



Thirty Day Challenge 2009 – Training – Day 02

2009TDC02c: Intro to Market Samurai Module 1

Running Time: 9mins



Intro

Hi Team, it's Brent here from Noble Samurai and today is Day 2 of the Thirty Day Challenge, which means it is time to start using **Market Samurai**. Now, during the Thirty Day Challenge, three other members of the Noble Samurai team will be joining me and sharing some tips and tricks on how to get the best out of your Internet Marketing. They'll be **Eugene Ware**, **Ben Stickland** and **Anthony Fernando**. You'll hear from each one of us at different times of the Thirty Day Challenge.

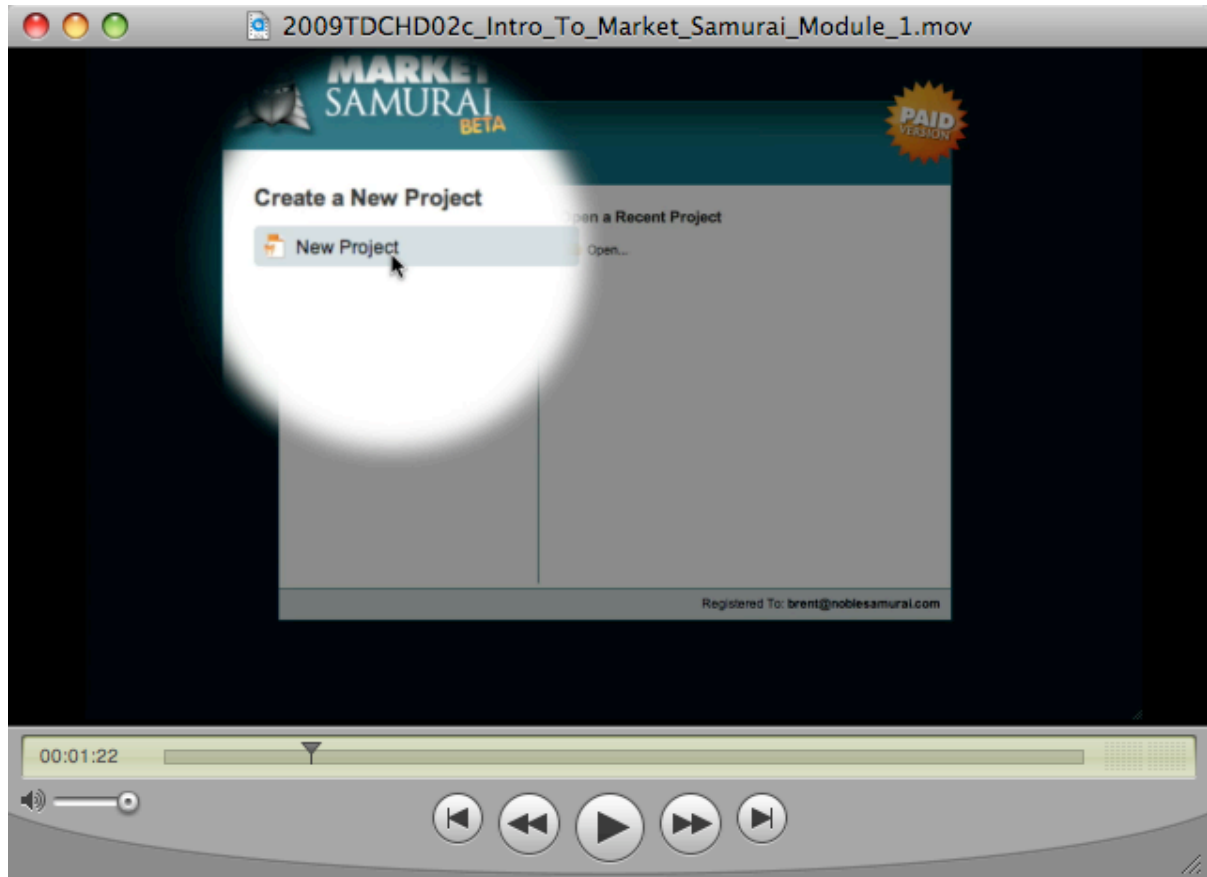
Just a quick reminder, if you haven't already, make sure you visit the Market Samurai link that's on this page [<http://www.marketsamurai.com/thirtydc>] or type the URL in that's on your screen right now. If you're new to Market Samurai you can get your copy of Market Samurai here. Or, if you've used Market Samurai before, you'll still want to visit this link to get access of all of the Market Samurai features that we'll be using in this year's Thirty Day Challenge. So make sure you visit this link now. But if you already have the Market Samurai software installed, then it's time to get into the fun stuff.



