

The Niche Marketing Black Book

Private and Confidential Research
Conducted by the Noble Samurai team
Using Market Samurai

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Thank-you for Downloading
The Niche Marketing Black Book!

*From the Noble Samurai Team
July 2008*

We made a commitment when we founded Noble Samurai - to continue our genuine desire to help people succeed at internet marketing - and to do it with integrity.

This why we never "hold back the good stuff".

You get the same tools and information we personally use daily in our own internet marketing work.

This book focuses on a principle we believe is the difference between a lazy internet marketing success, and a hard-working internet marketing failures.

Often, it's not luck, or skill, or timing... It's simply:

Choosing the Right Market!

Our research has covered over 100,000 English-language keywords in countless markets, taken hundreds of hours of our smartest team members' time, and uses data that we have been collecting since 2004!

Used properly, the information you hold in your hands right now could be a treasure map to a vast internet marketing gold mine.

It's our hope that you will remember to share your story with us when you do reach that gold mine.

Wishing you the best of luck in your efforts!

Brent Hodgson & Eugene Ware
Noble Samurai
www.NobleSamurai.com

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Disclaimer

This is an important notice that all potential users are encouraged to read this before using The Niche Marketing Black Book.

The purpose of this resource is to allow Noble Samurai to share with you, as a reader, the strategies that we use for keyword research.

Although we have worked hard to develop and refine these strategies, we do not make any express or implied claims or guarantees that readers will achieve any personal or business success as a result of using the information contained in The Niche Marketing Black Book.

Noble Samurai is not responsible for any success or failure that you or your business experiences as a result of using the information contained in The Niche Marketing Black Book. All business activity involves an element of risk, and the responsibility of managing this risk falls to you. As such, you should only take risks that you can afford.

Noble Samurai and its staff cannot know your unique personal situation, and therefore we cannot provide you with advice suitable to your individual needs. Therefore, we recommend that you obtain appropriate advice from legal, financial and accounting advisors before applying any of the strategies contained in this book.

While care was taken to ensure the data contained in The Niche Marketing Black Book was accurate and complete at the time of publishing, it is possible that there may be data discrepancies and inaccuracies in this book. Similarly, as this data can change rapidly, current figures may have changed significantly since being published. As such, it is wise to do your own due diligence and research in any market before entering into it.

The data supplied in this book is designed for informational and educational purposes and should be treated as an educational resource revealing the theories and strategies that Noble Samurai uses to analyze markets. This book should not be treated as advice.

Selling More Burgers?

There's nothing new about internet marketing.

The "cutting edge" online marketing strategies that we use today were actually pioneered by old school direct marketers *long before the internet was even invented.*

Back then, these "paper-and-ink men" who would usually send their sales copy out with a stamp, rather than a mouse-click.

But there's a big difference between marketing today, and marketing back then.

While today, we can send an email to thousands of people practically for free - the "pen-and-ink men" would need to pay up-front for paper, stamps, envelopes, printing costs, and someone to stuff thousands of envelopes!

This meant the stakes were much higher back then, compared to today.

If the "pen and ink" men couldn't make enough money to pay for stamps and envelope-stuffing, there was no cheap-hit second chance - no sticking up another web-page and trying again!

Direct Marketing History:

If you thought the concept of selling eBook-style information was relatively new, think again!

This newspaper clipping shows a direct response classified ad placed in the London-based periodical "Notes and Queries" in 1896!:

...SOLICITORS, 3, BAYMOND BUILDINGS,
Gray's Inn, London.

NEXT-OF-KIN.—UNCLAIMED MONEYS.—The only book which gives detailed, authentic, and up-to-date information is "Unclaimed Money," 11th thousand, just out, post free 1s. 2d. Very favourably reviewed. Press opinions free.—S. H. Preston, 27, Chancery-lane, W.C. Established 1825.

TO PAWNBROKERS and others.—LOST, between United Service Club and...

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The delivery of the information is different (postal mail, rather than email), but the concept is still the same!

(Thanks to Dan Raine for finding the clipping)

So they had to create a profitable marketing campaigns every time - or risk going bankrupt!

This profit-or-die world of direct marketing back then created some of the sharpest, most street-smart marketers seen today - and one of the sharpest of them all was Gary Halbert.

Gary had a reputation in the industry as the "The Prince of Print" - he was a master of the written word.

Equipped with nothing more than a pad and pen, he would seduce crowds of people to buy just about anything:

...the latest Rolls Royce convertible, celebrity diet plans, perfume fragrances, martial arts courses, guides to good sex, histories of a surname...

You name it, he sold it - making him (and losing him) millions of dollars along the way!

...And he did it all before the internet was even a twinkle in some computer engineer's eye.

But it wasn't just his marketing skill that set Gary apart as the "Prince of Print".

Gary also was incredibly generous in sharing what he knew about marketing.

Keep in mind that the lessons Gary had learned came as a result of a lifetime of very difficult (and expensive) learning experiences.

What he knew cost him a lot to learn!

But he'd share what he knew liberally, through his newsletter "The Gary Halbert Letter" - or every once in a while, in a classroom-style setting, at a marketing seminar.

One of these seminars in particular is now part of internet marketing legend - people still speak about this event today.

Something happened this day...

It was still early in the day, and Gary had already given away more pearls of marketing wisdom than most seasoned pros would gather in a lifetime.

He was just about to start talking about the difference between a successful marketing campaign, and a marketing flop.

And then...

Gary Halbert paused.

Turning to the audience, he asked a single question.

This question was so simple, yet so devastatingly powerful, that people in the direct marketing world still talk about it today.

Facing his students, he asked:

"If you and I both owned a hamburger stand and we were in a contest to see who could sell the most hamburgers...
...What advantages would you most like to have on your side to help you win?"

The room fell silent for a moment - you could almost hear people think.

Everyone respected Gary Halbert as a wise marketer, but few people saw him as a jolly and affable old man.

To most people, Gary Halbert was an arrogant and pompous prick!

Every one of his students wanted the satisfaction of being able to knock Gary Halbert off his insufferably smug perch - just once - and here was their opportunity!

Almost at once, they began shouting a volley of responses:

"I would use the tastiest, freshest hamburger meat!"

"My prices would be the lowest!"

"I'd pick the busiest location!"

"I'd want a world-famous recipe!"

"I'd offer customers credit, so they could pay later!"

"I'd have more staff so that I could serve more people faster!"

"I'd sell my burgers wholesale!"

Gary Halbert listened patiently to all of their answers, until everyone had their turn.

"OK..." he replied, smugly smiling the weathered, all-knowing grin of an old master.

"I'll give you every single advantage you have asked for... *I only want ONE advantage and, if you give it to me, I will whip the pants off all of you when it comes to selling burgers!*"

The students leaned forward in their chairs.

What answer could they have possibly missed?

Sure, Gary Halbert was a brilliant sales person - but how could he possibly complete against every other advantage - let alone beat them all at once!?

"The only advantage I want is..."

"...A Starving Crowd!"

Gary knew something that the other marketers had overlooked...

He knew the value of a large market, full of motivated buyers.

You can have every other advantage in the world - *the best location, the best reputation, the best prices, the best terms, and the best product* - but if you can't find people hungry for your hamburgers, how can you possibly expect to make sales?

It had taken years for Gary Halbert to realize that the most important element of any marketing campaign is the quality of your target market.

The master had taught his students well.

That's why this story is retold by direct response marketers to this day - like in this book!

It's because this story shows the value of getting the market research phase right!

The Story of Two Fishermen

Imagine two fishermen, heading out for a day of fishing.

Both fishermen are experienced spinner fishermen.

They both use all the same equipment - the same bait, the same rods, the same reels, the same type of fishing line, and the same hooks.

They both use the same fishing techniques - they start fishing at the same time of day, they keep casting their lines in the same way all day until it's too dark to keep fishing. Then they take their catch home for dinner.

Everything about them is the same - except for where they choose to fish...

One fisherman chooses to fish in "Lake A";

The other fisherman casts his line in "Lake B".

Now, let me ask you a question...

WHICH FISHERMAN WILL CATCH MORE FISH?

What's your answer?

Perhaps your answer is one of these:

"They're both essentially the same - so it just comes down to who is luckier on the day!"

"They both have equal chances of catching the most fish."

"You can't tell for certain until part way through the day - whoever has the most fish then is likely to keep catching more fish."

These are all logical answers.

The truth is we don't know yet...

We assume that both lakes are full of the same types of fish.
And that the fish in both lakes are just as hungry.

So we assume both fishermen have the an equal chance to catch
more fish!

But what if I told you...

Lake A is teeming with schools of hungry fish, and;

Lake B only has a few small schools of fish, and these
fish are not hungry.

What would your answer be now?

WHICH FISHERMAN WILL CATCH MORE FISH?

It's obvious now!

The fisherman who casts his line in Lake A is ***much more likely***
to take home the most fish!

That's because there are plenty more fish to catch in Lake A -
which means this fisherman has more chances to find a fish to
catch...

...AND because the fish in Lake A are hungrier - these fish
are more likely to be tempted to nibble on the fisherman's
tasty bait!

The fisherman casting his line in Lake B, on the other hand,
is less likely to catch as many fish.

Fewer fish means there's less chance of finding a fish.

And because the fish aren't hungry, the few fish that are
around are unlikely to be tempted by the bait at the end of
this fisherman's hook!

So even with the same skills, the same effort, and the same tools - two similar fishermen can get entirely different results - depending on the pond they fish in.

So how does this apply to internet marketing?

Most people would tell you that internet marketing success comes down to tools you use, or the skills and experience you have, or your luck.

Sure, this may be part of it...

But it's only a part of the equation!

The biggest and most reliable indicator of potential internet marketing profit is "quality of the pond" someone is fishing in.

And the quality of the pond comes down to two factors:

- How many fish are there in the pond?, and;
- How hungry are the fish in the pond?

In other words, how many people are there in your market, and how willing are they to buy?

Of course other factors that can influence your success in internet marketing...

