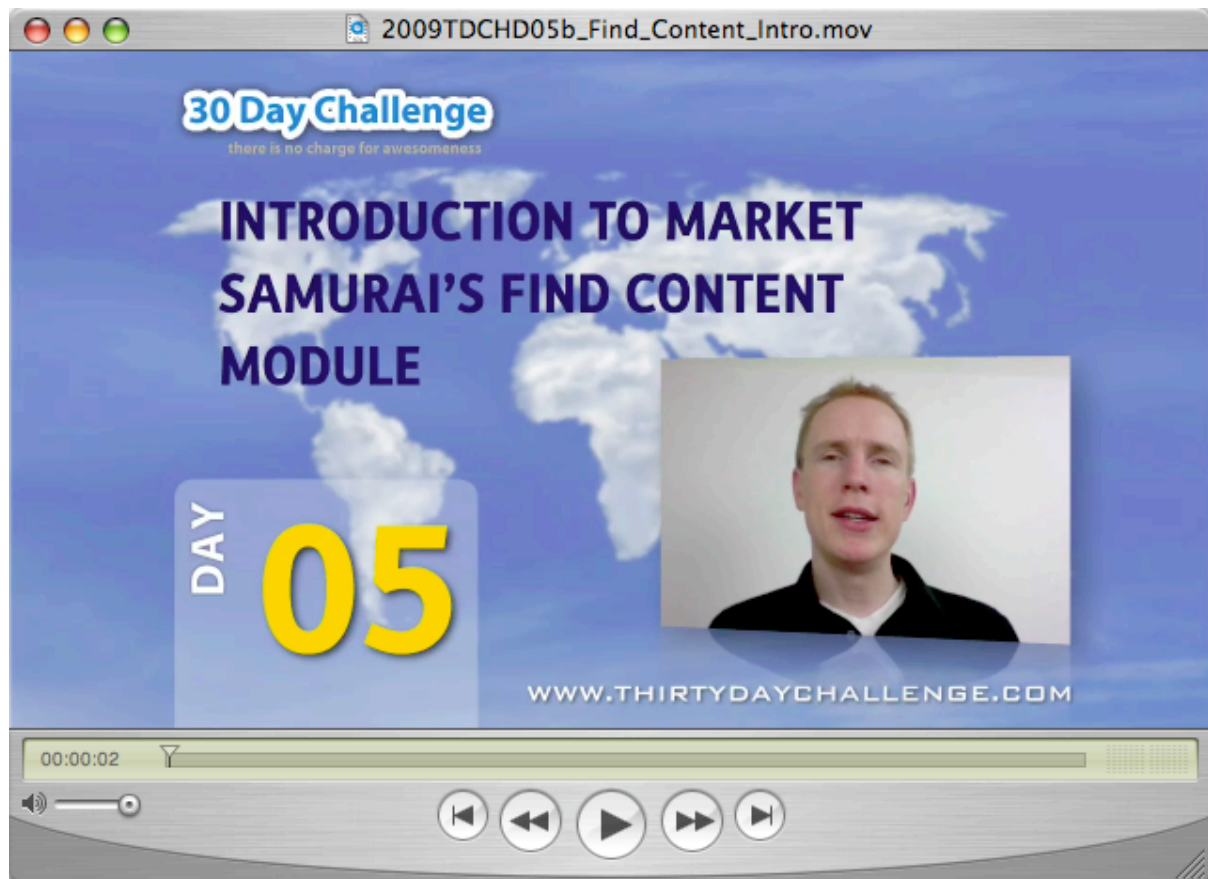




Thirty Day Challenge 2009 – Training – Day 05

2009TDC05b: Find Content Intro

Running Time: 9mins



Intro

Hey Gang, my name's Ben, and here on Day 5 of the Thirty Day Challenge I'm going to give you an introduction to Market Samurai's **Find Content Module**. So let's jump in.

Starting Point

[Starts at 00:00:12]

The Find Content Module plays an important part in the **Thirty Day Challenge**.

