



## Thirty Day Challenge 2009 – Training – Day 05

### 2009TDC05c: Find Content Explained

Running Time: 10mins



### Intro

Hey Gang my name's Ben, and in this video, I'm going to show you how to use the Market Samurai **Find Content Module** in more detail.

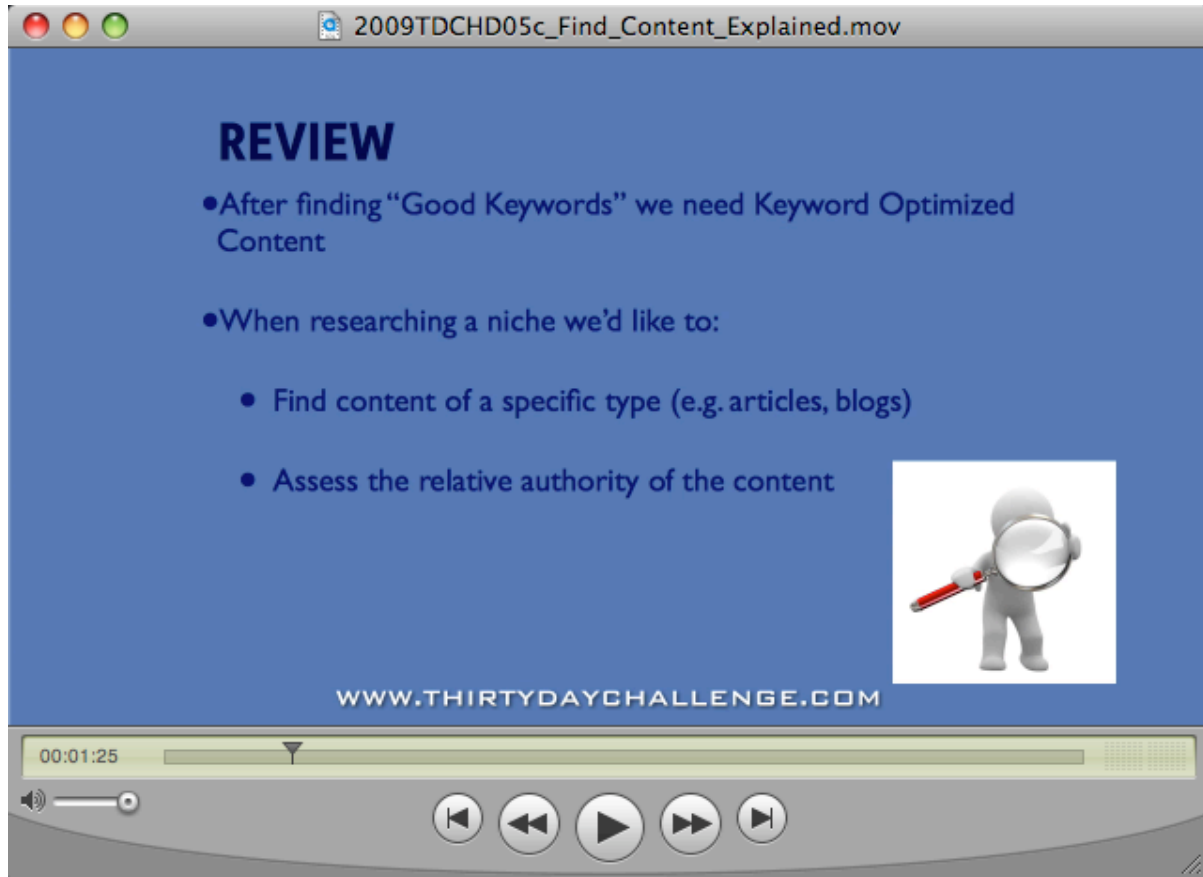
I'll take you through the specifics of how you can use the Market Samurai tool to **find content relevant** to your **Niche** and targeted to your selected **Keywords**.

So let's jump in.



## Review

[Starts at 00:00:18]



You'll recall from our previous video the following important points:

Firstly, once we've found a good Keyword, our next task is to write our Keyword-optimised content.