These factors can include whether you use the right tools, how enticing the product and marketing "bait" you are using is, your skill and experience, the number and strength of competitors in that market, barriers to entry, profitability, *and more!*

...But becoming a master of finding markets teeming with people who are hungry to buy can be far more powerful.

Here's the really cool bit...

The guys who know how to find markets tend to achieve far more, with far less effort, far less experience, and far fewer of the latest internet marketing tools.

So how do you find markets full of "hungry fish" customers?

The Telltale Signs of Profitable Markets

Let me ask you...

If you knew the likely profits in a market BEFORE you went to the time, effort and expense of creating an internet business in that market...

Could this knowledge save you a lot of wasted time, effort and money?

You bet it would!

You could work out, ahead of time, whether you should focus your efforts in that market - or whether you should focus on a more profitable market - before you clicked a button!

So what do you look for when determining the likely profits in a market?

There are two key factors you want to research:

1. **Traffic Levels** - How many potential customers (web-site visitors) are there in this market, and;
2. **Visitor Values** - What is each one of these potential customers worth?

Together, they will tell you the *QUANTITY*, as well as the *QUALITY* of potential customers in that market.

Here's what I mean...

Traffic Levels

Traffic Levels are simply the number of people who are searching online in a particular market.

The more people who search for keywords related to that market, the bigger the market must be - and the bigger the market is, the more potential customers there are!

The problem with just using Traffic as an indication of the quality of a market is it only gives you *part* of the picture.

There are plenty of online markets that have high levels of traffic, but low levels of buyers - like the "jokes", "games" and "quotes" markets.

People browsing within these markets generally aren't "hungry" to buy.

In most cases, these people are looking for web-sites with free content!

They don't want to spend money.

So while you may receive a lot of visitors to your web-site, it's unlikely that any more than a tiny portion of these people will buy from you.

That's why it's not enough to just look at the traffic levels in a market.

We need to find markets full of people who have money, and are willing to spend it.

We want markets that are full of *BUYERS* - not just browsers.

That brings us to the second key factor we should look for in markets...

Visitor Values

It makes sense targeting markets where we can find the big spenders.

Big spenders make big purchases - and for us that means big profits!

But - wait a minute...

There are plenty of markets that spend big, but have only a tiny number of customers.

Let's take the example to the extreme, and consider some *really* big-spending markets, like people searching for "platinum jewellery", "Aston Martin DB9 Car Dealer", "buy luxury super yacht" or "private jet lease".

All of these are HUGE-spending markets...

...The customers who are in these markets are willing to buy, and they're able to spend a LOT of money...

But how many people do you think search for "platinum jewellery", or "private jet lease" online.

If you guessed not many - then you're smack-bang on the money!

As an example, when I had a look at the traffic stats for "private jet lease", I found fewer than 5 people searching for this *per day!*

With such little traffic, it could take months, or even years, for you to gather any valuable data on the success of your marketing - let alone make a profit!

We need to apply some Goldilocks Wisdom!

We need to find a market that is "just right" - with good traffic levels, and good visitor values.

Where to Find Your Data

So where do you find Visitor Values and Traffic Level data to help us work out the potential profits in a market?

Well, these are two separate pieces of information that you will need to gather...

Getting Traffic Data

It's easy to get a highly accurate yardstick of online traffic levels now that Google has released their search volume data.


Using the data from Google's Keyword Tool, we can see an accurate yardstick of how many people search for a particular keyword every month.


This gives us a very accurate indication of how much traffic (and therefore how many potential customers there are) in any market.

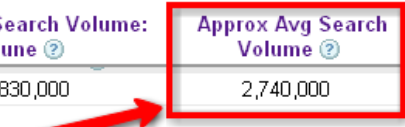
How to use the Google Keyword Tool to get traffic levels in your market:

1. Go to:
<https://adwords.google.com/select/KeywordToolExternal>
2. Up the top, you'll see a bit of text that says *"Results are tailored to..."*.
3. Click the *"Edit"* link beside this, and select *"English"*, then *"All Countries and Territories"* (or the appropriate country if you're want data specific to a particular country - good when your target market is based in a particular country.)
4. Type in a single keyword that best describes the market.
5. For example, if you wanted to research the Car Insurance market, use the keyword Car Insurance
6. Tick the *"Use Synonyms"* box, and tick *"Filter my results"*.

7. Enter the *capcha* (the funny-looking letters that appear in the picture) into the box provided.
8. Then tick *"Don't show ideas for new keywords. I only want to see data about the keywords I entered."*
9. Press *"Get keyword ideas"*
10. The *"Approx Avg Search Volume"* box will give you an indication of how many people are searching in this particular market each month.

Keywords	Advertiser Competition ?	Approx Search Volume: June ?	Approx Avg Search Volume ?	Match Type: ?
scrapbooking		1,830,000	2,740,000	Broad

[Add](#) 
[Add all 1 »](#)
 Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)



In the picture above, we see that the *Scrapbooking* market has 2,740,000 average searches per month - that's 2,740,000 potential visits to our web-site, or 2,740,000 potential buyers - each month!

When we're doing our Online Market Value calculation, this is the "Traffic" figure that we use.

Getting Visitor Value Data

Next, we want to look at what each visitor is worth.

The team in the Noble Samurai labs looked at a lot of options for this, and finally settled on a simple, but ingenious solution.

The solution was to take Cost Per Click figures out of Google Adwords.

If you haven't heard of Google Adwords before, it's a marketplace for advertisers to essentially buy visitors to their web-sites.

Advertisers create an ad, and choose how much they are willing to pay for each visitor - and they only pay when someone

clicks on their ad - so if Google Adwords doesn't send them any visitors, the advertiser doesn't pay a cent!

This means advertisers have less risk - they only need to pay when their ad is effective.

The benefit for advertisers to pay more for their ads is Google gives prominence to advertisers who are willing to pay more per click for visitors.

For Google, this is a way of maximizing their ad revenue.

For advertisers, this is a way of maximizing their clicks.

So advertisers will compete and outbid each other for the most prominent ad positions, in order to attract the most customers.

This makes Google Adwords like a stock market for visitor traffic!

The more someone is willing to bid for a visitor, the more that visitor is worth.

No visitor wants to go bankrupt, so we can be pretty certain that if the guy in the #1 ad position in Google is paying \$2 per click, he's making at least \$2 per visitor on average!

So if we can work out what the cost-per-click figure is that we would need to pay in order to achieve the #1 position in Google, we can estimate the maximum value of each visitor in a particular market.

How to get Cost per Click figures using the Google Keyword Tool:

1. After following the steps detailed above (under "*How to use the Google Keyword Tool to get traffic levels in your market*"), you should see a drop-down box that says "*Show/hide columns*".
2. Click the "*Show/hide columns*" box, and select "*Show Estimated Avg. CPC*"


3. Click the "Show/hide columns" box again, and select "Show Estimated Ad Position"
4. In the "Calculate estimates using a different maximum CPC bid:" box, select the appropriate currency - the currency you plan to sell your product in.
5. In the box beside your chosen currency, type 99 and press "Re-calculate"
6. Check that the figure in the "Estimated Ad Position" column says "1-3"
7. The "Estimated Avg. CPC" figure displayed here is the figure we'll be using.

Calculate estimates using a different maximum CPC bid: Choose columns to display: ?

US Dollars (USD US\$) Show/hide columns

?

Keywords	Estimated Ad Position ?	Estimated Avg. CPC ?	Advertiser Competition ?	Approx Search Volume: June ?	Approx Avg Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?						
scrapbooking	1 - 3	\$0.85	█	1,830,000	2,740,000	Add ▾
						Add all 1 »
Download all keywords: text , .csv (for excel) , .csv						



Note on Currency Choices:

In the example above, we've used the "US Dollars (USD US\$)" because we are selling to an international audience. Because the most commonly used currency online internationally is US Dollars - so we will price our product in US Dollars.

If we were going to sell our product in US Dollars, it's wise to keep everything (our market value estimations, our budgeted advertising costs, etc) in the same currency.

This makes it easy to calculate sales performance and profitability later - because otherwise you'll need to worry about relative currency fluctuations (eek!).

Calculating Total Market Value

Once we have estimates of Traffic Levels and Visitor Values, we can put them together using a very simple formula:

$$\begin{array}{r} \text{Traffic} \\ \\ (\text{x Multiplied by}) \text{ Value per Visitor} \\ \\ \text{=====} \\ \\ (= \text{ Equals}) \text{ TOTAL MARKET VALUE} \end{array}$$

This tells us the *total monthly value of visitors* searching for a particular keyword (or keywords) in a market.

(Because Google's Traffic figure is a monthly figure.)

So, let's try this calculation out, using Scrapbooking as an example:

On the previous page, we saw that the average monthly traffic figure for the Scrapbooking market was around 2,740,000;

And we know that people are paying up to \$0.85 per click - just to get ONE of these 2,740,000 people to their web-site.

And we can use these figures to estimate the Total Market Value using the equation:

$$\begin{array}{r} \text{Traffic } 2,740,000 \\ \\ (\text{x Multiplied by}) \text{ Value per Visitor } \$0.85 \\ \\ \text{=====} \\ \\ (= \text{ Equals}) \text{ TOTAL MARKET VALUE } \$2,329,000 \end{array}$$

So $2,740,000 \times \$0.85 =$ a Total Market Value of $\$2,329,000$ per month, or $\$27,948,000$ per year!

Don't Get Greedy!

OK - now that you have this knowledge, it's important to use it wisely.

That's why I give you this warning:

Don't Get Greedy!

It's easy for someone to let their greed gland secrete, and start counting the money they'll make - before they've made it!

If you feel your greed gland getting away from you...

STOP!

IMMEDIATELY!

I'M SERIOUS - STOP IT!

Just because there's \$28 million dollars worth of traffic around for Scrapbooking, it doesn't mean you are likely to make \$28 million dollars per year out of this market.

You're not.

I'm sorry if I've burst your bubble.