Let's stop and think for a moment: At this stage in the process, you should have selected a Niche, and you should have found **good Keywords** within that Niche. Remembering that by "good" we mean that a Keyword has a **good level of traffic**, **low competition**, and **commercial value** [we tested for all of these in previous days' videos].



Content for Web Pages

[Starts at 00:00:36]

At this point in the process, our thoughts turn to the **creation of Web Pages**, and it's these Web Pages that we want to see **rank** in the Search Engines for our selected Keyword.

Of course, in order to **create** such a page - for example on our **Web Site** or **Blog** - we need **content**. We need **written material** that we can put on our page.

We **can't** just write content about anything, we need to write content that is specifically **optimised** for the **Keyword** we want to rank for, and some people really struggle here.

We need content both to **attract the Search Engines**, and we need content for our **visitors to read and to engage** with.

So, the question becomes, "How do we get our hands on some good quality written content?" Well, we can write our own content - and in the Thirty Day Challenge, this is what we recommend.

Or, we can get the content from somewhere else. For example, we might pay someone to write content for us [outsourcing], or, we might publish someone else's content - and there are Web Sites that allow you to do that.

But our focus is on writing our own unique content.

Now, if you know a lot about your Niche, you may be able to sit down and simply write great Blog posts or articles. However, because we're looking to write content that specifically targets our selected Keyword, most of the time before we can write our article we need to do a little research.

It's when attempting to do this research that the Find Content Module [in Market Samurai] is most helpful.



Overview of the Find Content Module

[Starts at 00:02:12]



The Find Content Module allows is to do **two** important things:

Firstly, it allows us to **choose** what kind of **reference material** we want to look at. We might want to look at just News items, or just Blog posts, or just articles specific to our Keyword. So where as a general Google search will bring back a mix of content types, in the Find Content Module, you can pick what kind of content you specifically want.

Now, if that were all, we could perhaps teach you a few special Google search commands and, in some cases, you could find those specific content types.

However, the **second** feature of Market Samurai's Find Content Module is that it **enables** you to **compare and contrast** the relative **authority or popularity** of specific pieces of content that you find.

Let's think about it for a moment, with Market Samurai, not only can you say "I want Blog posts relevant to my Keyword," but when you're presented with a number of them, you can "find the gold", so to speak - or the most authoritative, the most popular Blog posts from the list that you get.

