web

We dive into the deep web to bring you results you won't find in any other search engine then we use a powerful identity resolution engine to identify the person you are looking for.
Beyond the Net – Visual search engines

- Try this out with your competitor stuff
Operators

“Samsung Galaxy S5” Software OR hardware Define:bottle
Investment house -Lehman Intitle:verint distributor inurl:nice
filetype:ppt ECI site: cnn.com technology site::gov IBM
Sony camera $50..$100 software AROUND(2) hardware
Fiodor Bjejinsky? Google *
#nexidia Related:HP
Info:rosettastone.com @craigyferg link:auralog.com

All Rights Reserved to Amir Fleischman, Cicom Global ©
Operators in Google Advanced search

If the Advanced Search page disappears:
- Search for any word in Google and it will reappear
- Look for it in Google → Settings
Finding synonyms

• Use 3 types of tools
  – Dictionaries
  – Thesaurus
  – Wikipedia

• Google’s dictionary = define

Google define customer

customer
/kəˈstemər/

noun

1. a person or organization that buys goods or services from a store or business.
   “Mr. Harrison was a regular customer at the Golden Lion”
   synonyms: consumer, buyer, purchaser, patron, client, subscriber, shopper
   “Mr. Kanter is one of our best customers”
Finding market leading players

• Use the following syntax:
  “top 10” + “market” + “vendors”

Check them out
Market research – Do we really need it?

• Look here for any market: www.marketresearch.com
• Check the table of contents
• See your potential/existing competitors

All Rights Reserved to Amir Fleischman, Cicom Global ©
Related/Similar companies

- Use the following syntax: Related:website address

related:www.elbitsystems.com
Find more related/similar companies via Google

• Make sure you’re in Google.com; type in a (large) company name and see related companies

• Also click the green triangle → similar to see more companies
Supplementary tool: www.similarsites.com

www.similarsites.com

- Enter company names and find similar websites (their competitors, partners, distributors etc)
Finding market leading players

• Look for them within organizations
• Use the following syntax:

“market” + (association OR organization)
Look for them in Wikipedia

http://en.wikipedia.org/wiki/Main_Page

- Always look for companies in Wikipedia. You may find different info than the one appears on their website.

- Use the links in the bottom of page to extend your list of sources.
Use vs

• Use the following syntax:
  – “vendor name” + “vs”
  – “vendor product” + “vs”

• Google’s auto completion feature will bring in names of competing companies and/or competing products
Images

• 1 Picture = 1,000 words

From reading about your competitor staff and products to actually seeing them

• Most valuable info is taken out from pictures

• Check frequently on Google and Bing Images

• Remember – text is tiring; “give me some intuitive info”
Images by criteria

- Use the Search Tools button to distinguish images
Finding competitor suppliers/distributors by images

- Use the camera icon to search images of your competitor items. You can also upload your own images.
TinEye – Reverse image search

http://www.tineye.com/
Add “infographics” and get amazing market graphs
Videos

• 1 video = 1,000 images

• Frequently search for videos about your market and its players

• [www.youtube.com](http://www.youtube.com) is the largest online video library in the world:
  – Second largest search engine in the world after Google (125 million searches a day)
  – 72 hours of video are uploaded every minute
  – 1 billion registered users, 800 million viewers per month

• Find comprehensive, updated stuff about companies, products, tutorials and people
Presentations

• From looking at your competitor and hearing him out to actually put your hands at his/her materials

• See how your competitor presents himself/herself. Learn from that and improve your own presentations

• Slideshare offers users the ability to upload and share publicly or privately PowerPoint presentations, Word documents and Adobe PDF Portfolios

↓

• Take advantage of that!
Google Alerts

https://www.google.com/alerts

• Monitor the web automatically for interesting new content about... Everything

• One of the most effective WEBINT tools CI managers cannot live without

• Create (up to 1,000) alerts on key-market players: people, companies, products, events etc. These alerts will be sent directly to your email address

• The first alert you create should be about **YOURSELF** (person, organization)
Info about (competitor’s) social media activities

https://en.mention.com/

• Advanced Google Alerts ("Google Alerts on steroids")
• Listening to what's being said on the web and social web
• Monitor in real-time (Facebook and Twitter account connectivity); React in seconds
• Analyze and share alerts, statistics and reports

All Rights Reserved to Amir Fleischman, Cicom Global ©
Amir Fleischman
amir@cicomglobal.com
www.cicomglobal.com
Tel/fax: +972-722-331187
Mobile: +972-52-3345524