You're more likely to make a tiny portion of this (so don't go buying dune buggies, waterfront mansions or small nations just yet!)

After all, the figure represents the total value of all Google traffic in that market - which is shared between thousands of web-sites (albeit, it's shared unevenly - with high ranked web-sites getting more traffic!)

How big is the portion you're likely to capture?

Well that all depends...

- It depends on what you price your product for;
- It depends on the competition in your market;
- It depends on your visitor-to-sales conversion rates;
- It depends on how many competitors exist in the market;
- It depends on how easily you can achieve high rankings;
- It depends on the strength of competition in that market;
- It depends on how hard you work;
- It depends on how easily you can dominate your niche;
- And it depends on a stack of other factors that can influence your business...

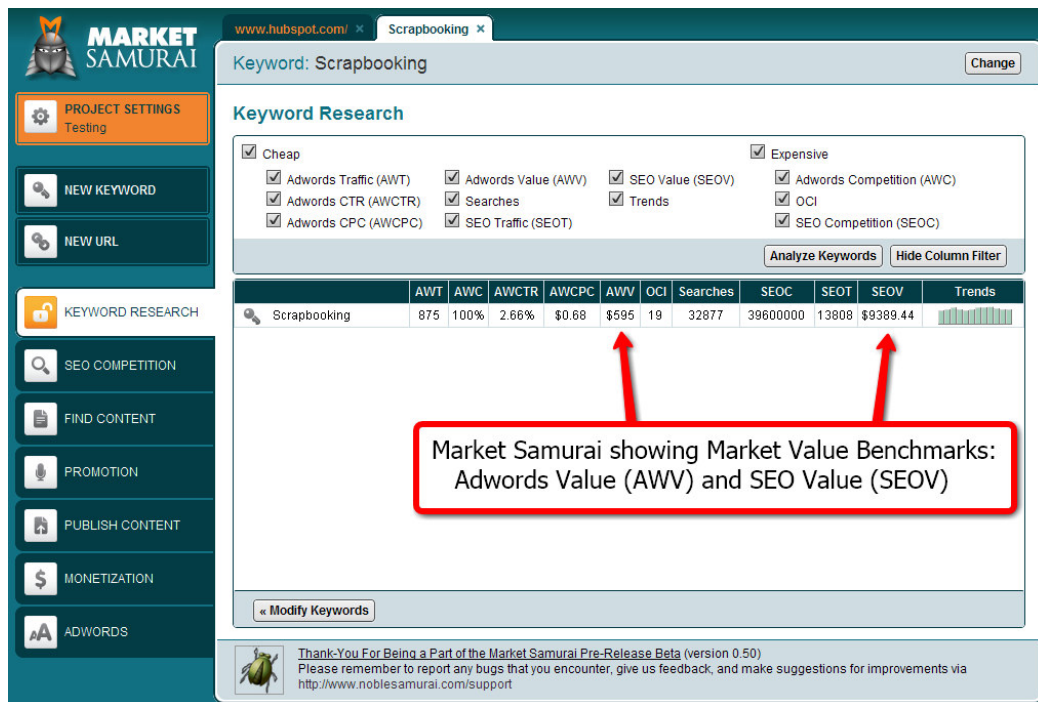
But all things being equal - if you have two markets with similar levels of competition, where you sell a similarly priced product at similar profit margins - you can generally expect that the market with the higher value will be more profitable.

Getting Market Value figures in Market Samurai

If you already own a copy of Market Samurai, you can gather market value estimates for each individual keyword in your market very quickly.

The information you want can be found inside your *Keyword Analysis data* when you use the Keyword Research tool.

Here's where to find it:



The screenshot shows the Market Samurai interface for the keyword 'Scrapbooking'. The 'Keyword Research' section is active, displaying a table of metrics. A red box highlights the 'AWV' and 'SEOV' columns, with red arrows pointing to their respective values in the table. A text box below the table reads: 'Market Samurai showing Market Value Benchmarks: Adwords Value (AWV) and SEO Value (SEOV)'.

	AWT	AWC	AWCTR	AWCPC	AWV	OCI	Searches	SEOC	SEOT	SEOV	Trends
Scrapbooking	875	100%	2.66%	\$0.68	\$595	19	32877	39600000	13808	\$9389.44	

The data that you want to use here is:

- **SEO Value (SEOV)** - This is the maximum total value of traffic that the #1 ranked web-page for this keyword (based on search results) is likely to receive - per month.
- **Adwords Value (AWV)** - This is the maximum total value of traffic that the #1 ranked advertiser (in Google Adwords) is likely to receive - per month.

(For all of you Adwords Gurus: This figure is also an indication of the total cost the #1 ranked advertiser is likely to be paying per month to keep their ad in this position.)

In both cases, Market Samurai is taking the Market Value benchmark we calculated previously, *and taking it to the next step...*

...by giving you a more indicative benchmark, and breaking it down into the value of achieving #1 rankings for Adwords and SEO (natural search).

In other words, these figures represent the value of traffic you could attain if you were in the #1 position in Google - either through SEO or through Google Adwords - for each keyword.

If you don't have Market Samurai, I would recommend you get a copy - it will save you a lot of time doing market research, and give you access to a lot of really powerful keyword research tools.

You can find out more about Market Samurai or download a free trial at - <http://www.MarketSamurai.com>

Case Studies

OK, you're sceptical...

The theory makes sense - *but does it really work? I mean, in the real world?*

How can such a simple calculation possibly give any indication of how much money there is to be made in a particular market?

And how can what someone else is paying per-click for visitors possibly give you any sort of indication of potential profits in that market?

I understand your scepticism.

So let's have a look at a few real-life examples of the formula in action:

Case Study #1 - "The Eagles"

Step back in time to 2003.

At the time, two largely unknown internet marketers (Eugene Ware and Ed Dale) were working together on a secret experiment.

This experiment would answer once-and-for-all a question that many had dogged the "gurus" for years.

It's answer would change the internet marketing forever...

Was it possible for even an internet marketing "newbie" to achieve success - given the right system - regardless of their internet marketing knowledge and experience?

For the experiment, Ed and Eugene gathered together a small but keen group of internet marketing "newbies" as

willing test subjects - affectionately codenamed "The Eagles".

All of the Eagles would follow an identical system, from start to finish - and by the end of the process, they would each have their own profitable internet business.

Everyone expected that since all of the Eagles followed the same process, they would all have the same level of success.

But what actually happened shocked everyone.

Despite all of the Eagles following an identical strategy, in an identical way, at an identical time, with identical tools and resources, and selling their products at identical prices...

Some of the Eagles made more money than others!

And it wasn't just a little bit more money...

The difference was big!

Without giving away personal financial details...

One of the Eagles was making a small income;

One was making a larger income;

And one was much more successful than the rest.

After a lot of analysis, the answer was finally found...

The one difference between the three Eagles was in their implementation - each Eagle targeted a different market.

One of the Eagles chose the Budget Wedding market.

Another Eagle chose the Trout Fishing market.

And the final Eagle chose the Massage Therapy market.

All three had picked perfect examples of niche markets - but one of the three barely scraped by, another made a modest but regular income, but the last was making money hand-over-fist!

Here's how the numbers stacked up:

Keyword	CPC	Traffic	Market Value
Trout Fishing	\$0.94	246,000	\$231,240
Massage Therapy	\$4.18	673,000	\$2,813,140
Budget Weddings	\$0.95	14,800	\$14,060

** Traffic and Market Value are based total monthly searches for each keyword.*

Judging by the numbers, can you guess which one of the Eagles was the most successful?

It was the Eagle in the Massage Therapy business!

With a market valued at over \$2.8 million dollars, she only needed to capture a tiny portion of sales from her competitors in that market in order to make a significant amount of money.

The other two Eagles would have needed to work much harder if they wanted to make as much money from their markets.

As a result, despite putting in the same amount of effort, and following the exact same system, the Eagle in the Massage Therapy business received far greater profits than the other two Eagles!

Knowing this, how will you choose your target markets?

Case Study #2 - Big Markets

These same principles don't just apply to smaller niche markets - they also apply to larger markets too!

In 2006, I was managing marketing for two businesses:

One company sold courses for Real Estate Investors;

One company sold courses for Stock Market Investors;

On paper, these businesses sound almost identical.

Both companies were both selling information to people who wanted to better manage their finances and to grow their wealth.

But in practice, the businesses couldn't have been more different.

One business had sales in the 7-digit figures, and had been profitable for years;

The other business had been running at a loss;

The owner of the first business would take time off work to go to the park with his young daughters, and would take regular family vacations.

The other business owner worked 12-hour days, 6 days a week, 50 weeks of the year.

The first business owner was making his 7-digit revenue figure with just a few staff - making all of this money easily from his web-site, without needing any sales staff;

The other business owner had over a dozen staff to manage working hard to try and make sales, including 7 full-time sales people who struggled to make sales;

One business was thriving.

The other business was struggling.

Can you guess which one was which?

Let's do a side-by-side comparison of their core keywords:

REAL ESTATE INVESTMENT KEYWORDS:

<u>Keyword</u>	<u>CPC</u>	<u>Traffic</u>	<u>Market Value</u>
real estate	\$2.97	124,000,000	\$368,280,000
property	\$2.35	55,600,000	\$130,660,000
real estate investment	\$5.18	450,000	\$2,331,000
property investment	\$3.62	9,140,000	\$33,086,800
real estate investing	\$4.84	246,000	\$1,190,640
property investing	\$6.62	40,500	\$268,110
real estate course	\$4.57	110,000	\$502,700
property course	\$5.32	27,100	\$144,172
real estate investment course			
	\$8.84	2,400	\$21,216
property investment course			
	\$10.22	4,400	\$44,968
real estate investing course			
	\$5.76	4,400	\$25,344
property investing course	\$0.09	91	\$8
real estate seminar	\$4.59	9,900	\$45,441
property seminar	\$7.28	4,400	\$32,032
real estate investment seminar			
	\$7.22	1,300	\$9,386
property investment seminar			
	\$10.13	1,000	\$10,130
TOTAL KEYWORD MARKET VALUE			\$536,651,947

* Traffic and Market Value are based total monthly searches for each keyword.