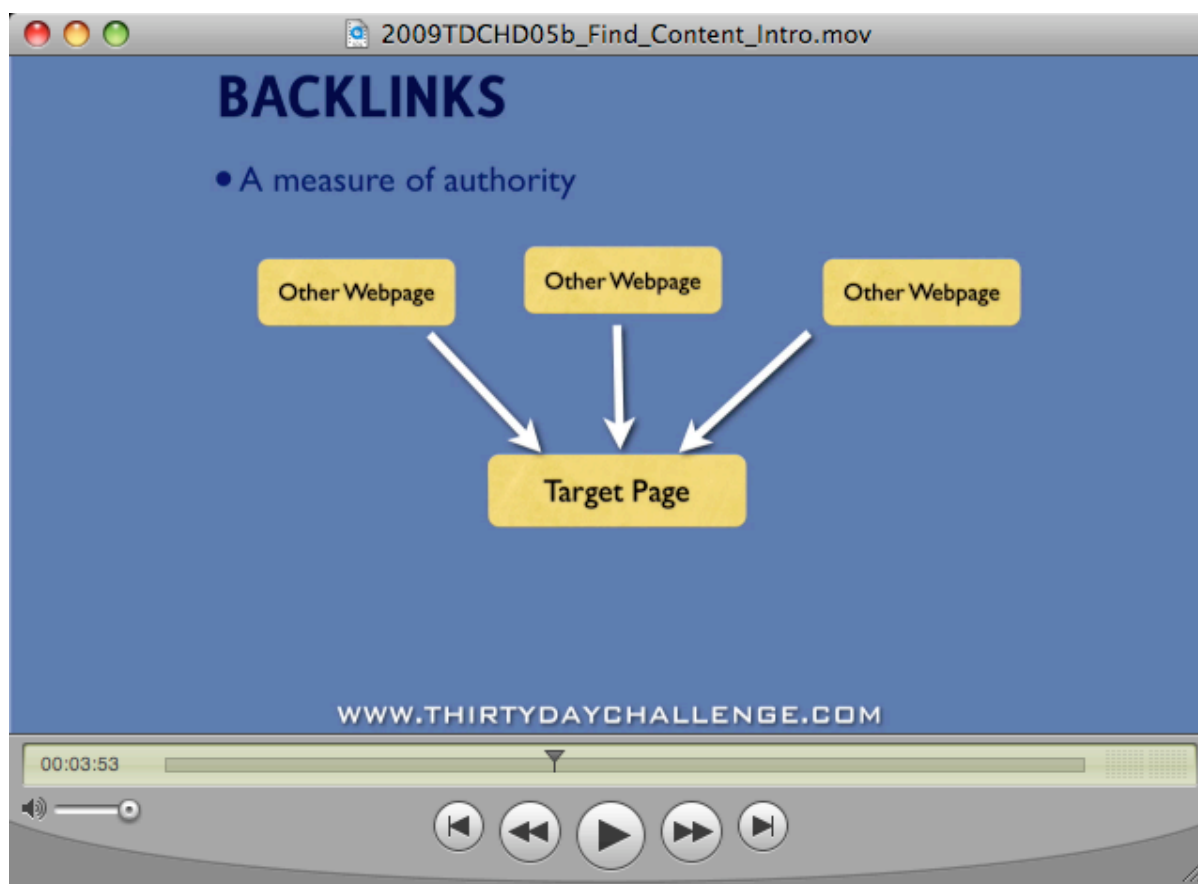


Assessing Popularity

[Starts at 00:03:24]

So, how do we assess popularity?

Basically, if we're comparing two Web Pages, and the first has a number of incoming links or **Backlinks** [other Pages have links on them that point to that Page], and the second has none, then we can say the first is more popular or more **authoritative** [than the second].



Here we have the article or Blog post in question, and we can see that Backlinks are links from other Web Pages back to our Target Page. Here, other Web Site owners have taken the time to create those links - the more Backlinks, generally speaking, the more popular.

If we're comparing two pages and the first has a higher **Google Page Rank**, then again, we'll say that it's more popular.

Also, if we're comparing two pages, and the first page has been taken and **re-published** in different places around the Web a number of times, then we'll say that's more popular because it's been "re-published" lots of times.

So, why do we care about authority?



If we're doing research to help us create interesting content that Google will like, and our readers will engage with, and hopefully other Web Sites will link to, then wouldn't we like to know:

- What content is currently popular
- What content is currently being linked to

So, let's take a quick look at how that works.

But before we do, I need to introduce you to "**Article Directories**".

Article Directories

[Starts at 00:04:52]

Article Directories are Web Sites where people who **write articles** (e.g. for **publishing** in **Magazines** or **Online**) go to, and they **post their content** specifically so **others** can **take it and use it** on their Web Sites.

The **benefit to the Author** is that the article contains some kind of **reference back to the author**. For example, a **biography box** stating the **Author's name** and **linking** to their **Web Site**.

Anyone who uses this content is **required to include this reference**.

Now, just because we're not planning to re-publish such an article, doesn't mean that these Web Sites might not be a great source for relevant content that we can use as a **source of ideas for our own Keyword-optimised articles**.

So, let's jump into Market Samurai for a quick Demonstration.



Quick Demonstration of Find Content Module

[Starts at 00:05:42]

The screenshot shows the Market Samurai software interface. The main window displays 'Keyword Research' for the keyword 'solar panels'. A sidebar on the left contains navigation options: PROJECT SETTINGS, NEW KEYWORD, RANK TRACKER, KEYWORD RESEARCH, SEO COMPETITION, FIND CONTENT, PROMOTION, PUBLISH CONTENT, MONETIZATION, and ADWORDS. The 'FIND CONTENT' option is highlighted. The main area shows a table of keyword results with columns for Keyword, Searches, SEOT, PBR, SEOC, Trends, and SEOV. The 'used solar panels' keyword is highlighted in orange. Red arrows and text annotations indicate the steps: '1. Click the "Key" icon' (pointing to a key icon in the 'used solar panels' row), '2. Click the New Tab' (pointing to a 'used solar panels' tab at the top), and '3. Click "Find Content"' (pointing to the 'FIND CONTENT' button in the sidebar).

