



Thirty Day Challenge 2009 – Training – Day 04

2009TDC04d: Adwords Advertisers

Running Time: 5mins



Intro

Hi Folks, my name's **Ben**, and Ed and the team from the Thirty Day Challenge have asked me to put together a video showing you how you can use the **Adwords Advertisers** information in **Market Samurai** to help when **assessing the competition** for the Keyword that you're looking at.

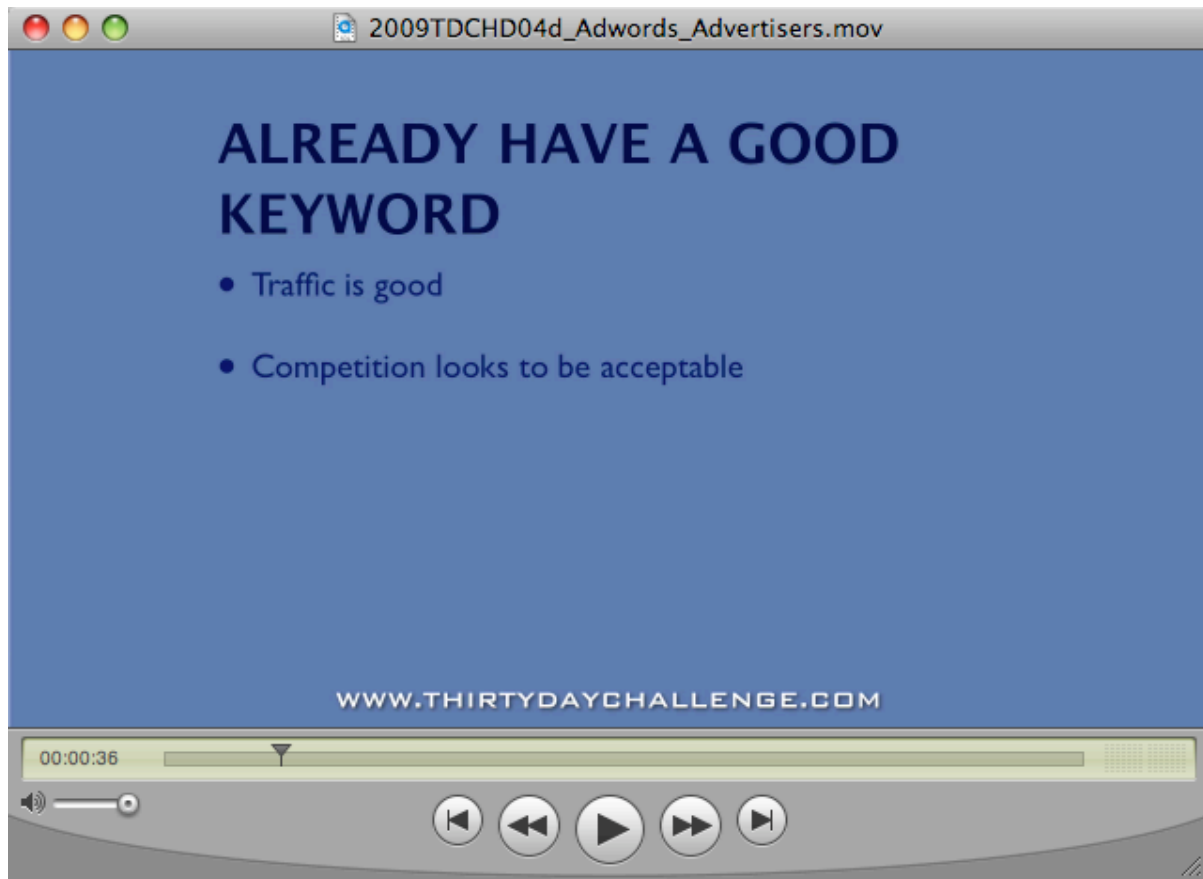
[Google Adwords is where people **pay to advertise** on Google. If people are paying to advertise, it's another good sign that a Niche is commercially viable]

So let's jump in.



