



## Thirty Day Challenge 2009 – Training – Day 02

### 2009TDC02d: Theme Keyword

Running Time: 10mins



## Intro

Hi Everyone, it's Anthony here, from the Noble Samurai Team.

In this video I'll be showing you how to use Market Samurai to explore a market and find your main **Theme** keyword for this year's Thirty Day Challenge. Here's a quick overview of the process that we're going to be following.



## Choosing a Market to explore

**[Starts at 00:00:17]**

The first step is to choose a Market to explore. For example, one of my interests is playing the saxophone, so I might want to explore the "Saxophone" market. The problem with market level keywords, is that there's usually a very high level of competition for these keywords, so rather than trying to compete for these high competition keywords, what we want to do is drill down into a Niche within the "Saxophone" market – for example, "Tenor Saxophones". At the Niche level, there's slightly lower competition for keywords, however, it's often still very competitive. So what we really want to do is to continue the process of drilling down to find a Micro-Niche – for example, "How to play saxophone". At this Micro-Niche level we find an acceptable competition for keywords, which means we have the greatest opportunity to obtain traffic to our website and ultimately create a profitable business. So our aim in this video is to find a Micro-Niche keyword.

Market  
eg. Saxophone

Niche  
eg. Tenor Saxophone

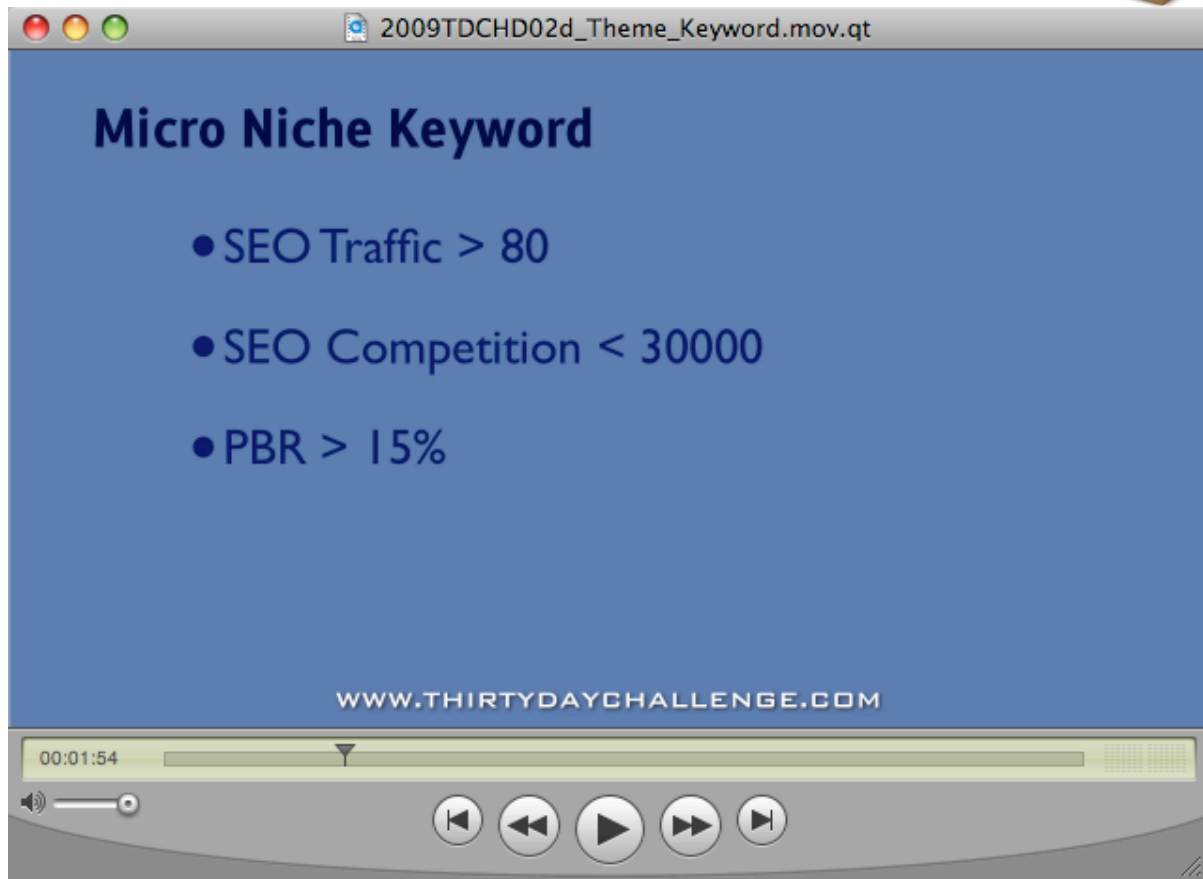
Micro Niche  
eg. How to play saxophone