Keyword (16 active, 0 removed, 184 filtered)	Searches	SEOT	PBR	SEOC	Trends	SEOV
solar power electricity	76	11	25.1%	\$97.2		
solar power links	167					
solar power cost	595	249	36%	29,900		\$234.91
solar panels	40,110	16,846	82%	5,460,000		\$28301.62
hot water solar panels	266	111	23%	17,100		\$100.55
flexible solar panel	217	91	67%	22,100		\$51.04
water solar panels	595	249	20%	29,100		\$252.40
portable solar panels	317					\$123.04
elect solar panels	136			700		\$281.19
used solar panels	325	136	67%	25,300		\$158.34

Now, I should note, in the following video we will give a much more detailed how-to on using this particular module.

So let's jump into Market Samurai.

I've set up a search around Solar Panels, and we've found some Keywords that look like good prospects. We'll pick one of those - say, Used Solar Panels - and by clicking on the Key [icon] here, we've created our own tab.

So, we can click on the **Used Solar Panels** tab, and we're going to jump down to the **Find Content** Module.

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You'll recall that I said the **Find Content Module** allows us to **pick** the particular **format of content** that we want. So we can say we only want articles relevant to Used Solar Panels, or we only want **Blog Posts**, or we only want **different forms of media** - YouTube videos or Flickr images - or we only want **News items**, or documents from **Scribd** and so forth.

We can pick the particular kind of content we want to get back [by ticking the relevant boxes at the top of the Module]

Let's run a search and pick **E-Zine Articles** and **Wikipedia** [checks boxes next to E-Zine Articles and Wikipedia at the top of the Module, and clicks **Find Content** button, just below – a completed list of search results appears]

Next to each of these items, we can click the **Analyze** button and get the statistics specific to that article back through market Samurai [clicks **Analyze** to the **right** of the first article in the list]

What I'm going to do, rather than clicking the **Analyze** button for each of them, is click the **Analyze All** button at the bottom of the Module [clicks **Analyze All** button]. that will bring back the data for all of the 14 articles that we're considering.

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The screenshot shows the Market Samurai software interface. The main window displays search results for the keyword 'used solar panels'. 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 content area shows a list of articles with columns for Source (Src), Article (14 shown), PC (Phrase Count), IC (Index Count), PR (Page Rank), BL (Backlinks), and Age. The table below shows the data for the first five articles.

Src	Article (14 shown)	PC	IC	PR	BL	Age
	Used Solar Panels Buying Guide - Nine Rules For Separating the Gems From the Junk Buying used solar panels is a great way to reduce the high cost of going solar at home. ... Learn how you can join the revolution with used solar panels. ... http://notneararticles.com/?Used-Solar-Panels-Buying-Guide-Nine-Rules-For-Separating-the-Gems-From-t	5	1	0	0	05-2009
	Used Solar Panels - How You Can Get Hold of 2nd Hand Solar Panels Mar 5, 2009 ... Trying to find used solar panels to set up your own home solar power ... Either way, used solar panels present a very affordable way to ... http://notneararticles.com/?Used-Solar-Panels-How-You-Can-Get-Hold-of-2nd-Hand-Solar-Panels&id=208	7	3	2	7	02-2009
	Finding Used Solar Panels May 8, 2009 ... Namely you are going to make sure that you know where to find used solar panels, so you can go through the right companies. ... http://notneararticles.com/?Finding-Used-Solar-Panels&id=2320988	5	48	1	1	04-2009
	Free Used Solar Panels May 24, 2008 ... Finding free used solar panels has become kind of an obsession with our family. We started off a few years ago with the idea of living off ... http://notneararticles.com/?Free-Used-Solar-Panels&id=1199655	8	5	0	0	04-2008
	GE Solar Panels These solar panels are among the most popular and widely used solar panels. They use technologically ad	1	2	0	0	05-2009

What you can see here - and we'll go through this in more detail in the next video - for each of the articles, we've got some information that we can use when filtering or determining the authority (or the popularity) of each of these articles.