STOCK MARKET KEYWORDS:

Keyword	CPC	Traffic	Market Value
stocks	\$4.71	4,090,000	\$19,263,900
shares	\$3.25	1,830,000	\$5,947,500
stock market	\$4.89	2,240,000	\$10,953,600
share market	\$1.58	823,000	\$1,300,340
stock investment	\$8.77	90,500	\$793,685
share investment	\$4.57	12,100	\$55,297
stock market investment	\$8.29	18,100	\$150,049
share market investment	\$2.88	2,400	\$6,912
stock investing	\$9.77	246,000	\$2,403,420
share investing	\$6.16	3,600	\$22,176
stock market investing	\$8.02	90,500	\$725,810
share market investing	\$3.96	880	\$3,485
stock course	\$5.98	14,800	\$88,504
share course	\$3.35	2,400	\$8,040
stock market course	\$5.70	4,400	\$25,080
share market course	\$0.09	720	\$65
stock investment course	\$0.09	170	\$15
share investment course	\$0.09	58	\$5
stock market investment course	\$0.09	46	\$4
share market investment course	\$0.09	< 50	< \$4.50
stock investing course	\$8.69	1,900	\$16,511
share investing course	\$0.09	< 50	< \$4.50

Continued Overleaf...

STOCK MARKET KEYWORDS (Continued):

<u>Keyword</u>	<u>CPC</u>	<u>Traffic</u>	<u>Market Value</u>
stock market investing course	\$0.09	110	< \$4.50
share market investing course	\$0.09	< 50	< \$4.50
stock seminar	\$7.17	2,900	\$20,793
share seminar	\$5.29	480	\$2,539
stock market seminar	\$6.06	880	\$5,333
share market seminar	\$0.09	73	\$7
stock investment seminar	\$6.53	210	\$1,371
share investment seminar	\$0.09	< 50	< \$4.50
stock market investment seminar	\$0.09	< 50	< \$4.50
share market investment seminar	\$0.09	< 50	< \$4.50
TOTAL KEYWORD MARKET VALUE			\$41,794,441.13

* Traffic and Market Value are based total monthly searches for each keyword.

There are a lot of keywords here - and you'll notice that the Share Market Investment market has double the total number of relevant keywords than the Real Estate Investment market does...

So the best way to compare the markets is to take the total market value of all of these keywords combined.

At \$41.8 million dollars, the Share Market Investment market is around 8% the total value of the Real Estate Investment market - which is valued at a whopping \$536.6 million dollars!

That makes the Real Estate Investment market worth **nearly 13 TIMES MORE** than the Share Market Investment market.

Is it any wonder why the owner of the Real Estate Investment Education business was far more successful?

Case Study #3 - Similar Markets

By now, you're already seeing how the value of a market can influence your income - so let's look at one more real-life case study...

Three people are selling almost products in an almost identical market - online music lessons.

One sold Guitar Lessons;

One sold Singing Lessons;

One sold Piano Lessons;

All three worked hard on their marketing, doing all the right things, split-testing, working on SEO, etc...

But just like with the Eagles in the first case study, the income they were earning was different.

One was making a lot of money, one was earning a comfortable and steady income, and one was struggling to get ahead.

Let's go straight to the numbers:

<u>Keyword</u>	<u>CPC</u>	<u>Traffic</u>	<u>Market Value</u>
Singing Lessons	\$1.34	90,500	\$121,270
Guitar Lessons	\$1.45	550,000	\$797,500
Piano Lessons	\$1.54	301,000	\$463,540

** Traffic and Market Value are based total monthly searches for each keyword.*

Now that you know that people in bigger markets generally make more money - which person would you guess is making the most money?

It's the person in the Guitar Lessons market, of course!

With the most valuable market of these three, he makes the most money.

The person in the Piano Lessons market earns a comfortable income.

Meanwhile, the person selling online singing lessons struggles to find a market for their product.

Choosing a Target Market

For years, we've been helping internet business owners to become more successful online - so we've seen a lot of the numbers.

And it doesn't matter what industry they're in...

...real estate, business management training, property investment, fishing, massage courses, carpet, copywriting, costume jewellery, boat charters, cosmetic dentistry, paper packaging, driver training, used business telephone systems, funerals, fitness instructor accreditation, forklift safety, wine appreciation, wedding planning, investor finance, internet marketing, web design, dating, public relations...

...In practically every case, the amount of money that these business owners make online is proportionate to the value of their market.

It's an unwritten rule of internet business...

Businesses around keywords with higher market values tend to make more than businesses around keywords with lower market values.

BUT!...

...That doesn't mean that you should target the biggest value markets you can find!

There are plenty of other factors that will affect your success in a market.

Comparing the market value of two markets gives you a good indication of which market has the most "money to spend" - a good indication of your potential profits in each market.

So, all things being equal, it's a good way to compare two similar markets and work out which market is the best to target.

But all things are rarely equal...

Each market has its own unique strengths, weaknesses and features.

And you are uniquely suited to succeeding in some markets more than others!

That's why it's valuable to consider other factors that will influence your earnings.

These can include:

- The Number of Competitors in the Marketplace - Each additional competitor means someone else is taking a slice of the pie...

But at the same time, a market that is able to sustain a lot of other businesses might be a great market to target.

- The Strength of Competition in the Marketplace - Some markets are dominated by a few well-established competitors - web-sites that are difficult to beat in SEO or Adwords.

These markets may be difficult to break into.

- Your Product's Optimal Price Point - Selling a \$10 product, and trying to compete with people selling \$1,000 products, is a strategy for sure-fire failure - these businesses have the profits to walk all over you!

That's why it's key that you optimize your price point.

(I recently wrote an article about this topic on my personal blog. See: <http://www.brenthodgson.com/internet-marketing-strategy/why-cutting-your-price-means-slitting-your-throat.php> - Brent)

- Your Ability to Achieve High Rankings / Attract Traffic - One of the keys of the Market Value calculation is getting as much traffic as possible for a particular keyword.

The higher your rankings, more traffic you can capture, the more valuable the traffic you receive is, the more potential money there is to be made.

- Your Likely Visitor-to-Sale Conversion Rates - Of course you won't make a cent if you can't convert visitors into customers!

Experienced internet marketers may be able to find markets where competitors are getting low conversion rates, out-convert the existing sites, and dominate the niche.

- Your Passions - Internet marketing is hard work - but the work's harder if you are working in a market that you hate.

Finding a market you're passionate about helps you to succeed.

Not only by making "work" easier, but genuine passion flows through to how you communicate with potential customers too!

- Your Knowledge - Can you communicate with other people convincingly and with authority in your market?

If you can't do this yet, can you become an expert in your field? Or should you find a different market?

- Your Unique Skills - There are certain skills and abilities that you have that make you naturally suited to succeeding in particular markets...

...Which markets are they?

- Your Effort - A part-time effort will only ever create a part-time reward.

How much time can you realistically afford to spend on your online business?

This will affect your success long-term in any market - but particularly highly competitive markets.

- Your Level of Internet Marketing Skill - If you want to dominate a niche, you need to be at least a little bit better than your competitors.

Is this achievable in your market?

- Affiliates - The more affiliates that you can attract (to sell your products in exchange for sales commissions), the wider your "net", and the more money you can make.

Finding markets with a lot of existing affiliates can improve your revenue in those markets.

- Similar Products - If several people are already selling the product you want to sell, chances are it's a proven seller.

Sure - it may mean more competition - but it's also a sign of a healthy market.

- Seasonal Traffic Trends - Some markets can experience seasonal variances in traffic levels.

You may want to take this under consideration if you're looking for markets that will generate a steady income stream.

- Keyword Lifespan - Targeting "London Olympic Games" might get you a lot of traffic over the next few years... But after August 9th 2012, you can expect this market to perish!

- Product Lifespan - Similarly, if you were selling information on the Y2K bug in the *computer security* market, you might have made a lot of sales in 1999, but your product would have been a dead duck in 2000.

- Existing Content - Having great content is a pre-requisite for ranking well in Google these days.

Is there existing content in your market that you can syndicate?

If not, can you write content for that market?

- Time - Given enough time, an acorn can grow into the mightiest oak in the forest...

But can you spare the time (regularly, in ample quantities, and for long enough), to grow your business into the biggest player in your market?

- Available Resources - Access to resources like money, internet marketing software programs (like *Market Samurai* ;-) , and other resources does help.

Do you have the right resources for your market?

- And more!

There's a lot to consider when choosing a market!

Sure, comparing the Market Values of two similar markets is a good way to compare the potential revenue available...

...And, all things being equal, it will generally tell you which market is the better of the two...

...But it's not enough to tell you how successful you will be in either market.

Top 40 Online Markets

What Are the Top 40 Online Markets?

Since 2004, the Noble Samurai lab team has spent hundreds of hours gathering and analysing keyword data for over 100,000 of the top keyword markets online.

That keyword data allowed us to pinpoint traffic and visitor value levels in thousands of *keyword markets* - a *keyword market* is a set of high value keywords that are related to a specific market.

Why do We Collect This Data?

Well, partly because we're big internet marketing nerds - we're attracted to huge datasets of information in general - like moths are attracted to a flame. ;-)

And partly because it's so damn cool to have this data!

Imagine if you had a list of over 100,000 keywords...

And for each one of those 100,000 keywords, you knew the value people were bidding for visitors (clicks) for that keyword...

And you knew the total monthly traffic for each one of those keywords...

You could group together relevant keywords, and calculate the Market Value for each one of those keyword markets.

You already know that larger market values generally indicate larger potential profits in a market.

Therefore, you could rank all of your keywords in order of market value, and quickly see the markets that have the highest potential profits!

Pretty cool, huh?

What's in the Data

The data that we have collected is based on annual traffic figures (Average Google monthly traffic x 12), and US Dollar click costs, as of July 2008.

