

Access the Company Web Scrape Tool:

1. The tool is a Google Spreadsheet called "Company Web Scrape Tool".
2. Click to Access the Tool: [Company Web Scrape Tool](#)

Basic Feature of the Web Scraping Tool:

1. Given a list of user-inputted company names, the tool will extract each company's webpage and generate a short description for each company.

Bonus Features of the Web Scraping Tool:

1. **"LinkedIn Company Mining" Feature:** If the user doesn't have a list of companies to input in the tool, they can activate this feature. This feature will gather a list of companies on LinkedIn based on a search query the user inputs. For example, a "Digital Health" query will gather a list of digital health related companies from LinkedIn search results.
2. **"Keywords Detection" feature:** If the user doesn't know whether a company uses a specific product feature, the user can input keywords/phrases that are indicative of the target feature. For example, the user can input "AI", "personalized", and "24/7" as keywords to determine how likely each company uses AI Chatbots as a product feature.

How to use the Tool:

1. Refer to the *"Tool Instructions" image in the "Project Write-Up" folder* in the repository for a graphical diagram/step-by-step directions on how to input the necessary information for each tab, or click [here](#) to access the image.
2. There are four tabs: "LinkedIn", "Keyword Detection", "Company Names", and "Results".
3. Input the appropriate information for each tab starting from "LinkedIn" and ending with "Company Names".

Results:

1. The "Results" tab on the Google spreadsheet contains the company name, link to their website, and a short description for each company
2. If the "Detect Keywords" feature is activated, the "Results" tab will add two columns: the percentage of keywords detected and a list of keywords detected for each companies' website respectively.