Getting Started

[Starts at 01:08]

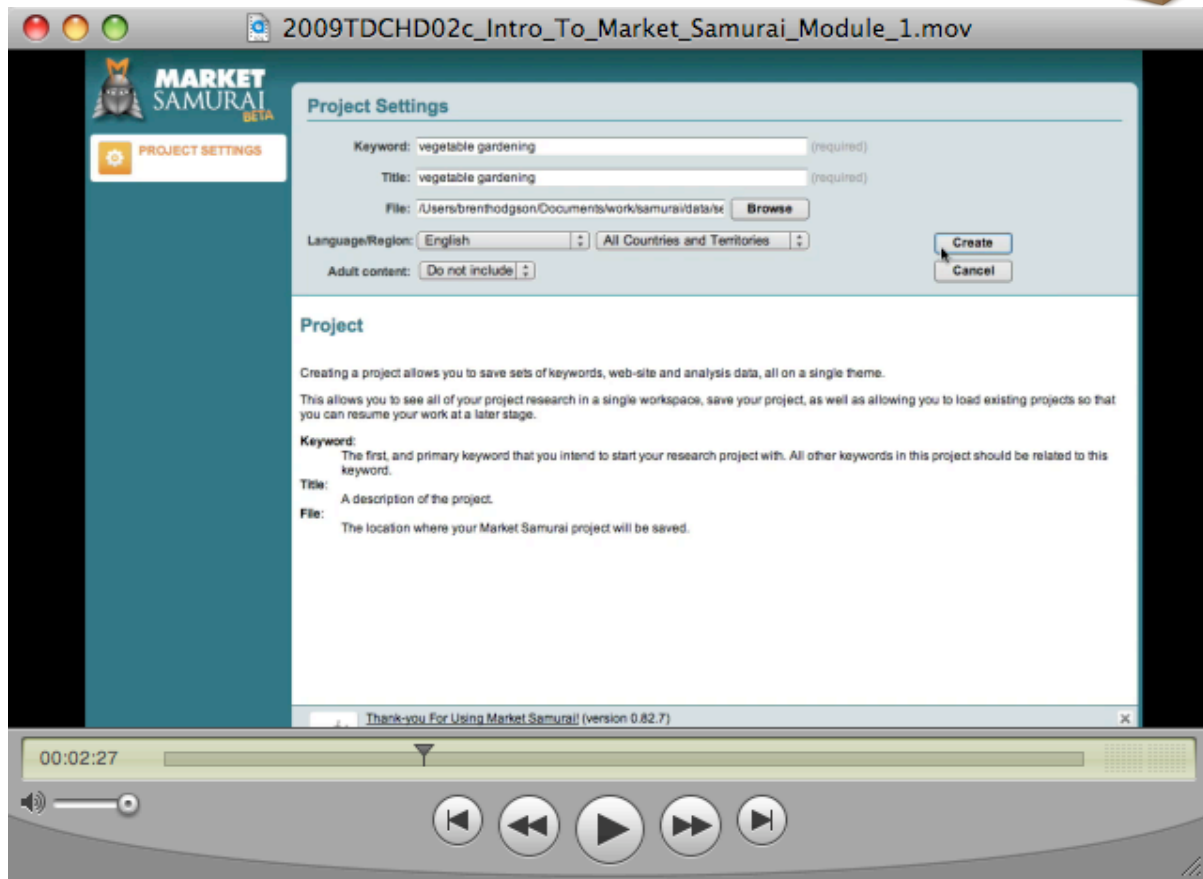
Now, the first thing that we're going to use Market Samurai for is keyword research. So let's open up Market Samurai and head into the Keyword Research module. When we have Market Samurai open we'll need to Start a New Project.