Start with a Good Keyword

[Starts at 00:00:19]



This video assumes that you already have what we would call a "good" keyword.

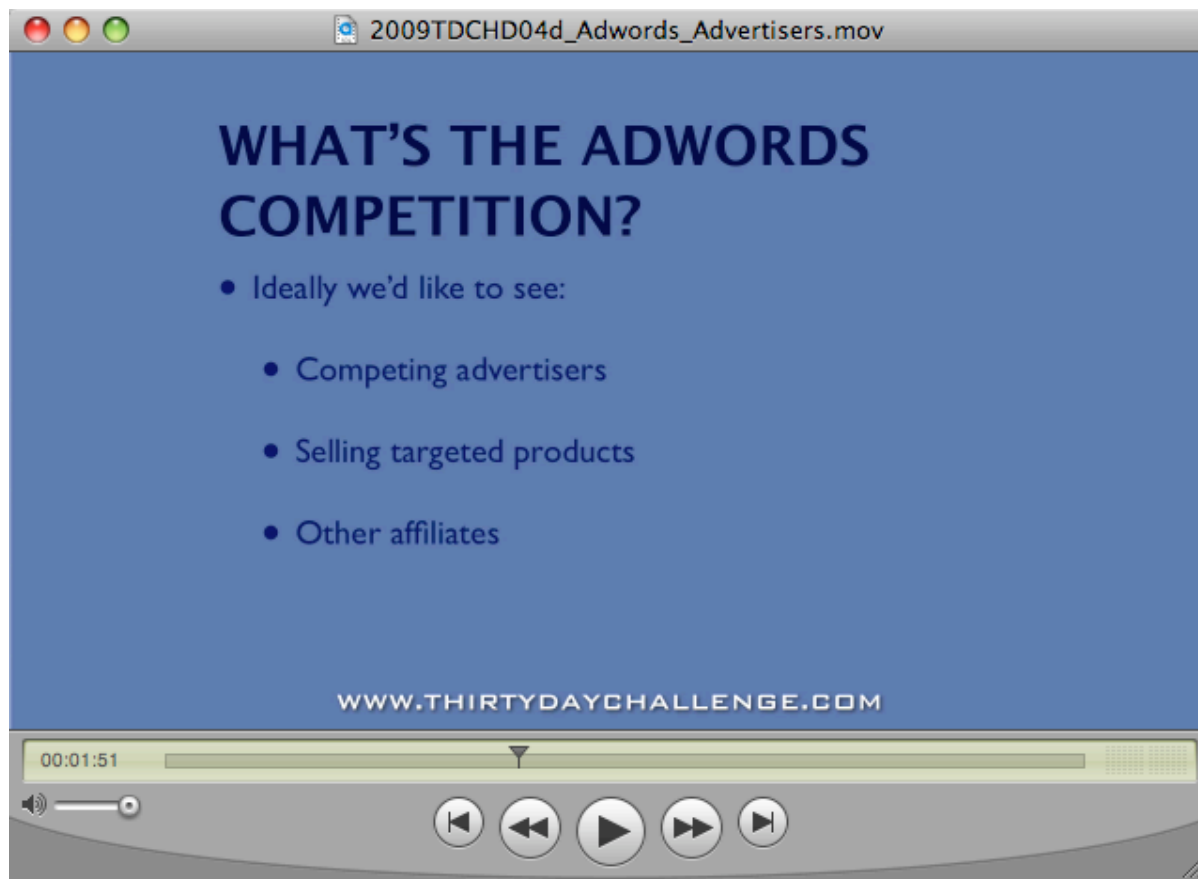
By way of recall, a "good" keyword is one where

- the **traffic is good** (we have a high level of traffic)
- the **competition** looks to be **acceptable** (it looks like we will be able to compete in that market place)



Assessing the Adwords Competition

[Starts at 00:00:39]



So, the next question is "what's the Adwords competition like?" How many other Adwords advertisers are competing in our marketplace for the keyword that we're interested in?