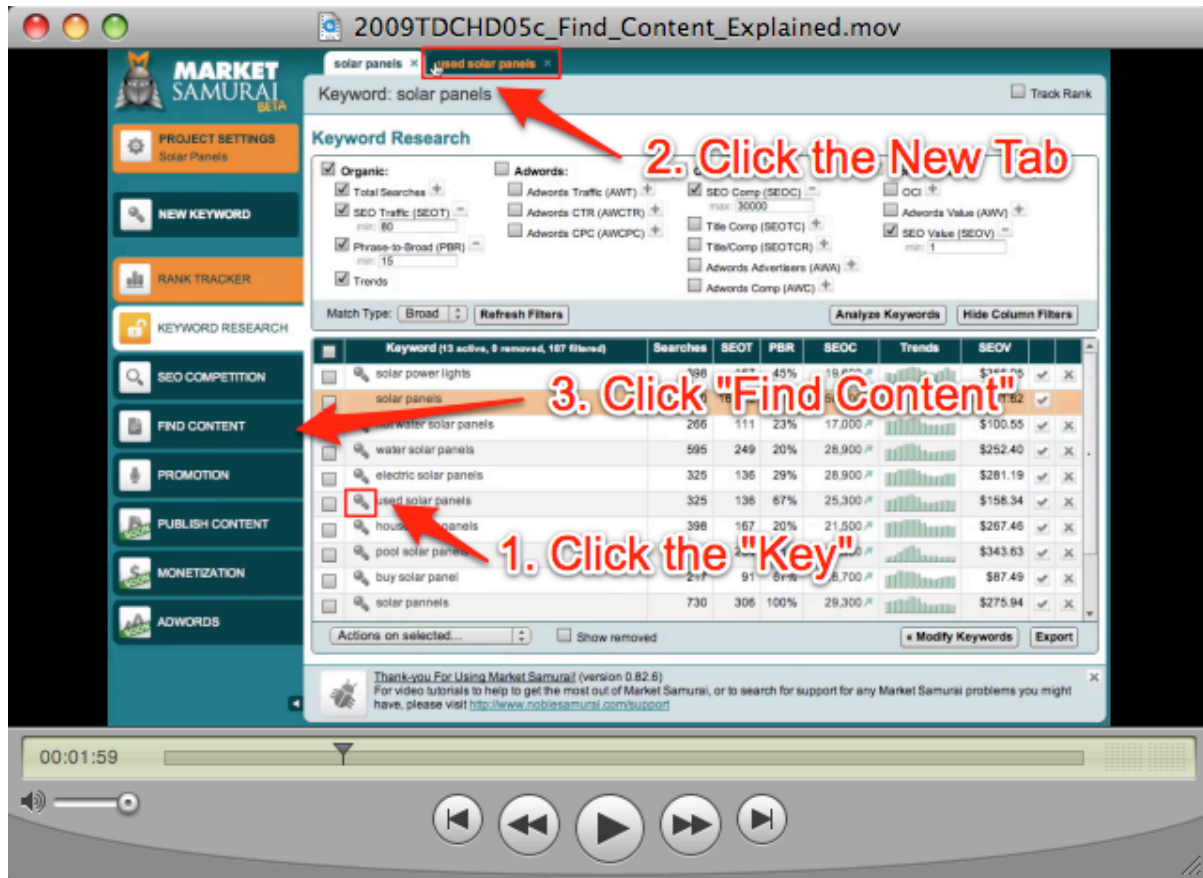
Secondly, if we're writing our own content - for example, a Blog post or Article - then in doing our background research, there are two things that will be a big help. a) We'd like to be able quickly to find content of a specific type (for example, in this case, a Blog post or Article). The reason is that if we're writing an article, then other articles will normally be the easiest reference material to use. b) When presented with a long list of content items to choose from (for example, a long list of Articles), we'd like to be able to assess the relative authority of each piece of content - so we can quickly see what else has got high authority, what else is popular, what else is being linked to or what else is being re-published. The reason for this is that by understanding what else is popular it increases the odds that our own content will also be popular.

So, with this review in mind, let's jump in to Market Samurai.



## Starting the Find Content Module

[Starts at 00:01:26]



So, we'll start our demonstration in Market Samurai in the position where we've already done some Keyword research. We've started here with **Solar Panel**, and we've **run our search**, then we've run our **filters** based on **traffic** and **competition** and **commercial value**, and we've come down to (in this case) 13 Keywords that look like they're **good prospects**.

We'll pick one of those as an example. Let's select **Used Solar Panels**. If we click on the little **key** here it's going to create for us our own tab in Market Samurai for Used Solar Panels [clicks **Key** Icon to the left of the Keyword **Used Solar Panels** - a new tab appears at the **top** of the window, called **Used Solar Panels**].

