

# Mapping Out Your Future With Mike: Guide To Internet Marketing



## **STEP THREE: MARKET RESEARCH**

Before we apply Mark Joyner's laws to our niche and our product, let's make certain that the reward will be worthwhile. In the past we used two free tools provided by Overture. Unfortunately, Overture/Yahoo have discontinued the free pricing tool and are not updating the search volume tool. I will list the web address of the search volume tool just in case they relent and again provide this valuable marketing research tool free to the marketplace.

### **RESEARCH USING KEYWORDS: OVERTURE**

Go To [Search Tool](#) That should take you to the keyword selector tool. This tool will allow you to type in your keyword, then it will give you number of searches for January 2007 not only for your keyword but many related keywords. Depending on your limit for the niche, different threshold search levels are required to indicate an existing viable niche market. Cut and paste the results of several keyword searches into a word document or notepad for analysis and review later.

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You now know how many searches are made at Yahoo per month using a specific keyword or keyword phrase in the search window. This tells you what people are interested in. What subjects they want information about. This is part of the demand side of the supply/demand equation which governs all markets.

Unfortunately the bid price tool at Yahoo/Overture has been disabled.

## RESEARCHING YOUR NICHE MARKET

Go to [Google](#)

Type your keyword in the browser

First note the number of websites located by google.

This is number of competitive websites in your market.

There is a lot of multiple counting here so even though the number is large, it is only a concern when related to other searches. Use this total search result number to compare keyword popularity and respective niche markets. This may give you some ideas about narrowing your target niche market.

If you are interested in how many websites are specifically interested in your keyword phrase, then type the keyword in the google search browser but surround it with quotation marks " ". Then the results are much less as the website must use your exact keyword. Not only will this type of research help you identify less competitive niches, it is part of the supply side of the supply/demand equation.

A more revealing search tool with google is as follows: 'allintitle:' Use this before your search word in the browser for google, and the number of websites is reduced to reflect only the websites which use the search phrase in the title tag of the website. This is just a refinement, but I prefer it because anyone who is experienced in online marketing will use the keyword or keyword phrase in their website title. This helps is the website ranking on Google, Yahoo or MSN.

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## Special Tools:

### [KEYWORD ELITE](#)

is a software program which automates and summarizes many of the tasks necessary to research your niche market.

A summary of its benefits as follows:

- develop a keyword list of hundreds in minutes for use with a ppc campaign
- investigate the size and competitiveness of a market quickly
- spy of your competition with regard to online ppc activity.

This software comes with a user's guide and video tutorials to help you become effective with this tool immediately. Here is a free resource from Brad Callen on ppc marketing: [Adwords Made Easy](#)

For more information on this premiere software program,

go to [Keyword Elite](#). To get more understanding of what this tool can accomplish, sign up for the free '7 Days to Dominate Adwords' course. The course reviews the principles using free resources first and then shows you how to trade money for time and efficiency by using the software: [Keyword Elite](#).

## Special Tools:

### [WORDTRACKER](#)

Go to [Wordtracker](#) for this keyword tool.

There is a two hour free trial at this site so you might want to just sign in when you are ready and try it out.

The full version of the software is on a subscription basis. Again, you might

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want to try it out for one of the short subscription periods.

## **Free Special Tools:**

Another resource is at [SEOBOOK](#)

Another resource is at [GOODKEYWORDS](#)

This one is more limited but it is free.

KeywordElite, WordTracker, SeoBook and GoodKeyWords are useful during the research stage. But their real benefits blossom during the traffic generation stage.

One of the most, if not the most important information you need is 'what does your niche want?' Alex Mandossian has developed software to conduct online surveys. I agree with his assessment that the market will define what it wants, basic supply and demand etc. His software also allows you to analyze the responses to survey questions not only of your customers but also of your prospects, those who did not move forward with whatever action you requested at your website.

There is a \$1 trial period of 21 days. This tool may be premature until you have a list developed both of prospects and customers. But what better way to find out what products to bring to market! [ASKDATABASE](#)