It's not 100% accurate - there's no way to get this data with 100% accuracy - but it is a good yardstick for comparison of markets.

Oh, and in case you were wondering... The data was gathered using early prototypes of Market Samurai (yes, we've been sitting on much of Market Samurai's in-built technology - as well as a stack of other cool tools - since 2004).

WARNING: Internal Use Only!

The purpose of including this data was to give you some real-life market examples.

We chose to show you the data from the Top Online Markets by Market Value - *just because we could!* - We are certainly not saying "you should go for these markets".

Of course, with such high market values, most of these top markets are highly lucrative.

But they're also massively competitive!

If you strolled into the "Credit Card" market and tried to stake your claim to a stack of Credit Card related keywords -

You're likely to get your butt whipped!

The big boys (in this case, banks and financial institutions) are unlikely to want to let you into the market.

They'll compete with you with their big marketing budgets, and big marketing teams - and wipe the floor with you.

But because these markets are so huge, so monolithic, chances are you can find niche markets and micro-niches with lower competition levels - but still good market values.

Top 40 Online Markets by Value Rankings

Category	Av. CPC Bid	Av. Monthly Traffic	Annual Traffic	Total Market Value
1 Loans and Finance	\$ 8.42	399,340,000	4,792,080,000	\$40,358,434,800
2 Cars	\$ 2.66	1,253,600,000	15,043,200,000	\$39,951,264,000
3 Hotels	\$ 2.74	1,150,000,000	13,800,000,000	\$37,769,316,000
4 Quotes	\$23.60	112,640,000	1,351,680,000	\$31,894,082,400
5 Real Estate	\$ 3.04	813,140,000	9,757,680,000	\$29,678,414,400
6 General Insurance	\$16.33	144,540,000	1,734,480,000	\$28,328,678,400
7 Home Mortgage	\$16.24	130,540,000	1,566,480,000	\$25,446,232,800
8 Travel	\$ 2.52	666,900,000	8,002,800,000	\$20,154,624,000
9 Car Insurance	\$26.80	54,440,000	653,280,000	\$17,505,151,200
10 Computer	\$ 3.02	404,880,000	4,858,560,000	\$14,675,966,400
11 General Shopping	\$ 1.72	617,700,000	7,412,400,000	\$12,765,984,000
12 Refinancing	\$24.58	42,190,000	506,280,000	\$12,446,551,200
13 Education	\$ 2.00	470,200,000	5,642,400,000	\$11,297,184,000
14 Gambling	\$ 3.18	195,890,000	2,350,680,000	\$ 7,480,309,200
15 Business	\$ 2.85	217,680,000	2,612,160,000	\$ 7,457,064,000
16 Jobs	\$ 1.63	323,300,000	3,879,600,000	\$ 6,340,752,000
17 Dating	\$ 1.76	281,600,000	3,379,200,000	\$ 5,944,380,000
18 Credit Card	\$12.86	36,970,000	443,640,000	\$ 5,705,094,000
19 Mobile Phones	\$ 3.03	155,000,000	1,860,000,000	\$ 5,639,952,000
20 Adult	\$ 0.73	631,000,000	7,572,000,000	\$ 5,490,192,000

Top 40 Online Markets by Value Rankings (continued)

Category	Av. CPC Bid	Av. Monthly Traffic	Annual Traffic	Total Market Value
21 Flowers	\$5.09	83,540,000	1,002,480,000	\$ 5,105,474,400
22 Email	\$1.72	243,200,000	2,918,400,000	\$ 5,008,644,000
23 Software	\$2.53	158,000,000	1,896,000,000	\$ 4,798,992,000
24 Rental	\$3.00	131,300,000	1,575,600,000	\$ 4,728,636,000
25 Technology	\$2.02	175,840,000	2,110,080,000	\$ 4,271,692,800
26 Downloads	\$0.88	393,600,000	4,723,200,000	\$ 4,154,832,000
27 Phone	\$2.85	120,300,000	1,443,600,000	\$ 4,110,588,000
28 Music	\$0.78	419,100,000	5,029,200,000	\$ 3,918,660,000
29 Health	\$2.99	105,200,000	1,262,400,000	\$ 3,776,928,000
30 Video	\$1.15	268,100,000	3,217,200,000	\$ 3,712,368,000
31 The Human Body	\$1.50	191,500,000	2,298,000,000	\$ 3,453,840,000
32 Games	\$0.86	327,000,000	3,924,000,000	\$ 3,386,160,000
33 Web Hosting	\$9.72	28,860,000	346,320,000	\$ 3,365,524,800
34 Pictures	\$1.01	271,000,000	3,252,000,000	\$ 3,295,248,000
35 Flights	\$2.05	131,400,000	1,576,800,000	\$ 3,239,736,000
36 Microsoft	\$2.20	98,400,000	1,180,800,000	\$ 2,594,016,000
37 Entertainment	\$2.44	83,300,000	999,600,000	\$ 2,436,240,000
38 Garden	\$1.36	136,000,000	1,632,000,000	\$ 2,219,520,000
39 Shoes	\$1.45	124,000,000	1,488,000,000	\$ 2,157,600,000
40 Photography	\$2.06	82,700,000	992,400,000	\$ 2,041,392,000

Market Detail

Seeing the list of markets listed in a spreadsheet is insightful, and very interesting...

...But it doesn't tell you much about the markets.

For example - the "Quotes" market (Ranked #4).

Are they searching for "insurance quotes", "loan quotes", "plumbing contractor quotes" and "commodity quotes"...

Or are they looking for "famous quotes", "speech quotes" and "george w bush quotes"?

Chances are it's both!

But unless we dig deeper into the market, we don't know.

Let's pick a few markets to look into, and have a look at some of the traffic and competition levels in those markets.

(Remember you can always dig even deeper into these markets, or any other markets if you have a copy of Market Samurai! - <http://www.MarketSamurai.com>)

ANALYSIS: Market #1 - Hotels

To show how to find profitable niches in large markets, we'll pick one of the top tier markets.

In this case, let's look at hotels.

I'm expecting to find a lot of location-specific keywords (perhaps like "Hotel in Nadi Fiji") as well as a lot of hotel brands ("Hilton Hotels", etc) in amongst a lot of more generic keywords (like "cheap hotels" and "hotel deals")

Let's see what we can come up with when we put this through Market Samurai.

Throughout the data you will notice that we have highlighted key rows, where the data in these rows is of particular interest.

These highlighted rows are discussed (and often analysed) throughout the text of this section.

You will also notice that the data we have included here does not include all of the data you would receive if you ran the same query through Market Samurai - we have removed some less relevant results from the data displayed to help give you the focus of our analysis.

Hotels Market Data

Keyword	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
hilton hotel	22,126	9293	4770000	764	100%	3.45%	\$2.52	23	\$1,925.28	\$23,418.36
hilton garden	22,126	9293	6800000	1361	93%	6.15%	\$3.47	81	\$4,722.67	\$32,246.71
hotel marriott	22,126	9293	1120000	842	100%	3.81%	\$1.58	98	\$1,330.36	\$14,682.94
pennsylvania hotels	22,126	9293	1080000	363	100%	1.64%	\$3.26	54	\$1,183.38	\$30,295.18
hotel california	22,126	9293	5130000	31	100%	0.14%	\$2.04	16	\$63.24	\$18,957.72
paris hotels	22,126	9293	4210000	22	100%	0.10%	\$3.42	90	\$75.24	\$31,782.06
san diego hotel	22,126	9293	1380000	32	100%	0.14%	\$2.93	96	\$93.76	\$27,228.49
london hotel	22,126	9293	3250000	35	100%	0.16%	\$2.71	73	\$94.85	\$25,184.03
vacation deals	22,126	9293	4150000	467	100%	2.11%	\$2.28	96	\$1,064.76	\$21,188.04
advisor trip	18,082	7595	4030	1841	47%	10.18%	\$0.47	20	\$865.27	\$3,569.65
hilton inn garden	18,082	7595	1740	484	0%	2.68%	\$3.37	51	\$1,631.08	\$25,595.15
myrtle beach hotels	18,082	7595	755000	16	100%	0.09%	\$2.44	98	\$39.04	\$18,531.80
hotel sheraton	18,082	7595	2240000	426	100%	2.36%	\$3.47	85	\$1,478.22	\$26,354.65
sheraton hotel	18,082	7595	2700000	426	100%	2.36%	\$3.47	92	\$1,478.22	\$26,354.65
new york city hotels	18,082	7595	1270000	16	100%	0.09%	\$2.56	81	\$40.96	\$19,443.20
hotel rates	18,082	7595	12600000	9	100%	0.05%	\$2.54	94	\$22.86	\$19,291.30
hotel room	18,082	7595	21200000	20	100%	0.11%	\$2.12	61	\$42.40	\$16,101.40
london hotels	18,082	7595	5320000	20	100%	0.11%	\$3.16	85	\$63.20	\$24,000.20
boston hotel	18,082	7595	1130000	25	100%	0.14%	\$2.88	76	\$72.00	\$21,873.60
accommodations	18,082	7595	66100000	10	100%	0.06%	\$1.69	68	\$16.90	\$12,835.55
hilton garden inn	18,082	7595	6540000	484	100%	2.68%	\$3.37	79	\$1,631.08	\$25,595.15
com hotel	14,795	6214	31400000	853	53%	5.77%	\$3.05	44	\$2,601.65	\$18,952.70
hotel com	14,795	6214	5880000	41	100%	0.28%	\$3.05	87	\$125.05	\$18,952.70

Hotels Market Data (Continued...)