And then we'll see the Project Settings page.

30 Day Challenge

there is no charge for awesomeness



Now, the first thing that Market Samurai will ask you for is a Project Name, and the Project Name should describe the market that you're looking at getting into.

For each Market that you're looking at - each Market that you're analysing inside Market Samurai you should have a separate project. This will make it easier to refer back to any information you need later.

So let's pick a topic or a market that we want to get into. Let's say "Vegetable Gardening" [types: Vegetable Gardening]. We click down here [Clicks on Title] and fill in the Title and the place that we want to save this Project, and then we can choose the language that we want to target (in this case I want to target English), and the Region that we want to target. In this case we want to analyze "Vegetable Gardening" in all countries and territories, or globally. Once we've set this up, let's hit the "Create" Button.

30 Day Challenge

there is no charge for awesomeness



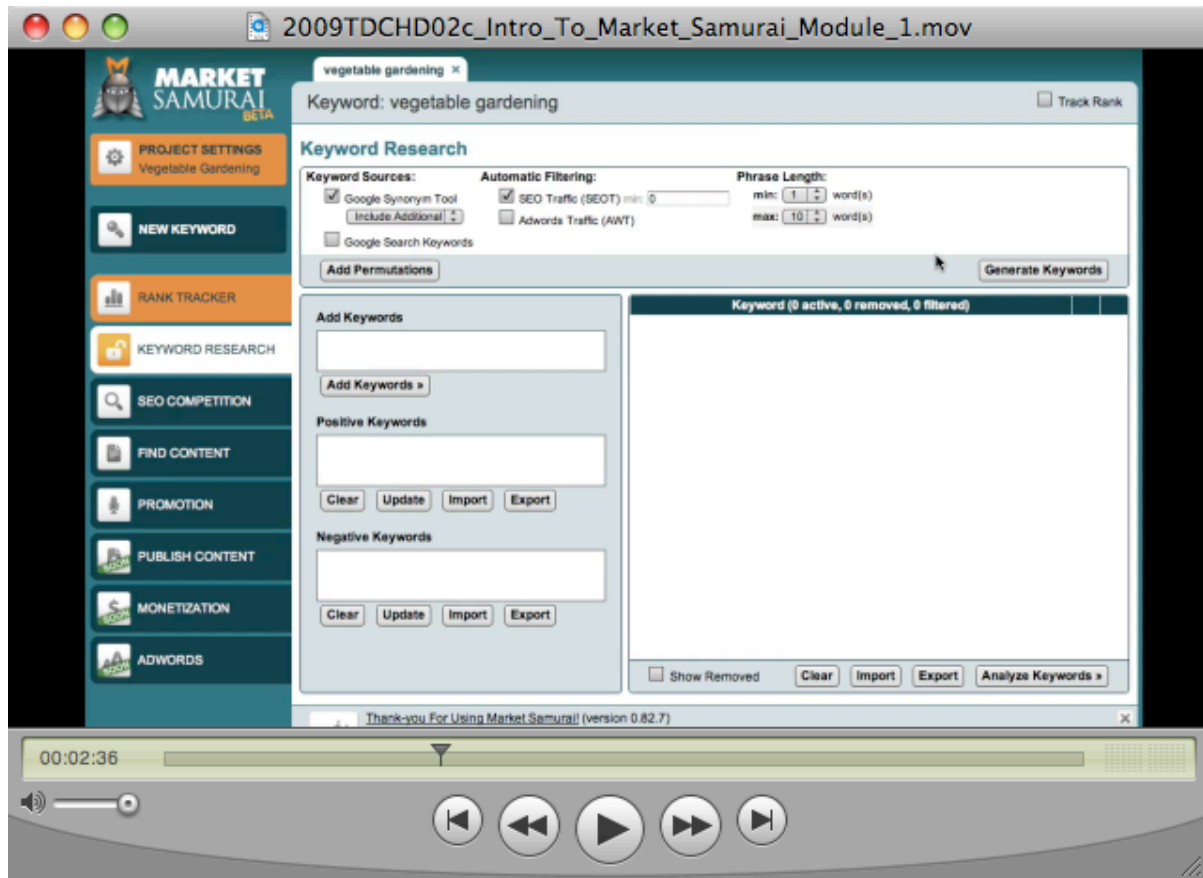
209TDCHD02c_Intro_To_Market_Samurai_Module_1.mov