When we click on that tab [clicks on **Used Solar Panels** tab at top of window], we can see that each of the modules is now working in reference to [the Keywords on] that tab. So, with the **Used Solar Panels** tab selected, we can click on the **Find Content Module** [click Find Content on the left of the window] and each of our searches will now be specific to the phrase **Used Solar Panels**.

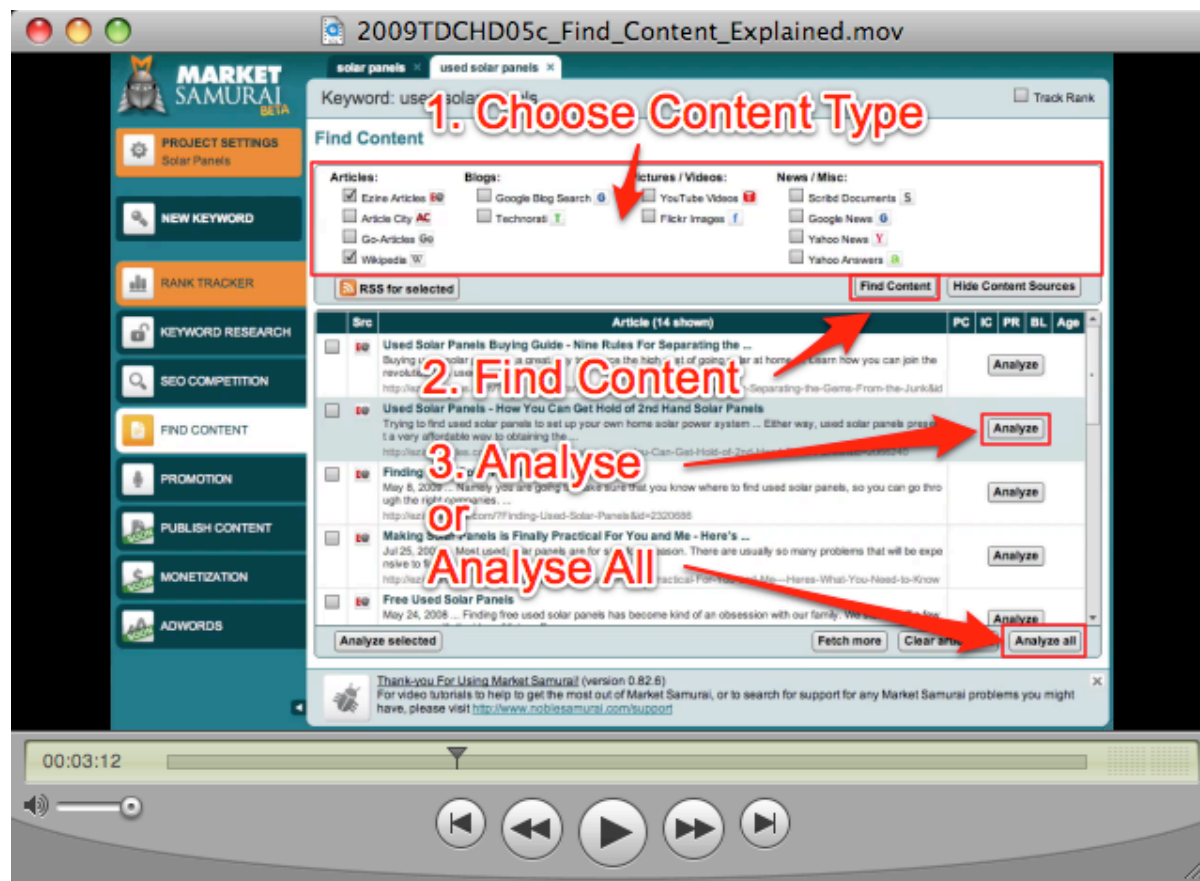


## Using the Find Content Module

[Starts at 00:02:21]

As we indicated, within the **Find Content Module**, we can select the **types of content** that we are interested in. So we can say that we would like **Articles** related to **Used Solar Panel**, or **Blog posts**, or **YouTube Videos** or **Flickr images**, or **News items** or **Scribd documents** or what-have-you.