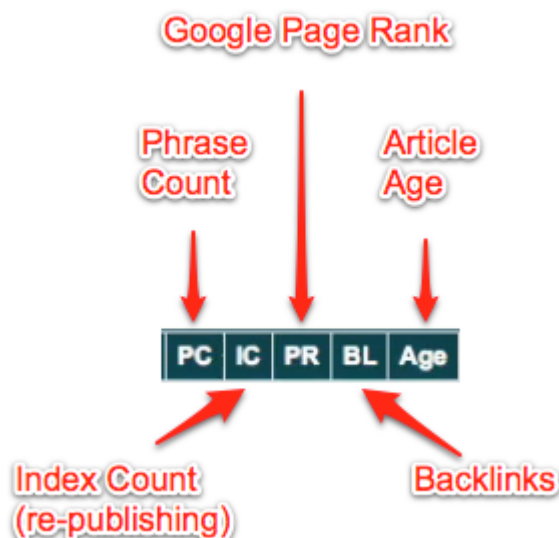
So, we can see here, the **Phrase Count** [Column Heading: **PC**], which is the number of times that our Keyword - Used Solar Panels - appears within the full text of the article.

"IC" stands for **Index Count** [Column Heading: **IC**], which is the number of times the Market Samurai has been able to find other usage of that content online. So that refers to re-publishing.

The **Page Rank** [Column Heading: **PR**] - the Google Page Rank.

The **Backlinks** [Column Heading: **BL**] - I should note, by the way, that because Page Rank is only updated, say, every three months that **for recently published articles, Backlinks** is generally the **better measure of authority**.

Also, the **Age** of the Article [Column Heading: **Age** - shows date published]



We can also **sort** by any of these numbers just by **clicking** on the **column heading**.

If we find something that looks interesting, For example, this article here on **Used Solar Panels**, we simply click on it, and we can see the full context [clicks on the article entry in the list – a pop-up window opens with the full article inside].

From there **we can** then do things like **copy it** [to the clipboard], or we can **save it** on our computer.

Again, in the next video, we'll look at more specifics around using the tool.

A Parting Thought

[Starts at 08:41]

Before I close, I should ask the question: In this video, we've posed the question of looking at content in terms of finding High Authority content, and popular content - **what value might there be in finding content with low authority?**

That's something that you should have a bit of a think about...



Summary:

Before You Start

- Make sure you have good Keywords selected [using Market Samurai]:
 - o Good Level of Traffic [Day 02]
 - o Low Competition [Day 03]
 - o Commercial Value [Day 04]

Content for Web Pages

- To make Web Pages that Rank for our Keywords, we need content:
 - o Specifically **optimised** for the **Keyword**
 - o To **attract** the **Search Engines**
 - o For our **visitors** to **read** and to **engage** with
- Creating/Finding Content
 - o We can **write our own** content [the preferred option]
 - o We could **pay someone** to write content for us [outsourcing]
 - o We could **publish someone else's** content [from an Article Directory]

Article Directories

- Good place to get ideas for our own content
- Articles published by Authors specifically for re-use
- Must contain a reference to the Author
 - o Biography Box
 - o Authors Name
 - o Link to their Web Site
- We won't be re-using content from Article Directories

Assessing Popularity

- Popularity is measured by
 - o Number of Backlinks
 - o Google Page Rank
 - o Re-Publishing

Find Content Module Overview

- Find **Content** from **Multiple Sources** Online
- **Relevant** to **Keyword**
- **Select types** of content to find
- **Analyse** Content
 - o **PC** - Phrase Count (number of times our Keyword appears)
 - o **IC** - Index Count (number of times Re-Published)
 - o **PR** - Google Page Rank
 - o **BL** - Backlinks to the Article
 - o **Age** - Age of the Article

Thought

- What value might there be in finding content with **Low** Authority?



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>