At this point we want to click the "Keyword Research" Module Button, here and now we're into the "Keyword Generator".



Keyword Generator

[Starts at 00:02:36]



This is the first area of the Keyword Research module, the Keyword Generator.

So, what is a keyword? Well, a keyword is a word or a phrase that someone might type into a Search Engine, if they're looking for something.

What this Keyword Generator does is it helps us to find up to one thousand of the most commonly searched for Keywords that relate to your topic - and in this case we're looking at the topic of "Vegetable Gardening".

The reason the Keyword Generator is so valuable, is because it helps us to make sure that we don't miss out on any opportunities that there might be in our market. So, essentially, we don't overlook any great keywords that people might be searching for. So let's generate a list of keywords around "Vegetable Gardening".

30 Day Challenge

there is no charge for awesomeness



Let's make sure the "Google Synonym" tool option here is selected and then hit the "Generate Keywords" button. Market Samurai will ask us to type in a "CAPTCHA" [a security check to make sure we're human – just type the letters that appear into the box below], and it will go out and fetch a whole stack of keywords that relate to "Vegetable Gardening".

30 Day Challenge

there is no charge for awesomeness



The screenshot shows the Market Samurai software interface. At the top, the window title is "2009TDCHD02c_Intro_To_Market_Samurai_Module_1.mov". The main interface is titled "vegetable gardening" and "Keyword: vegetable gardening". On the left is a sidebar with navigation options: PROJECT SETTINGS, NEW KEYWORD, RANK TRACKER, KEYWORD RESEARCH, SEO COMPETITION, FIND CONTENT, PROMOTION, PUBLISH CONTENT, MONETIZATION, and ADWORDS. The main area is divided into sections: "Keyword Sources" (with checkboxes for Google Synonym Tool, Google Search Keywords, SEO Traffic (SEOT), and Adwords Traffic (AINT)), "Automatic Filtering", and "Phrase Length" (with min and max word counts). Below these are "Add Keywords", "Positive Keywords", and "Negative Keywords" sections, each with input fields and "Clear", "Update", "Import", and "Export" buttons. A large table displays the generated keywords, with a header "Keyword (200 active, 0 removed, 0 filtered)". The table lists various related terms like "vegetable garden", "organic vegetable gardening", "vegetable gardening container", etc., with checkboxes for selection. At the bottom of the table are "Export" and "Analyze Keywords" buttons. A progress bar at the bottom of the window shows a time of 00:04:03 and standard media control buttons.

Once we have some keywords to work with - and we see that we have 200 Keywords here - click the "Analyze Keywords" button to go through to the "Keyword Analysis" area of the Keyword Research module.