Ideally, we would like to see that there are **competing advertisers** (others are already spending money in the Google Adwords system to advertise on our selected keyword).

Secondly, we'd like to see advertisers who are advertising what we call **Targeted Products** [specific products related to our keywords]. By way of comparison, sites like **eBay** and **Amazon** and **Directory Web Sites** will often advertise on a very **large** base of keywords [possibly up at the Niche or Market Keyword Level], because they have a very general Web Site. So they're not selling necessarily a targeted product, they are looking to bring in a **broad** base of traffic.

Ideally, we would like to see advertisers who are advertising **Niche** [or Micro-Niche] **products, specific** to our Market Place. That gives us a reassurance that the market is **active** and people are participating in it.

Thirdly - and not critical, but a nice thing to find - is that there are **other affiliates** in that market. There are others who are serving as affiliates for third-party products in the in the Market Place where we're looking to compete.



Why Do We Want Competition?

[Starts at 00:01:54]

A question you might ask is, "Why do we want competition?" To quote Guru Bob, who puts it well:

"It is easier to participate in a market than to try and create one"

A lack of competition can mean some potentially bad things:

- there is no market.
- others have tried and have failed in that market place and have withdrawn

A lack of competition can also mean that we have discovered a brand new market, but the Internet is now a big place, and there are an awful lot of advertisers in the Google Adwords system. So to find a Keyword that is **a brand new market**, whilst possible, **is very unlikely**. It's more likely to one of the other cases that aren't good - that represent a poor market - rather than discovering a brand new one. So, let's jump into Market Samurai and let's take a look.

Assessing Adwords Competition in Market Samurai

[Starts at 00:02:53]

Keyword: solar power

Keyword Research

Organic: Total Searches SEO Traffic (SEOT) Phrase-to-Broad (PBR) Trends

Adwords: Adwords Traffic (AWT) Adwords CTR (AWCTR) Adwords CPC (AWCPC)

Competition: SEO Comp (SEOC) Title Comp (SEOTC) Title Comp (SEOTCB) Adwords Comp (AWC)

Commerciality: OCI Adwords Value (AWV) SEO Value (SEOV)

Match Type: Broad Refresh Filters Analyze Keywords Hide Column Filters

Keyword (0 active, 0 removed, 101 filtered)	Searches	SEOT	PBR	SEOC	Trends	AWA	SEOV		
solar power	40,110	16,848	100%	13,000,000		505	\$18699.28		
solar power electricity	266	111	44%	28,500		19	\$97.20		
solar power house	396	167	36%	27,800		31	\$187.22		
solar power willis	778	757	45%	20,700		24	\$356.05		
solar power cost	280	111	37%	11,500		6	\$71.50		
solar power cost	595	249	36%	28,800		16	\$234.91		
used solar panels	325	136	67%	15,800		6	\$0.00		
solar pannels	730	306	100%	28,500		14	\$158.34		
solar pannels	730	306	100%	28,500		8	\$275.94		

1. Tick here to show AWA column

2. Click a number to see ads

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What we can see here - I've selected the Keyword "**Solar Power**" and we've generated some Keyword alternatives [in the **Keyword Research** module of Market Samurai] and we've applied some **standard filters** to those to find some Keywords that look like good criteria [SEOT > 80, PBR > 15%, SEOC < 30,000]

[Make sure you have Adwords Advertisers (**AWA**) selected so you can see the **AWA** column in the results]

As we go down the list, we can see that for "**Solar Power**" we have **505** competing Web Sites in Google Adwords. "**Solar Power Electricity**" has **19**, and you can see the others as we go down the list.

Let's take a look at, say, "**Used Solar Panels**". It looks like a good Keyword [SEOT=136, PBR=67%, SEOC=25,000], and there are **14** other competing advertisers, which is a good sign.