Keyword	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
hotel radisson	14,795	6214	1630000	614	93%	4.15%	\$1.43	90	\$878.02	\$8,886.02
radisson hotel	14,795	6214	4660000	30	100%	0.20%	\$1.43	70	\$42.90	\$8,886.02
extended stay hotels	14,795	6214	1400000	8	100%	0.05%	\$3.99	98	\$31.92	\$24,793.86
hotel del	14,795	6214	2740000	23	93%	0.16%	\$1.02	20	\$23.46	\$6,338.28
hampton inn hotels	12,099	5081	967000	589	100%	4.87%	\$1.66	81	\$977.74	\$8,434.46
hotels discount	12,099	5081	2840000	435	100%	3.60%	\$2.87	98	\$1,248.45	\$14,582.47
tripadvisor	12,099	5081	61200000	821	80%	6.79%	\$0.43	8	\$353.03	\$2,184.83
renaissance hotel	12,099	5081	1310000	19	100%	0.16%	\$1.46	74	\$27.74	\$7,418.26
discount hotels	12,099	5081	12600000	21	100%	0.17%	\$2.87	96	\$60.27	\$14,582.47
palace hotel	12,099	5081	12100000	19	100%	0.16%	\$1.23	78	\$23.37	\$6,249.63
orleans hotel	12,099	5081	1250000	11	100%	0.09%	\$3.17	63	\$34.87	\$16,106.77
harrachs	12,099	5081	2430000	37	100%	0.31%	\$1.48	88	\$54.76	\$7,519.88
comfort hotels	9,896	4156	203000	459	93%	4.64%	\$18.60	86	\$8,537.40	\$77,301.60
atlantic city hotels	9,896	4156	819000	8	100%	0.08%	\$2.56	96	\$20.48	\$10,639.36
hotel on	9,896	4156	11600000	270	67%	2.73%	\$1.75	44	\$472.50	\$7,273.00
hotel reviews	9,896	4156	22800000	12	100%	0.12%	\$1.12	50	\$13.44	\$4,654.72
reviews hotel	9,896	4156	3540000	265	33%	2.68%	\$1.12	60	\$296.80	\$4,654.72
travel advice	9,896	4156	3940000	293	100%	2.96%	\$1.08	57	\$316.44	\$4,488.48
sheraton hotels	9,896	4156	3190000	579	100%	5.85%	\$3.54	96	\$2,049.66	\$14,712.24
hotel jobs	9,896	4156	2820000	9	100%	0.09%	\$1.64	13	\$14.76	\$6,815.84
bed and breakfasts	9,896	4156	10100000	351	100%	3.55%	\$0.92	42	\$322.92	\$3,823.52
comfort motels	8,088	3397	2640	511	80%	6.32%	\$19.92	84	\$10,179.12	\$67,668.24
ny hotels	8,088	3397	707000	10	100%	0.12%	\$2.10	83	\$21.00	\$7,133.70
niagara falls hotels	8,088	3397	738000	180	100%	2.23%	\$2.87	82	\$516.60	\$9,749.39

From the top down, we can see from these results that many people are actually looking for hotels based on name and location, these are far too competitive, so we'll keep moving down the list - just as we would expect in a market where location is critical to the product!

We can also see that there are some keywords like "hotel com" - because we know punctuation marks (like periods) are removed from keyword data, we can assume this is probably people searching for "hotels.com".

While most people in this market are clearly looking for hotels, we also see some keywords like 'hotel jobs' - interesting niche if you are in recruitment ;-)

For the purposes of this example, lets focus on people searching for hotels, and skip over the hotel jobs market.

This is because it's clear that most people are looking at the prices and available discounts for hotels.

As you're going through this data, notice how certain keywords attract higher cost per click rates?

There are a few keywords of interest here, such as 'extended stay hotels', 'discount hotels' and 'comfort hotels'.

With higher cost-per-clicks, and therefore higher traffic values, we assume that the traffic in these markets is particularly profitable.

So let's have a closer look at one of these areas. In this case we've picked 'discount hotels' and put that keyword through Market Samurai.

Discount Hotels Market Data

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
cheap hotels	364932	153271	18742	5.14%	\$2.68	\$50,228.56	\$410,766.90
hotel rooms	364932	153271	3476	0.95%	\$2.48	\$8,620.48	\$380,112.66
hotels in	245918	103285	10886	4.43%	\$2.56	\$27,868.16	\$264,410.83
hotels city	164384	69041	2060	1.25%	\$2.87	\$5,912.20	\$198,147.95
flights hotels	134466	56476	3710	2.76%	\$1.99	\$7,382.90	\$112,386.48
hotel cheap	110137	46258	2608	2.37%	\$2.55	\$6,650.40	\$117,956.71
hotel deals	110137	46258	3686	3.35%	\$2.04	\$7,519.44	\$94,365.37
hotel discount	90082	37835	3083	3.42%	\$2.50	\$7,707.50	\$94,586.30
italy hotels	49315	20712	1120	2.27%	\$3.28	\$3,673.60	\$67,936.44
spain hotels	32877	13808	729	2.22%	\$2.99	\$2,179.71	\$41,286.58
best hotels	27058	11364	794	2.93%	\$5.39	\$4,279.66	\$61,252.85
hotels discounts	22126	9293	584	2.64%	\$2.48	\$1,448.32	\$23,046.47
hotels rooms	22126	9293	435	1.97%	\$2.29	\$996.15	\$21,280.81
hotels deals	18082	7595	755	4.18%	\$2.30	\$1,736.50	\$17,467.40
london hotels	18082	7595	453	2.51%	\$3.16	\$1,431.48	\$23,998.68
discount hotels	12099	5081	478	3.95%	\$2.87	\$1,371.86	\$14,583.69
rome hotels	12099	5081	327	2.70%	\$4.16	\$1,360.32	\$21,138.73
amsterdam hotels	9896	4156	243	2.46%	\$3.06	\$743.58	\$12,718.20
venice hotels	9896	4156	188	1.90%	\$5.07	\$953.16	\$21,072.31
hotel reservation	8088	3397	169	2.09%	\$3.13	\$528.97	\$10,632.05
dublin hotels	8088	3397	163	2.02%	\$3.78	\$616.14	\$12,839.99
manchester hotels	8088	3397	118	1.46%	\$2.53	\$298.54	\$8,593.96
cheap hotel reservations	6608	2775	4	0.06%	\$3.51	\$14.04	\$9,741.84

Discount Hotels (Continued...)

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
hotels plymouth	6608	2775	67	1.01%	\$2.77	\$185.59	\$7,688.00
find hotels	6608	2775	50	0.76%	\$2.90	\$145.00	\$8,048.81
last minute hotels	6608	2775	46	0.70%	\$2.31	\$106.26	\$6,411.29
hotels central	5425	2278	107	1.97%	\$2.36	\$252.52	\$5,376.92
prague hotels	5425	2278	128	2.36%	\$3.46	\$442.88	\$7,883.11
england hotels	5425	2278	154	2.84%	\$1.65	\$254.10	\$3,759.29
boutique hotels	3616	1519	123	3.40%	\$2.06	\$253.38	\$3,128.94
hotels reservations	3616	1519	178	4.92%	\$3.03	\$539.34	\$4,602.28
brighton hotels	3616	1519	81	2.24%	\$1.96	\$158.76	\$2,977.05
budget hotels	2975	1250	77	2.59%	\$1.85	\$142.45	\$2,311.84
5 star hotels	2975	1250	126	4.24%	\$1.91	\$240.66	\$2,386.82
hotel discounts	2433	1022	100	4.11%	\$2.65	\$265.00	\$2,707.79
hotels waterford	2433	1022	20	0.82%	\$2.54	\$50.80	\$2,595.39
edinburgh hotels	2433	1022	58	2.38%	\$3.40	\$197.20	\$3,474.15
liverpool hotels	1989	835	45	2.26%	\$2.49	\$112.05	\$2,080.14
discount london	1989	835	57	2.87%	\$2.17	\$123.69	\$1,812.81
hotel booking	1627	684	58	3.56%	\$3.37	\$195.46	\$2,303.42
hotels bath	1627	684	38	2.34%	\$2.02	\$76.76	\$1,380.68
hotels in london	1627	684	83	5.10%	\$3.94	\$327.02	\$2,693.02
hotels rates	1627	684	58	3.56%	\$2.12	\$122.96	\$1,449.03

There was a lot more keyword data in this market, but what I've left here will give you a good idea of keywords and search volumes in this area.

The next step is to start analysing the keywords and data from Market Samurai.

For this stage, I filtered out results with fewer than 80 searches per day (Searches), and more than competition greater than 50,000 phrase-matched pages (SEO Competition).

Once the analysis is complete we are left with a much shorter (and more useful) list, which looks like this:

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
discount hotels	12099	5081	11700000	478	100%	3.95%	\$2.87	96	\$1,371.86	\$14,582.47
cheap airport hotels	1332	559	12600	146	80%	10.96%	\$3.28	82	\$478.88	\$1,833.52
cheap hotels la	1332	559	14300	57	60%	4.28%	\$3.03	90	\$172.71	\$1,693.77
hotels keystone	1332	559	26200	22	73%	1.65%	\$2.33	82	\$51.26	\$1,302.47
cheap hotels virginia	891	374	9400	51	47%	5.72%	\$2.19	92	\$111.69	\$819.06
dillon hotels	891	374	34500	8	73%	0.90%	\$2.13	77	\$17.04	\$796.62
cheap hotels colorado	730	307	6720	31	60%	4.25%	\$4.00	73	\$124.00	\$1,228.00
cheap hotels santa monica	325	137	3160	15	47%	4.62%	\$3.10	72	\$46.50	\$424.70
hotels for cheap	266	112	1620	17	60%	6.39%	\$2.38	95	\$40.46	\$266.56
cheap hotels venice	266	112	38800	14	100%	5.26%	\$4.73	94	\$66.22	\$529.76

We can see that there are some good keywords to be had here, one particular one that has caught my eye is "hotels for cheap".

Why has this caught my attention?

Well it has 266 searches per day, and only 1,620 pages competing for this term - quite a low number indeed.

PLUS, it has 17 adwords searches per day - a higher click-through rate than "cheap hotels santa monica". Perhaps this means there are more qualified buyers in this market?

BUT... Is this the way we want to target the keyword?