We can select from a range of different content types, relevant to the activity that we're undertaking. In this case, for example, we're going to write an article, so let's select **E-Zine Articles** (which is a good source) and **Wikipedia** (which has got a lot of content) and let's click the **Find Content** button.



Market Samurai will then go and bring back for us - in this case - 14 articles that it has selected either from E-Zine articles or Wikipedia [articles are listed, including their titles and a brief snippet of text].

If this were a long list, we could click on the **Analyze** button [to the **right** of each article in the list] and just see the statistics for one particular article if it looked interesting, and we can see the stats for that particular article [clicks **Analyze** button to the **right** of the first article in the list and numbers appear below the various headings].

# 30 Day Challenge

there is no charge for awesomeness



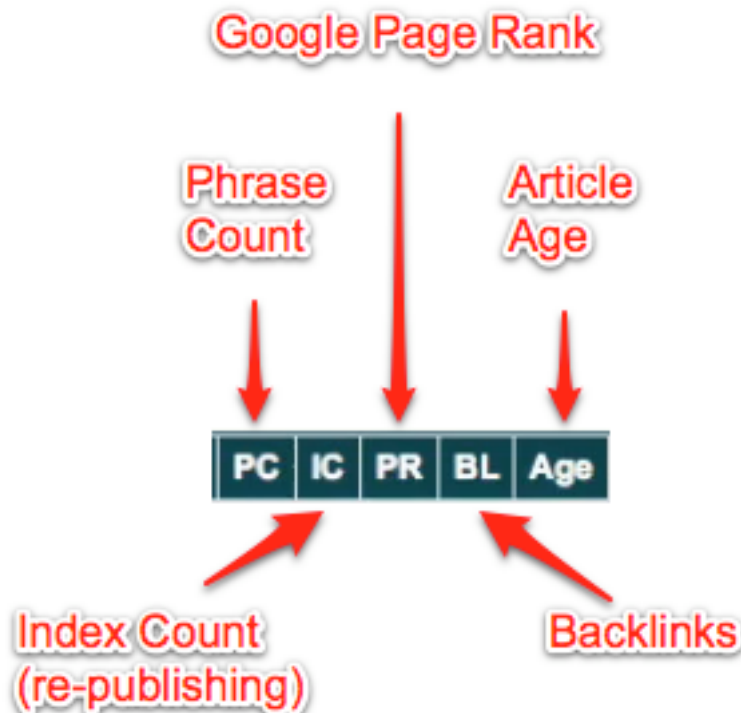
We'll go through those stats in a moment, but with only 14 articles that have come back we can click the **Analyse All** button [at the **bottom** of the list] which will bring back the analysis for **all** of the articles [Clicks **Analyse All** button - values appear next to all of the articles].

It's these stats columns that give us the indication that we're looking for (the measure of **authority** or of **popularity**).



## Analysing Articles

[Starts at 00:03:45]



Here we have our first column, which is **PC**, which stands for **Phrase Count**. Phrase Count is the **number of times** that our **Keyword** - in this example **Used Solar Panels** - **appears within** the full text of the **article** that we're looking at. So, as a general indicator, **the higher the PC** (or Phrase Count), **the more targeted** the piece of **content** is to our selected Keywords.

The next column is **IC (Index Count)**, which is Market Samurai's attempt to measure the **number of times** that piece of **content** has been **re-published** online. Again, **re-publishing lots** of times **would generally mean** that an **article is popular**, so it would be a positive indicator that is a good this piece of content that we should at least be considering.

The third column is **PR**, which stands for Google's **Page Rank**. Page Rank is a **score** that Google gives to every Web Page or document that it finds, and it's a score **out of 10**. It's a general authority score that it gives, so, the **higher** the Google **Page Rank**, the **higher** the **authority** that particular document has.

The fourth heading is **BL**, which stands for **BackLinks**, which are the **number of links from other Web Sites** around the world **linking back** specifically **to this particular article** that we are considering. One thing that I should point out is that **backlinks are a major contributor to Page Rank**, and the **Page Rank** Score that Google shows us (the public version) is **only updated** about **every 3 months**. So if you have a very **new article**, or a new piece of content, then the **Backlink** count can be a **better measure of authority** for something new than the Page Rank - simply because the Page Rank may not have been updated recently.



The final column here is **Age** - that's the age of the article or age of the Web Page. Generally, **older** content is considered to be **more authoritative** content.

