

ADVFN Guide: 101 Ways to Pick Stock Market Winners

by Clem Chambers

Sample Tip: Check Out the Company's Website

Another place to find out about a company is the company's website. It will tell you a lot about the management.

Many companies even have photos of the management. These can be truly grim, but the point of looking at the website is to evaluate the general personality of the company and look for clues of quality or otherwise.

For example: an investor was interested in a mine in a faraway desert.

On the website it showed the mine and work in progress.

The management were in a few shots of the mine, and its workers under the desert sun. Their faces were as white as a Scottish office worker's. Clearly they didn't spend much time at the mine.

The equipment was impressive, but it seemed unscratched and dusty. The big trucks still had paint inside the load-carrying tipper bays. Clearly not many tonnes of rock had been ferried about.

Whoever had put together the website hadn't been briefed on the official story.

You shouldn't invest in a company which has a website full of wishful thinking. Likewise, a good website is a positive indicator.

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