We know people are using this keyword, but perhaps they're typing in "cheap hotels for..." ...something?

We want to check that "hotels for cheap" is the exact keyword the user is - to maximise our SEO results.

Let's have a look into this.

Double Checking Our Results

To make sure that this is a winning keyword combination, we should head over to the Google Keyword Tool at <https://adwords.google.com/select/KeywordToolExternal> and see how many people are actually searching for this precise combination of words inside their searches.

Once at the page, check that results are set to "All Regions and Countries" and also click "Filter My Results" and select the box with "Don't show ideas for new keywords...".

We then put this "hotels for cheap" into the search box, de-selecting "Use Synonyms" and then clicking the "Get Keyword ideas" button.

Once we get some results through, remember to change the Match Type to "Phrase". After we do this, the Google Keyword Tool will tell you that there have been 266 (daily) searches for "hotels for cheap" under broad match.

However broad match for "hotels for cheap" can include "cheap dog hotels for huskies" or "cheap drinks for backpackers at hotels" - these contain all of the same keywords, but not together or in order and so your site will not likely rank for these searches.

This can cause some occurrences where people think that there is more relevant traffic in a particular area than actually does exist.

And The Verdict Is In:

For this search, Google tells us that last month there were 3,600 searches per month where the phrase "hotels for cheap" appeared in the query in that particular order.

We put this on a punch card and insert it into the Noble Samurai team's data-processing supercomputer. This sounds a few sirens and lights, letting us know that it is using an extremely complicated super-secret mathematical formula, and 3,600 searches per day works this out to be around 96 searches a day.

With 96 searches a day containing the phrase 'hotels for cheap' and only 1,600 competing pages.

It sounds like this might be a winner!

And a quick check of the top 10 sites in Google for this keyword looks positive - with none of the top 10 sites using "Hotels for Cheap" anywhere in their title tags, and several easy-to-beat sites ranking in the top 10.

Our next step would be to test the theory, and see if we can get a bit of traffic for ourselves for this keyword...

That would mean building some pages around that phrase, and looking for an affiliate offer we can promote to earn some quick cash - perhaps also using a user generated content site like Squidoo, where we know we can leverage their existing reputation to get rankings quickly.

ANALYSIS: Market #2 - Travel

For our second market we'll be shifting our focus to the world of travel.

Yes, it's a massive shift, I know.. One moment, the glamorous world of Hotels... Next the glamorous world of travel... But I picked two similar markets to show you the overlap that can exist between them.

The term "travel" market covers a lot of topics such as locations, airlines, hotels and motels, car rental, package deals, tours just to name a few.

To get an idea of the most popular of these areas, we've gone into Market Samurai, typed "travel", and generated some synonyms... The results look like this:

Travel Market Data

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
travel	6082192	2554521	1410000000	55842	100%	0.92%	\$2.26		\$126,202.92	\$5,773,217.46
airline tickets	90082	37835	58900000	2259	100%	2.51%	\$1.48	92	\$3,343.32	\$55,995.80
travel beach	60164	25269	167000	1712	53%	2.85%	\$1.75	68	\$2,996.00	\$44,220.75
times la	14795	6214	310000	18	47%	0.12%	\$0.86	31	\$15.48	\$5,344.04
la times	14795	6214	5790000	18	93%	0.12%	\$0.86	8	\$15.48	\$5,344.04
los angeles vacations	14795	6214	116000	265	100%	1.79%	\$2.72	86	\$720.80	\$16,902.08
airlines flight deals	14795	6214	45600	0	0%	0.00%	\$0.00	82	\$0.00	\$0.00
airlines deals	12099	5081	69800	38	80%	0.31%	\$1.71	84	\$64.98	\$8,688.51
advice travel	9896	4156	186000	186	33%	1.88%	\$1.08	30	\$200.88	\$4,488.48
airfares cheap	6608	2775	985000	162	100%	2.45%	\$1.69	84	\$273.78	\$4,689.75
times com	6608	2775	7280000	105	0%	1.59%	\$1.42	24	\$149.10	\$3,940.50
california travel deals	5425	2278	14800	166	73%	3.06%	\$1.48	89	\$245.68	\$3,371.44
spa travel deals	4438	1864	6010	153	33%	3.45%	\$1.71	83	\$261.63	\$3,187.44
travel to new york	3616	1519	381000	79	100%	2.18%	\$1.93	35	\$152.47	\$2,931.67
air hotel	2975	1250	2670000	54	80%	1.82%	\$1.47	59	\$79.38	\$1,837.50
times travel	2433	1022	3160000	26	40%	1.07%	\$1.17	53	\$30.42	\$1,195.74
air hotels	2433	1022	190000	19	33%	0.78%	\$1.95	84	\$37.05	\$1,992.90
los angeles time	1989	835	219000	23	47%	1.16%	\$1.29	10	\$29.67	\$1,077.15
traveling deals	1627	684	4310	29	67%	1.78%	\$1.34	82	\$38.86	\$916.56
airline prices	1627	684	368000	40	100%	2.46%	\$1.67	10	\$66.80	\$1,142.28
guide to book	1088	457	592000	21	53%	1.93%	\$1.39	50	\$29.19	\$635.23
airline travel tickets	891	374	60300	15	93%	1.68%	\$2.19	82	\$32.85	\$819.06

Travel Market Data (Continued...)

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
travel shows	891	374	110000	12	53%	1.35%	\$1.98	43	\$23.76	\$740.52
airline online	891	374	64400	21	80%	2.36%	\$1.54	83	\$32.34	\$575.96
travel converter	891	374	52600	13	73%	1.46%	\$0.98	79	\$12.74	\$366.52
airline airfare	730	307	107000	17	100%	2.33%	\$1.92	87	\$32.64	\$589.44
air travel boston	730	307	3220	17	40%	2.33%	\$1.72	63	\$29.24	\$528.04
book trip	595	250	584000	4	67%	0.67%	\$1.02	58	\$4.08	\$255.00
airfare ticket	595	250	406000	14	100%	2.35%	\$1.67	85	\$23.38	\$417.50
southern vacations	595	250	2230	8	40%	1.34%	\$1.55	74	\$12.40	\$387.50
airlinetickets	595	250	327000	14	100%	2.35%	\$2.57	21	\$35.98	\$642.50
los angeles newspaper	487	204	257000	6	73%	1.23%	\$0.77	77	\$4.62	\$157.08
air line flights	487	204	15300	2	93%	0.41%	\$1.55	91	\$3.10	\$316.20
airfares travel	487	204	501000	7	53%	1.44%	\$2.11	80	\$14.77	\$430.44
airline online tickets	487	204	1620	9	0%	1.85%	\$1.67	81	\$15.03	\$340.68
airline travel flights	487	204	5900	0	0%	0.00%	\$0.00	76	\$0.00	\$0.00
lonely guides	487	204	203	0	0%	0.00%	\$0.00	64	\$0.00	\$0.00
travel cities	487	204	198000	5	0%	1.03%	\$1.13	73	\$5.65	\$230.52
on line online	398	167	1100000	1	0%	0.25%	\$2.90	22	\$2.90	\$484.30
travel deals canadian	398	167	287	7	0%	1.76%	\$1.28	78	\$8.96	\$213.76
com la times	398	167	1010	1	0%	0.25%	\$0.89	43	\$0.89	\$148.63
guide lonely planet	398	167	122000	2	47%	0.50%	\$0.70	76	\$1.40	\$116.90
airline tickets for cheap	325	137	100000	4	87%	1.23%	\$1.67	92	\$6.68	\$228.79
air flight travel	325	137	8950	4	67%	1.23%	\$1.66	66	\$6.64	\$227.42
air travel flight	325	137	13800	4	60%	1.23%	\$1.66	64	\$6.64	\$227.42
airfares best	325	137	19200	10	40%	3.08%	\$1.72	89	\$17.20	\$235.64
air ticket travel	325	137	68000	6	53%	1.85%	\$1.93	66	\$11.58	\$264.41
air travel las vegas	325	137	6880	7	73%	2.15%	\$1.71	94	\$11.97	\$234.27

Travel Market Data (Continued...)

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
accommodations hotels	266	112	529000	1	0%	0.38%	\$2.40	94	\$2.40	\$268.80
air fare travel	266	112	24400	4	73%	1.50%	\$1.49	83	\$5.96	\$166.88
guide to books	217	91	418000	0	0%	0.00%	\$0.00	50	\$0.00	\$0.00
air discount ticket	217	91	8300	7	47%	3.23%	\$1.57	75	\$10.99	\$142.87
airline tickets to vegas	217	91	46900	7	60%	3.23%	\$2.08	86	\$14.56	\$189.28
local los angeles time	178	75	91	0	0%	0.00%	\$0.00	66	\$0.00	\$0.00
airline tickets to florida	178	75	124000	5	87%	2.81%	\$1.71	85	\$8.55	\$128.25
airways online booking	178	75	4810	0	0%	0.00%	\$0.00	79	\$0.00	\$0.00
guide book travel	178	75	8230	3	0%	1.69%	\$0.92	44	\$2.76	\$69.00
bookings airlines travel southern california	178	75	1560	0	0%	0.00%	\$0.00	71	\$0.00	\$0.00
airlines bookings	178	75	22100	2	20%	1.12%	\$1.33	44	\$2.66	\$99.75
airline hotels	178	75	7880	0	47%	0.00%	\$0.00	78	\$0.00	\$0.00
best travel guide	145	61	14200	1	33%	0.69%	\$2.23	88	\$2.23	\$136.03
car flights	145	61	32800	1	33%	0.69%	\$0.84	63	\$0.84	\$51.24
airline flight tickets	145	61	50300	0	0%	0.00%	\$0.00	80	\$0.00	\$0.00
air hotel deals	145	61	73000	2	73%	1.38%	\$1.76	92	\$3.52	\$107.36
planet travel guide	145	61	98500	2	0%	1.38%	\$1.97	85	\$3.94	\$120.17
time los angeles california	145	61	140000	0	0%	0.00%	\$0.00	79	\$0.00	\$0.00
los angeles flight deals	118	50	89700	0	0%	0.00%	\$0.00	27	\$0.00	\$0.00
air travel online	118	50	8720	0	67%	0.00%	\$3.46	88	\$0.00	\$173.00
agent discount travel	118	50	12700	1	87%	0.85%	\$1.54	49	\$1.54	\$77.00
	118	50	24000	3	33%	2.54%	\$1.34	91	\$4.02	\$67.00