For each of these column headings, we can **click on them** and we can **sort by** that **column**. So [for example] we can see the piece of content with the highest number of backlinks [clicks on BL column heading and list is sorted by Backlink value - sorted High to Low]. If we do another click it toggles the other way [clicks BL column heading again - list is now sorted by BL value, Low to High] so we can see the lowest number of backlinks.

So, if we're wanting to look at any of these measures and then organise the list on that basis, we can order our returns by that heading.

## Other Points

### [Starts at 00:06:16]

There are a couple of other things to point out.

### Fetch More

For some of the content types - I know Blogs are a good case of this - often there are more articles related to our chosen Keywords than we would want to handle at one time, so Market Samurai makes a judgement to how many it brings back per request.

If you were looking at Blog posts, you could click on Fetch More to get more Blog posts for you to have a look at and analyse [the Fetch More button is located at the bottom of the Find Content Module screen]. So, just be aware of that.

### Human Review

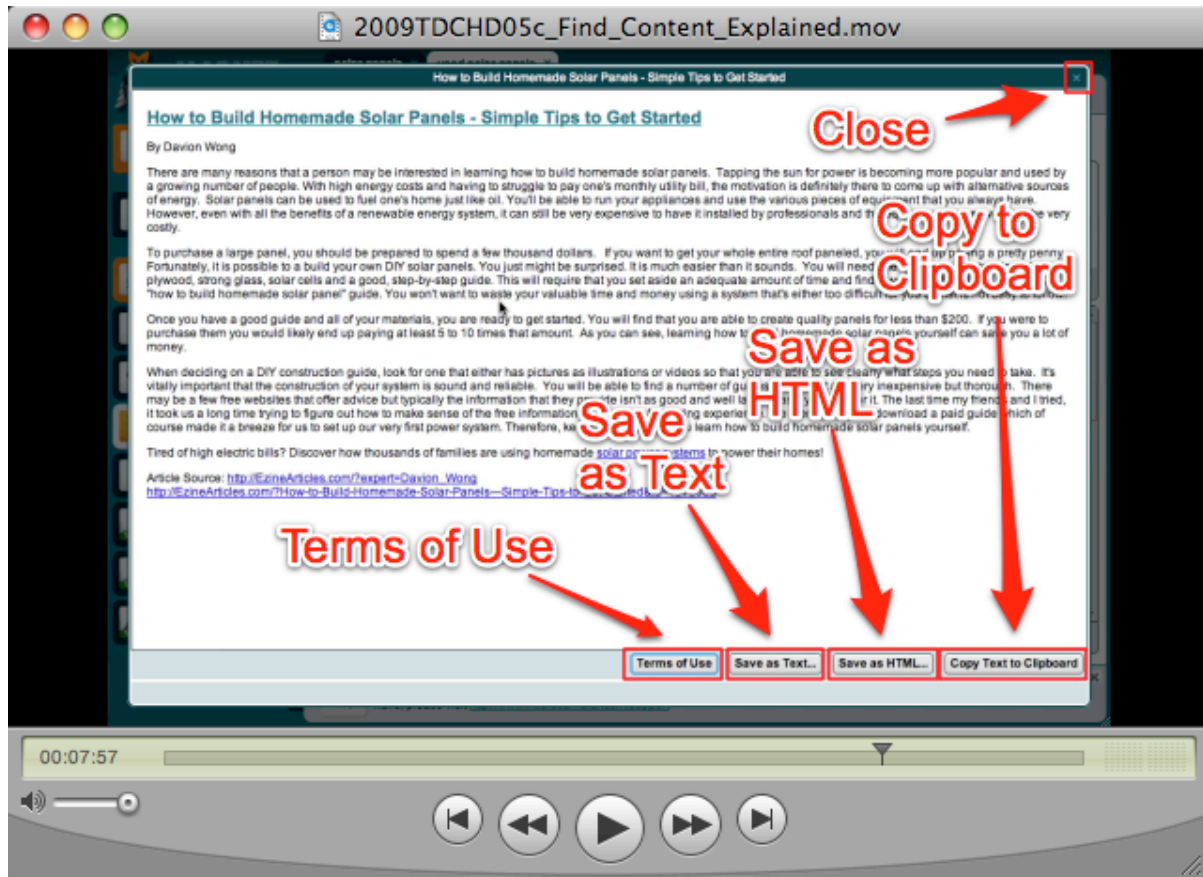
One thing that I would point out is that clearly there is still a degree of human judgement that is required here. Just because something has high authority numbers, it doesn't guarantee that it's perfect for our purpose. Whilst, yes, a piece of content can be manipulated, and in some cases people can work to increase the number of backlinks to [artificially] increase it's authority, you also have your complementary case where a piece of content may contain our Keywords but it may be written from a different angle or a different slant than we were looking to use, or the Keywords may be used in a different context.