But more than simply the existence of other advertisers, we'd like to take a look and see what they're actually advertising for.

So if we click on that, it takes us back to our Web Browser [clicks the number "14" in the **AWA** column - there's a small arrow indicating that it's going to take you somewhere if you click it]

The screenshot shows a Google search results page for the keyword "used solar panels". The page is displayed in a video player window titled "2009TDCHD04d_Adwords_Advertisers.mov". The search results are categorized into "Sponsored Links" and "Results 1 - 12 of about 29 for 'used solar panels' (0.047 seconds)".

The "Sponsored Links" section includes:

- Used Solar Panels**: Ranging from \$150 watts; mono/poly crystalline or silicon amorphous. www.ameriscoolar.com
- Used Solar Panels**: Bid on Used Solar Panels now! Find Electrical & Solar Items. www.eBay.com
- Used Solar Panels**: Low Prices on Used Solar Panels Compare Products, Prices & Stores. shopping.yahoo.com
- Used Solar Panels**: Bargain Prices. Smart Deals. Save on Used Solar Panels! www.DealTime.com

The "Results" section includes:

- Top 3 Energy Stocks**: Add some Green to your Portfolio. Free Used Solar Panels Stock Report. AlternativeEnergyStockReport.com
- Used Solar Panels**: Greatest range of used solar panels. Get used solar panels here! www.QuantumStorage.com
- Used Solar Panels**: Find Used Solar Panels. www.CyberCityClassifieds.com
- Used Solar Panels**: Wind, Solar & Backup Power. Find Used Solar Panels Info Here. www.nwpar.com/renewable
- Solar Power Classifieds**: Buy or sell your new and used solar & wind power products for free. www.EcoSwap.net
- We have solar cells**: Solar cells for sale now Inexpensive and ready to ship now. www.solarsavior.com
- Cheap Solar Panel Systems**: Buy residential & commercial panels Professional design & installation! SunWindLLC.com
- Save On Your Utilities**: Create Your Own Power And Live Off The Grid. No Electric Bills. Earth4Energy.com

Red arrows point from a "Generic Ads" label to the three sponsored links for "Used Solar Panels" (eBay, Yahoo Shopping, and DealTime). The video player interface at the bottom shows a timestamp of 00:03:58 and standard playback controls.