Keyword Analysis

[Starts at 00:04:08]

The screenshot shows the Market Samurai software interface for keyword research. The main window is titled "2009TDCHD02c_Intro_To_Market_Samurai_Module_1.mov". The interface includes a sidebar with navigation options like "PROJECT SETTINGS", "NEW KEYWORD", "RANK TRACKER", "KEYWORD RESEARCH", "SEO COMPETITION", "FIND CONTENT", "PROMOTION", "PUBLISH CONTENT", "MONETIZATION", and "ADWORDS". The main area is titled "Keyword Research" and shows a search for "vegetable gardening". It displays a table of search results with columns for SEOT, PBR, SEOC, and SEOV. The table is as follows:

Keyword	SEOT	PBR	SEOC	SEOV
vegetable gardening	1,518	82%		\$926.42
vegetable garden	4,156	82%		\$2369.10
organic vegetable gardening	74	81%		\$68.78
vegetable gardening container	91	2%		\$42.84
vegetable garden layout	111	82%		\$68.15
vegetable garden planning	74	35%		\$40.37
vegetable garden plans	91	82%		\$42.84
container vegetable garden	49	67%		\$26.27
gardening vegetables	306	36%		\$171.70
starting a vegetable garden	39	83%		\$19.95
organic vegetable garden	74	66%		\$65.04

The Keyword Analysis area allows us to find out a lot of things about these Keywords, but what we're going to focus on here is supply and demand.



Supply and Demand

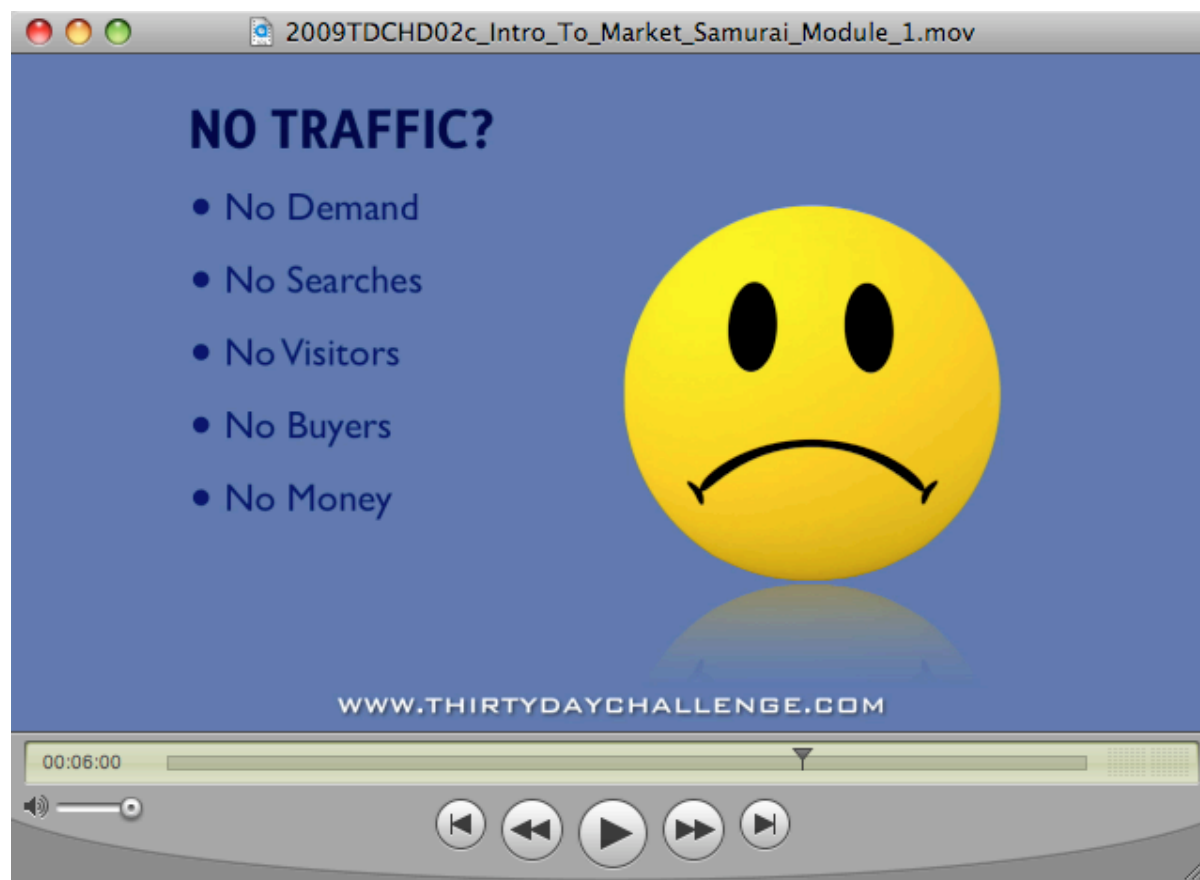
[Starts at 00:04:20]