So, there's always a need for a bit of human review.



## Viewing and Saving Articles

Let's pick one of our articles, and we can see the full text of that article when we click on it [clicks on article entry in main list and a window opens showing the full text of the article].



From this page, we can do a couple of important things. Firstly, we can save all of that content either as text or as HTML to our computer. We can copy the text to the clipboard on our computer, and then paste it, say, into Google Docs or another Word Processor.

So that's how we would get the content out.

[To close the View Article window, click the X in the very top-right corner]

## Viewing Terms of Use

This is not part of the Thirty Day Challenge strategy, but if we were using that content directly, as it is, we can click on the Terms of Use button to go and see what the terms of use for that content are. In this example, we've selected something from E-Zine articles, and the purpose of E-Zine articles is for content syndication [sharing and re-publishing content], so it's completely legitimate for us to re-publish this article as long as we give the appropriate recognition back to the author.

So, that gives us a run-through on the **Find Content Module**.



## Tip: finding More Content

**[Starts at 00:08:50]**

If you don't find content that is pleasing or specific to the Keywords that you are looking at, we can often go more generic [use less-specific Keywords]. So, in this case, if we didn't find anything under Used Solar Panels, we could go to Solar Panels. If our target Keywords were Funny Wedding Speeches, and we didn't find the kind of content we were looking for, we could perhaps look at wedding speeches, or a more generic version of the phrase.

That's a tip to keep in mind if you're looking for content.

## Question Reminder

I would end this off by saying, in this scenario, we are looking for high-authority, highly popular content as the basis for our research before we go and write our own content. But a question to pose, as we did in the previous video is:

What would be the value of finding low authority content - content that hasn't been referenced a lot - and how might that be useful?

That's a thought for you think about and something for you to consider.

Thanks heaps for your time, and I wish you all the very best in the Thirty Day Challenge and in your online endeavours.

Thanks guys!



## Summary:

### Review

- Existing articles are a good source of ideas for our own content
- We want to quickly find content of a specific type (Article, Blog post, News etc.)
- We want to compare the authority of articles to find the most suitable (taking ideas from popular articles means we use popular ideas)
- The Find Content Module helps us with all this (and more)

### Starting the Find Content Module

- Research your Keywords (make a shortlist)
- Select the Keyword of interest and click the Key Icon to make a new tab (with the Keywords as the name)
- Select the new tab to make your chosen Keyword the focus
- Click on Find Content (on the left of the screen)

### Using the Find Content Module

- **Select Sources**
- Click **Find Content**
- **Analyse** Articles
  - o In a long list, select individual articles and click **Analyse** next to that article
  - o In a short list, click **Analyse All** at the bottom of the screen

### Analysing Articles

- **PC - Phrase Count** (number of times our Keyword appears)
  - o **Higher** is **Better** (more relevant to Keywords)
- **IC - Index Count** (number of times Re-Published)
  - o **Higher** is **better** (more people think it's relevant/useful)
- **PR - Google Page Rank**
  - o **Higher** is **better** (Google thinks it's relevant)
  - o Public version only updated by Google every 3 months (approx.)
  - o **Better** for **assessing** authority of **older articles**
- **BL - Backlinks** to the Article
  - o **Higher** is **better** (more people think it's relevant/useful)
  - o **Better** than Page Rank for **assessing new article** authority
- **Age** - Age of the Article
- Click **Column Headings** to **sort** by that value
- **Human review** is **important** (**don't** just follow the numbers)

### Viewing Content

- Click on an article in the list to view its full content (in a pop-up window)
- Inside the **View Content** window, you can:
  - o **Save** the article or **copy** it to the clipboard (to paste into another program)
  - o **View** the re-publishing **Terms of Use**



## Tip: finding More Content

- If you can't find good content for your Keywords
  - o Try less-specific Keywords (Instead of Used Solar Panels, try Solar Panels)

## Question Reminder

- How would finding Low Authority content be useful to us?

## 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>