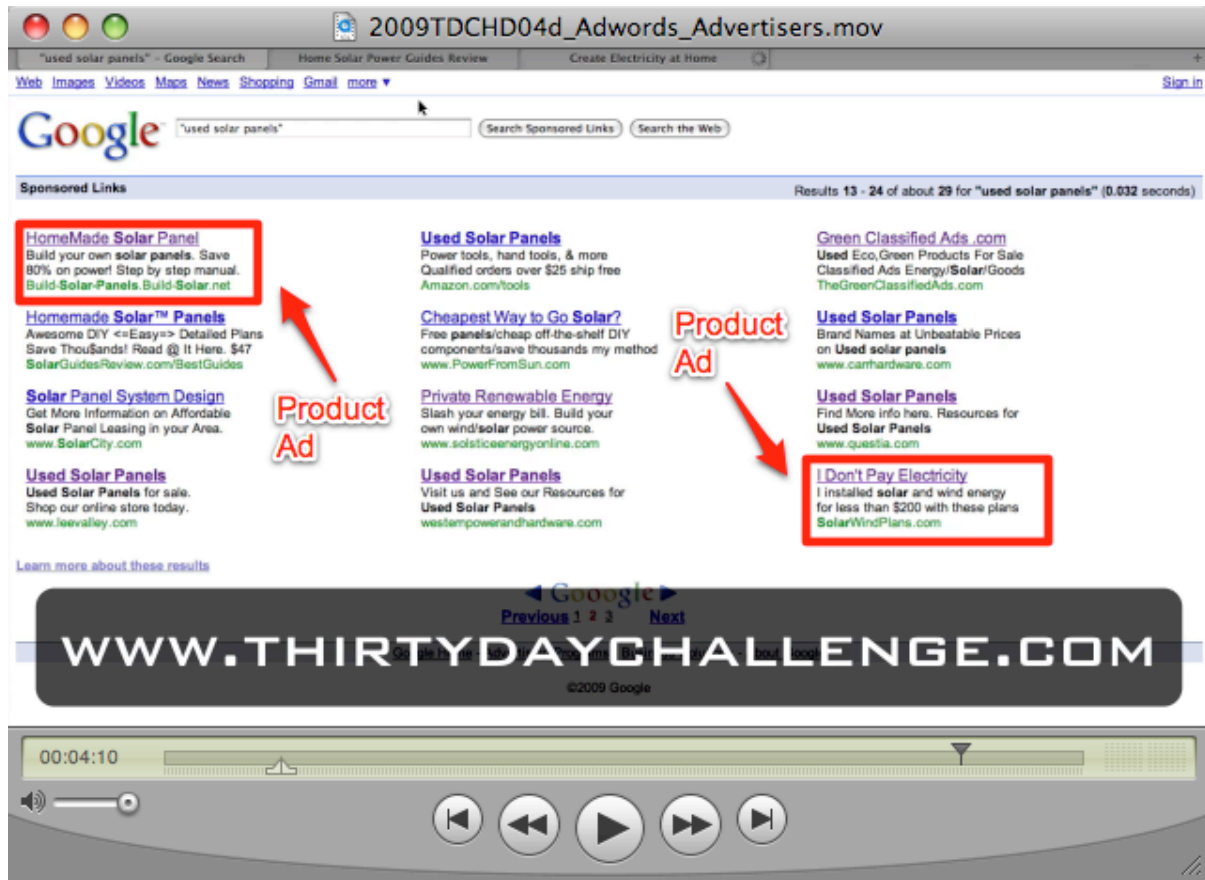
We can see this a list of the Sponsored Links [Google Ads] specifically for that given keyword ["Used Solar Panels"], and whilst there are the directory sites that I mentioned before - the general sites like **eBay** and **Yahoo Shopping** and **Dealtime** - there look to be some specific ones around "**Solar Power**".

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Specifically I noted on the **second page** we've got some good ones directly selling **Information Products**.



If we click on this one and this one [clicks on two of the ads - the corresponding Web Pages open in separate browser tabs on his machine - then switches to the first opened Web Page]

We can see some other players in the Market Place that are selling what look like Information Products in our Market Place.

[Switches to the other Web Page]

This one here is doing the same.

That gives us the confidence that our Market is potentially an active one, where others are playing in the space.

Again we'd rather take part in an **active** Market than assume that we can create one. So this is potentially looking like a positive for this Keyword - it's looking like one we would take further action into.



Summary:

Goal

- Use **Market Samurai** to look at **Adwords** to see who's already **advertising in the Market**

Why Do We Want Competition?

- **"It is easier to participate in a market than to try and create one"**
- A **lack of Competition** can mean **bad things**:
 - o **there is no market**
 - o others have tried and have failed in that market place and have **withdrawn**
- Remember: **It is rare to find a new Market**

Start with a Good Keyword

- Where:
 - o **Traffic is good** (high level of traffic)
 - o **Competition is acceptable**

Assessing the Adwords Competition

- We are looking for:
 - o **Competing Advertisers** (other advertisers is a good sign)
 - o **Targeted Products** (rather than generic Ads from big companies and Directories)
 - o **Affiliates** (other people selling Niche Products)

Links:

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

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

Email Market Samurai Support: <http://bit.ly/2009tdcmss>

ClickBank – <http://www.clickbank.com>

Commission Junction – <http://www.cj.com>

Amazon – <http://www.amazon.com>

PayDotCom – <http://www.paydotcom.com>