Now, **Supply** is the **competition** around the Keyword. How many Web Pages already exist for the keyword? Because the fewer competitors that there are in the market, the fewer Web Pages that there are out there that target the keyword, the more likely it is that we'll make money.

Demand is **traffic**. How many people search for that keyword? Because the more people that there are searching for that keyword, the more money that we can potentially make.

So, what we can do here is get accurate estimates about how many people search for each one of these keywords and how many websites exist around each one of these keywords - supply and demand. That means we can filter out keywords that have too little demand for us to target - too little traffic for us to target, or too much supply - too many competitors for us to target.

So why do we do this instead of just picking a keyword that we're interested in, or that we think that we might be able to write some good articles about? Or a keyword that we think might, you know, potentially make a good business? Well, if we set up a website for a keyword that almost nobody searches for, how will we ever get people to visit our site? And, if we can't get people to visit our site, who will ever buy something from us. And if we don't have anyone who is willing to buy from us, how will we successfully make money out of our website?





And in the same way, if we have a look at competition, if we set up a Web Site around a keyword that zillions of people are targeting, how will we ever beat them all and get to one of those top spots in the search engines? And if we can't get to one of those top spots in the search engines, how will people find our Web Site? And if people can't find our Web Site - if it's buried deep down in the search engines - how will we ever get people to visit our site? And if nobody is visiting our site, who will ever buy from us? How will we ever successfully make money online?



That's why we want to pick a keyword that **lots** of people are searching for, but **few** Web Sites are targeting. Because if we pick a keyword that lots of people are searching for, but few Web Sites are targeting, then it's much more likely that we **can** beat all the other websites that are out there, to get one of the top spots in the search engines, and it's much more likely that people **will** see us that way. And it's much more likely that they will, after seeing us, visit us, and that gives us the best possible chance of making money off our Web Site.

So you're starting to see that these numbers can show you the difference between success and failure in an online market.

This is one of the really exciting things about online business - that we can use real and measurable statistics to work out supply and demand before we do any work building our business. Essentially, we can work out how difficult it will be to break into the market and how many people want what we have to offer before we begin. And that gives us the best possible chance of success. So, using these tools we can quickly weed out all of the worthless and difficult opportunities before we begin and focus on testing keywords that have the highest potential to lead to success.



Up Next...

So now we know that we want to find High Traffic, Low Competition keywords, but what, specifically, are we looking for when it comes to good keywords, and how do we find these "good keywords" that are out there in our marketplace?

Well, that's the topic of the next video. So make sure you go to that video right now.

Summary:

Getting Started

- **Download Market Samurai** via the link <http://www.marketsamurai.com/thirtydc>
- Start a new project (start a new project for each Market you want to study)
- Choose a **Name** (your Market)
- Choose a **Language**
- Choose a **Region**
- Click "**Create**" to create the project (and go to the main Project Page)
- On the Main Project Page, Click **Keyword Research**

Keyword Generator

- Finds keywords in your Market
- Click **Generate Keywords** to create a list of potential Keywords
- Click **Analyse Keywords** to send the list to the **Keyword Analysis** Tool

30 Day Challenge

there is no charge for awesomeness



Supply and Demand

- **Supply** is **Competition**
- **Demand** is **Traffic**
- We want Keywords with **High Traffic** and **Low Competition**

Up Next...

- Selecting "good" keywords with Market Samurai

Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Market Samurai Support Email: support@marketsamurai.com