

Tips, Tricks, & Techniques

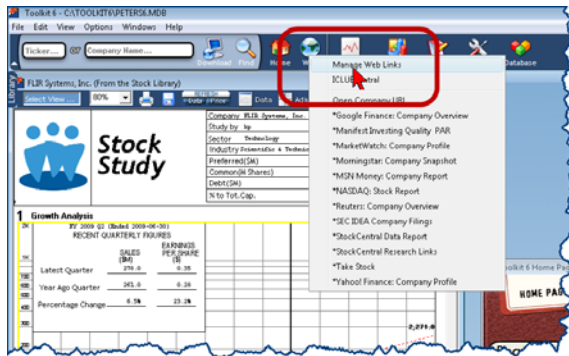
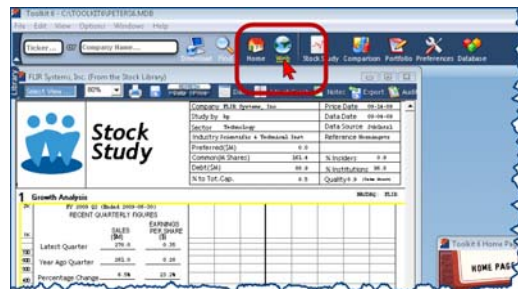
Toolkit 6 Tip: Adding Company-Specific Web Sites for Research

This tip is plagiarized from Doug Gerlach's blog on StockCentral and also covered in the Toolkit 6 manual in the chapter titled "Getting the Most out of Toolkit 6." It is published here for your convenience.

Whenever your Toolkit 6 Stock Study indicates that you have found a company of Quality at or near to the Right Price, you will be able to begin your Due Diligence on the company from within Toolkit 6.

From [Doug's Blog!](#)

With Toolkit 6 open, click the Web button and select "Manage Web Links." A dialog box opens with two tabs: Companies and Favorites. Companies are the company web site addresses that you have



entered in the program, either from that tab or in the Data Entry screen. Favorites are the web sites that you have entered (or are pre-entered for you) that provide information on stocks. You will note that the first dozen or so web sites have an asterisk before them -- these are the

pre-defined links that cannot be edited. These ship with the program, and are updated when necessary when Toolkit updates are released via the auto-updater.

Read more -

<http://www.stockcentral.com/learn/blog/tabid/159/EntryID/51/language/en-US/Default.aspx>

Below the pre-defined links are the links that you have entered. Click the **Add** button at the bottom of the window to add a link, **Edit** to edit the highlighted link, **Delete** to remove the highlighted link, or **Open** to load the highlighted link in your browser.

Toolkit 6 Tip: Adding Company-Specific Web Sites for Research (Continued)

Here's how to **Add** a "company-specific" link to the program.

First, get the address of the specific page where there is information about a stock. For instance, let's say you want to add a link for Zacks' earnings estimates. Go to the Zacks.com web site, enter a ticker symbol in the search box (let's use Microsoft, MSFT), then arrive at the page with information about the stock you entered. Then, copy the address. It will look something like this:

<http://www.zacks.com/research/report.php?t=MSFT&type=main>

In this address I have highlighted Microsoft's ticker symbol. (Note: some web site addresses do not use the ticker symbol for these kinds of pages, so you won't easily be able to use these kinds of addresses. Uber-geeks can probably figure out how, though!)

Next, return to the **Manage Web Links** window in Toolkit, and click the **Add** button

Ignore the **Ticker Symbol** field (this is used if you were entering a company or investor relations web site on the Companies tab, which in this case would be something like <http://www.microsoft.com/msft/default.msp>).

Paste the web site address from Zacks into the **URL** field, and then (and here's the really important part), replace MSFT in the link with \$* (dollar sign-asterisk). It should look something like this:

[http://www.zacks.com/research/report.php?t=\\$*&type=main](http://www.zacks.com/research/report.php?t=$*&type=main)

Click **OK**.

Now, open a **Stock Study**, click the **Web** button, and you will see the **Zacks EPS Estimates** entry appear in the dropdown list of sites. Select this link, and your browser will open and go straight to the Microsoft page on the Zacks web site.

Here's another site that you can add in the same way:

[http://www.valueline.com/vlquotes/quote.aspx?symbol=\\$*](http://www.valueline.com/vlquotes/quote.aspx?symbol=$*)

As you can see, this link will take you to the web site with company information on the Value Line web site. Though you can only download free Value Line reports for stocks that are in the Dow Jones Industrial Average, there is some other useful information on this page -- and if you are a Value Line subscriber, this shortcut can save you a few keystrokes when doing company research.

For more research sites that you can add to Toolkit, I suggest that you [visit Bob Adams' web site](#) and download his list of sites selected for use in Toolkit.

[Thanks, Doug and please let us add emphasis to your recommendation to visit Bobsite. How about a source for 5 years of EPS estimates?](#)

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