Acceptable level of competition

High competition for keywords

Very high competition for keywords

WWW.THIRTYDAYCHALLENGE.COM



In a previous video, you will have seen that a Micro-Niche keyword has the following characteristics:

- It has an **SEO Traffic [SEOT]** value of over **80**, which means that the number one site in Google receives **at least 80 visitors a day**.
- It has an **SEO Competition [SEOC]** value of **less than 30,000**, which means there are **less than 30,000 competing websites**.
- It has a **Phrase-to-Broad-Match [PBR]** ratio of **at least 15%**, to ensure that it's the type of term that people are actually searching for in the Search Engines.

Now that you understand the process of drilling down from a Market to a Niche, and from a Niche to a Micro-Niche, let's go and have a look at how we do this in the real world using Market Samurai.

## Using Market Samurai to find a Micro-Niche

### [Starts at 00:02:09]

OK, I've just started Market Samurai and I want to create a new project, so I'll click over here [clicks "New Project"]. Now the market I'm going to explore in this example is the "Saxophone" market [types "saxophone" in box labelled "Keyword"]. So all I have to do is enter "saxophone", hit the Return [Enter] key and then click "Create" [clicks "Create"].

Now the first thing I want to do is Keyword Research, so I'll open the "Keyword Research" module [clicks icon next to "Keyword Research"].



## The Keyword Research Module

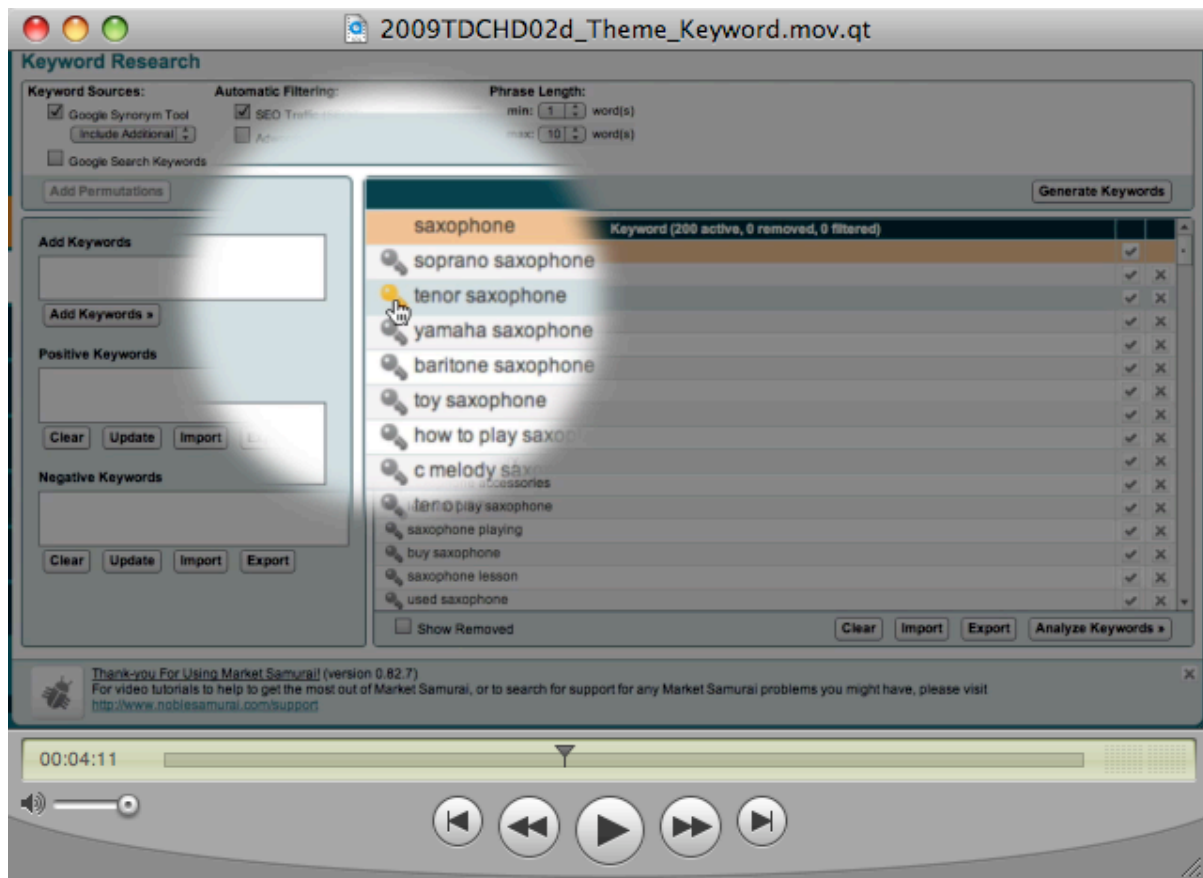
### [Starts at 00:02:40]

The starting point to exploring a market is to generate a list of keywords, related to my initial keyword "saxophone". To do this, all I have to do is click the "Generate Keywords" button [clicks "Generate Keywords" button].

Market Samurai asks me to enter what's known as a "CAPTCHA" to verify that I'm a human and not an automated "bot", and then it goes away and brings back a list of keywords that are related to the market that I'm exploring. The best way to think of this initial list of words is that it's a collection of a potential list of Niches for me to explore. So at the highest level, the market I'm exploring is the "saxophone" market, and by generating keywords, I now have a list of potential Niches to explore [shows list of generated keywords].

So now I can scroll down and look for a Niche to explore in more detail. At this early stage, you should probably be guided by your interests, so as you look through your list of Niches, see if any of them jump out at you. For example, as I look down at my list, "tenor saxophone" jumps out at me, because that's the type of saxophone that I play. So what I'd like to do is examine this Niche in more detail.

To drill down to the Niche level, all I have to do is click on the "key" symbol next to the Keyword I want to investigate. [clicks "key" symbol next to "tenor saxophone"].

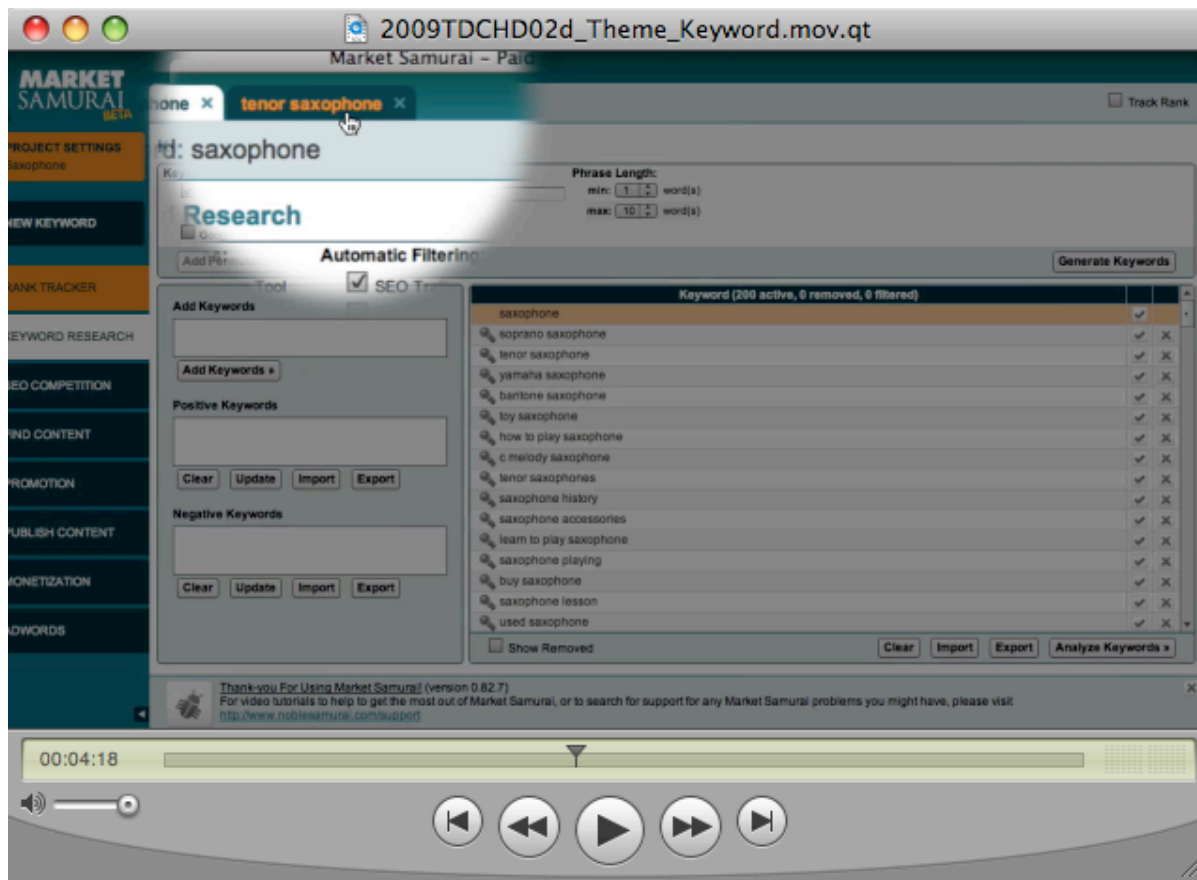


# 30 Day Challenge

there is no charge for awesomeness



This opens a new tab at the top of Market Samurai, with my Niche keyword on it.



I can now switch tabs [clicks tab marked "tenor saxophone"] and begin to explore the "tenor saxophone" Niche. To begin, I choose the "Keyword Research" button and once again I go over and click the Generate Keywords button. Market Samurai then brings back a list of keywords related to the "tenor saxophone" Niche.

A good way to think of this list of keywords, is that this is a list of potential Micro-Niches.

## Analyzing your Keywords

[Starts at 00:05:06]

Now I'd like to explore these potential Micro-Niches in more detail, so all I have to do is come down to the right-hand corner of the screen and click the "Analyze Keywords" button [Clicks "Analyze Keywords" button].

This now shows me a lot more detailed information about my list of potential Micro-Niches. The next step is to filter my list of potential Micro-Niches to eliminate those that don't have any real traffic going to them.

# 30 Day Challenge

there is no charge for awesomeness



To apply a simple traffic filter, all I have to do is go up to the **SEO Traffic (SEOT)** box, which is over here [highlights the SEOT box at the top left of the screen] and enter a value of "80". Then I just click the "Refresh Filters" button [clicks "Refresh Filters" button].

Keyword	Searches	SEOT	PBR	SEOC	Trends
Keyword (195 active, 0 removed, 5 filtered)	3,616	1,518	82%		
yamaha tenor saxophone	325	136	82%		
tenor saxophone sheet music	178	74	44%		
tenor saxophone music	95	39	45%		
tenor saxophone	178	74	24%		
used tenor saxophone	325	136	100%		
yamaha tenor saxophones	33	13	58%		
keilwerth tenor saxophones	29	12	55%		
tenor saxophone notes	9	3	44%		
tenor saxophone mouthpiece	19	7	47%		
tenor saxophone	145	60	66%		

# 30 Day Challenge

there is no charge for awesomeness



As you can see, applying this filter reduces my active keywords from two hundred to just 26.

Keyword	Searches	SEOT	PBR	SEOC	Trends
tenor saxophone	3,616	1,518	82%		
tenor saxophone	325	136	82%		
tenor saxophone	325	136	100%		
selmer tenor saxophone	266	111	30%		
saxophone	49,315	20,712	100%		
tenor sax	3,616	1,518	100%		
soprano saxophone	1,627	683	82%		
baritone saxophone	891	374	82%		
yamaha saxophone	1,088	456	30%		
how to play saxophone	398	167	30%		
saxophone mouthpieces	266	111	82%		

It's very important to apply this Traffic filter before we go out and obtain competition data, because if we continually pulled down Competition data for a large number of keywords, there's a chance that we may be temporarily banned from Google, which of course we want to avoid. So you should always remember to apply a Traffic filter before requesting Competition data.

Now that I have applied my Traffic filter, I can get Competition data for each of my potential Micro-Niches by clicking the "Analyze Keywords" button, over here [clicks "Analyze Keywords" button on the right-hand side of the screen].

Market Samurai then goes out to the Internet and retrieves the Competition data that I need. And you'll see now that the SEOC or SEO Competition column has now been filled with data.

# 30 Day Challenge

there is no charge for awesomeness



Now that I have my Competition data, I can apply a Competition filter. I'm going to put in a Competition filter by clicking this plus sign here [clicks plus sign (+) next to SEO Comp (SEOC) at top of page] and I'm going to enter a value of thirty thousand [enters "30000" in SEOC box and hits Enter key or clicks "Refresh Filters" button].

This tells Market Samurai to only show me those keywords that have less than thirty thousand competing pages in Google.

The screenshot shows the Market Samurai software interface. The title bar reads "2009TDCHD02d\_Theme\_Keyword.mov.qt". The main window is titled "Keyword Research". On the left, there are several filter categories: "Organic" (checked), "Adwords" (unchecked), "Competition" (checked), and "Comments" (unchecked). Under "Competition", "SEO Comp (SEOC)" is selected, and its value is set to "max: 30000". A tooltip for "SEO Comp (SEOC)" says "Number larger than or equal to 0". Below the filters, there are buttons for "Match Type: Broad", "Refresh Filters", "Analyze Keywords", and "Hide Column Filters". The main area displays a table of keywords with columns for "Keyword", "Searches", "SEOT", "PBR", "SEOC", and "Trends". The table contains 10 rows of data for various saxophone-related keywords. At the bottom, there is a progress bar showing "00:06:57" and a set of playback controls (play, stop, previous, next, refresh).

Keyword (26 active, 0 removed)	Searches	SEOT	PBR	SEOC	Trends
tenor saxophone	3,616	1,518	82%	1,300,000	[Bar Chart]
tenor saxophones	325	136	82%	139,000	[Bar Chart]
tenor saxophone	325	136	100%	113,000	[Bar Chart]
selmer tenor saxophone	266	111	30%	1,220,000	[Bar Chart]
saxophone	49,315	20,712	100%	11,200,000	[Bar Chart]
tenor sax	3,616	1,518	100%	1,620,000	[Bar Chart]
soprano saxophone	1,627	683	82%	598,000	[Bar Chart]
baritone saxophone	891	374	82%	382,000	[Bar Chart]
yamaha saxophone	1,088	456	30%	167,000	[Bar Chart]
how to play saxophone	398	167	30%	14,700	[Bar Chart]

# 30 Day Challenge

there is no charge for awesomeness



The screenshot shows the Market Samurai software interface. At the top, there's a window title '2009TDCHD02d\_Theme\_Keyword.mov.qt'. Below it, there are several filter sections: 'Organic' (checked), 'Total Searches' (checked), 'SEO Traffic (SEOT)' (checked), 'Phrase-to-Broad (PBR)' (checked), and 'Trends' (checked). The 'PBR' filter has a 'min' value of '15' entered. There are also 'Competition' and 'Commerciality' sections with various checkboxes. A table of keywords is displayed below, with columns for 'Searches', 'SEOT', 'PBR', 'SEOC', and 'Trends'. The first row is highlighted in orange. At the bottom, there's a video player interface with a progress bar at 00:07:15 and playback controls.

Keyword (7 active, 0 removed, 103 filtered)	Searches	SEOT	PBR	SEOC	Trends
how to play saxophone	3,616	1,518	82%	1,300,000	[Bar Chart]
saxophone accessories	398	167	30%	14,700	[Bar Chart]
saxophone for sale	217	91	44%	29,300	[Bar Chart]
tenor sax music	266	111	67%	13,400	[Bar Chart]
selmer saxophone	325	136	19%	3,310	[Bar Chart]
selmer tenor	1,332	559	24%	17,900	[Bar Chart]

I'm also going to add a "Phrase-to-Broad-Match" filter of 15 [clicks plus sign (+) next to "Phrase-to-Broad (PBR)" at top of page, enters "15" in box and clicks "Refresh Filters" button]. This ensures that the terms I'm looking at are the types of keywords that are entered by real people using the Search Engines.

Now you'll notice that this reduces my list of potential Micro-Niches to just seven. For each of these Micro-Niche keywords, the number one ranked site in Google receives at least eighty visitors a day, and there are less than thirty thousand competing websites.

I can now review my list of Micro-Niches and select one to use as the **Theme Keyword** for my Thirty Day Challenge Web Site. For example, in reviewing the list that I have here, the one that stands out to me as a good possibility for a Web Site Theme is "How to play saxophone".

Once I've chosen my theme keyword, I can again click the key symbol next to the keyword [clicks key symbol next to "how to play saxophone"] to drill down to the Micro-Niche level.

## Recap

### [Starts at 00:08:13]

So let's just take a moment to recap what we've done. We started at the Market level and explored the "saxophone" market. We then generated a list of potential Niches and selected one to investigate in more detail, which was the "tenor saxophone" Niche. At the Niche level, we generated a list of potential Micro-Niches and then filtered this list to find keywords that met the following criteria: They

# 30 Day Challenge

there is no charge for awesomeness



had an SEO Traffic (SEOT) figure of greater than 80 visitors per day; they had an SEO Competition (SEOC) filter of less than 30,000; and they had a Phrase-to-Broad-Match (PBR) ratio of at least 15%.

We've touched on some difficult concepts today, so don't be too concerned if you haven't been able to follow the details of everything I've said in this video.

Once you start using Market Samurai yourself, you'll quickly learn what the various filters and acronyms mean. The main concept to take away from today is the idea of drilling down from a Market to a Niche, and then from a Niche to a Micro-Niche in order to find keywords that are both accessible and deliver a useful amount of traffic.

In the next video, we'll explore how to use your Theme Keyword to generate additional Category Keywords.

## Summary:

### Micro Niche Keyword Criteria

- SEOTraffic (**SEOT**) > **80**
- SEO Competition (**SEOC**) < **30,000**
- Phrase to Broad (**PBR**) > **15%**

### Hints

- Choose a Market to explore – it's a good idea to start with an area that interests you
- Use the Keyword Research module in Market Samurai to "drill down" and find a Niche within your chosen Market – let yourself be guided by your interests
- Drill down further to find potential Micro Niches
- Analyze your potential Micro Niches using the Market Samurai "Analyze Keywords" module
- Apply a Traffic filter of 80 to your potential Micro Niches to eliminate those with little traffic and to minimize getting temporarily banned from Google
- Use the "Analyze Keywords" button to retrieve Competition data for your remaining potential Micro Niches
- Apply a Competition (SEOC) filter of 30,000 to these results
- Apply a Phrase-to-Broad-Match (PBR) filter of 15

### Up Next

- Finding Category Keywords from your Theme Keyword

### 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](mailto:support@marketsamurai.com)