Here you can see there are already a few niche markets that jump out at us such as "travel beach", "airlines deals" and "spa travel deals". So now we'll dig a little deeper into the "travel beach" market. Analyzing this term in Market Samurai brought back these results:

Travel Beach Market Data

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
travel beach	60164	25269	175000	829	53%	1.38%	\$1.75	68	\$1,450.75	\$44,220.75
travel cozumel	8088	3397	11300	101	80%	1.25%	\$1.15	65	\$116.15	\$3,906.55
vacation package beach	5425	2278	4690	2	0%	0.04%	\$2.21	79	\$4.42	\$5,034.38
travel aruba	5425	2278	27900	102	73%	1.88%	\$1.59	51	\$162.18	\$3,622.02
vacation packages beach	5425	2278	11200	210	0%	3.87%	\$2.08	81	\$436.80	\$4,738.24
travel spa	4438	1864	49800	75	47%	1.69%	\$1.70	49	\$127.50	\$3,168.80
travel rentals	2975	1250	49400	31	53%	1.04%	\$1.84	95	\$57.04	\$2,300.00
travel to beach	2975	1250	37000	27	33%	0.91%	\$1.49	42	\$40.23	\$1,862.50
virginia beach										
travel	2975	1250	40100	36	80%	1.21%	\$2.15	55	\$77.40	\$2,687.50
travel bermuda	2433	1022	37600	39	73%	1.60%	\$1.45	61	\$56.55	\$1,481.90
vacations villas	2433	1022	20900	8	0%	0.33%	\$2.23	83	\$17.84	\$2,279.06
myrtle beach travel deals	1989	835	13200	0	33%	0.00%	\$0.00	90	\$0.00	\$0.00
sanibel travel	1989	835	3390	30	33%	1.51%	\$2.49	50	\$74.70	\$2,079.15
beach cruises	1088	457	23100	3	0%	0.28%	\$2.05	87	\$6.15	\$936.85
on the beach travel	891	374	430	19	0%	2.13%	\$2.02	63	\$38.38	\$755.48
travel vacation package	730	307	48800	9	87%	1.23%	\$2.43	83	\$21.87	\$746.01
seaside travel	730	307	11900	11	33%	1.51%	\$1.51	56	\$16.61	\$463.57

Travel Beach Market Data (Continued...)

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
snorkeling travel	487	204	7360	0	0%	0.00%	\$0.00	58	\$0.00	\$0.00
phuket vacations	487	204	22900	2	60%	0.41%	\$1.54	61	\$3.08	\$314.16
all inclusive family vacations	398	167	29600	4	93%	1.01%	\$2.31	91	\$9.24	\$385.77
travel caribbean	398	167	14700	3	60%	0.75%	\$1.77	35	\$5.31	\$295.59
all inclusive caribbean vacations	325	137	24300	3	93%	0.92%	\$2.00	83	\$6.00	\$274.00
discount vacation package	325	137	36300	2	100%	0.62%	\$2.37	88	\$4.74	\$324.69
the beach travel	217	91	5820	0	0%	0.00%	\$0.00	54	\$0.00	\$0.00
cheap caribbean vacation	217	91	37600	1	93%	0.46%	\$5.44	93	\$5.44	\$495.04
condo travel	217	91	17700	0	0%	0.00%	\$0.00	83	\$0.00	\$0.00

Judging by these results, we can see that one of the best looking keywords in this group is "vacation packages beach", it has all the characteristics of a winning term, lots of searches (5425 a day!), lots of Adwords clicks (210 a day), and not too much SEO competition (11,200 competing pages).

But I'll let you in on a little secret... this word is no where near as good as it appears to be on the surface...

"How can this be!?!" I hear you say - and I'm glad you asked.

This is because every time we think we have a winning keyword, we should always be...

Double Checking Our Results

Following the same process that we did in the last market, we take the keyword we want to check and head back over to the Google Keyword Tool.

We put that in the search and press the same combination of buttons and get our search volume number (110 searches). Once again recording it on a punch card and feeding it into our supercomputer that converts monthly data to daily data.

This time the results come back with an underwhelming 3.6 searches per day.

Sigh...

What Happened? Where Did All My Searches Go?

A good question, one that has a reasonable answer: "You can't trust a machine to think like a human."

When you analyse "vacation packages beach" in broad match (without quotation marks), it goes through all searches that have the words "vacation", "beach" and "packages" - as well as some variations of these words (like "vacation" might also match "vacations", and occasionally even "holiday"!)

This means that searches like "beach vacation packages", "vacations and packages for Hawaii around the Beach" and even "taking a severance package and going on vacation to the beach" - all of these terms would count towards a broad match search.

This is why it is important to check the "phrase match" in the Google Keyword Tool.

A Phrase match ensures that it brings back results where "vacation packages beach" have been used in that particular order somewhere in the users search.

Doing this will ensure that you end up with gold phrases instead of lead-weighted dud keywords.

ANALYSIS: Market #3 - Flowers

The Flowers market pulled in at number 21 of our "Top 40 Online Markets By Value Rankings" list.

I picked it for analysis because it could contain niches that would be good for information products... Perhaps something like "growing oriental peace lilies".

To save the trouble of undertaking this search, a copy of the results is listed below:

Flowers Market Data

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
flowers	999452	419770	298000000	30473	100%	3.05%	\$4.14	76	\$126,158.22	\$1,737,847.80
wedding	818630	343825	341000000	15472	100%	1.89%	\$0.95	84	\$14,698.40	\$326,633.75
garden	818630	343825	756000000	15065	100%	1.84%	\$1.17	10	\$17,626.05	\$402,275.25
birthday	545753	229216	450000000	6125	100%	1.12%	\$0.77	42	\$4,716.25	\$176,496.32
gifts	447123	187792	597000000	6353	100%	1.42%	\$1.47	87	\$9,338.91	\$276,054.24
gift sending	447123	187792	683000000	5820	100%	1.30%	\$1.94	93	\$11,290.80	\$364,316.48
flowers	300493	126207	1620000	10259	100%	3.41%	\$4.62	64	\$47,396.58	\$583,076.34
flower	245918	103285	311000000	5934	100%	2.41%	\$1.43	62	\$8,485.62	\$147,697.55
lawn	201205	84506	98800000	4880	100%	2.43%	\$1.24	92	\$6,051.20	\$104,787.44
song lyrics	164384	69041	54900000	410	100%	0.25%	\$0.19	8	\$77.90	\$13,117.79
plants	164384	69041	191000000	2802	100%	1.70%	\$0.77	17	\$2,157.54	\$53,161.57
trees	134466	56476	214000000	2374	100%	1.77%	\$0.66	72	\$1,566.84	\$37,274.16
home and garden	110137	46258	102000000	2075	100%	1.88%	\$0.88	78	\$1,826.00	\$40,707.04
roses	110137	46258	144000000	978	100%	0.89%	\$0.84	73	\$821.52	\$38,856.72
credit cards	90082	37835	133000000	1732	100%	1.92%	\$9.25	96	\$16,021.00	\$349,973.75
landscape	90082	37835	197000000	1377	100%	1.53%	\$1.38	47	\$1,900.26	\$52,212.30
weddings	73644	30930	99800000	1378	100%	1.87%	\$1.25	22	\$1,722.50	\$38,662.50
free cards	60164	25269	681000	1214	100%	2.02%	\$1.18	29	\$1,432.52	\$29,817.42
florist	60164	25269	37300000	890	100%	1.48%	\$3.20	91	\$2,848.00	\$80,860.80
floral	60164	25269	92300000	1033	100%	1.72%	\$1.19	72	\$1,229.27	\$30,070.11
e cards	49315	20712	26400000	954	100%	1.93%	\$0.62	47	\$591.48	\$12,841.44
greeting cards	49315	20712	26800000	772	100%	1.57%	\$1.01	85	\$779.72	\$20,919.12
love song	49315	20712	33600000	85	100%	0.17%	\$0.37	13	\$31.45	\$7,663.44
florists	49315	20712	69500000	775	100%	1.57%	\$3.96	97	\$3,069.00	\$82,019.52
gardening	49315	20712	85000000	917	100%	1.86%	\$0.94	12	\$861.98	\$19,469.28
gift baskets	49315	20712	29400000	890	100%	1.80%	\$2.80	97	\$2,492.00	\$57,993.60

Flowers Market Data (Continued...)

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
birthday cards	27058	11364	2820000	710	100%	2.62%	\$0.81	73	\$575.10	\$9,204.84
video cards	27058	11364	11300000	418	100%	1.54%	\$2.58	81	\$1,078.44	\$29,319.12
memory cards	27058	11364	20500000	445	100%	1.64%	\$1.61	89	\$716.45	\$18,296.04
Bouquet	27058	11364	45900000	412	100%	1.52%	\$1.21	91	\$498.52	\$13,750.44
Mothers day	27058	11364	16600000	202	100%	0.75%	\$1.21	12	\$244.42	\$13,750.44
mother's day	22126	9293	144000000	122	100%	0.55%	\$1.51	25	\$184.22	\$14,032.43
and flowers	18082	7595	14500000	625	60%	3.46%	\$2.07	74	\$1,293.75	\$15,721.65
free e cards	18082	7595	1600000	423	100%	2.34%	\$0.40	20	\$169.20	\$3,038.00
printable										
cards	14795	6214	148000	393	87%	2.66%	\$0.45	6	\$176.85	\$2,796.30
of flowers	14795	6214	18400000	445	60%	3.01%	\$1.09	74	\$485.05	\$6,773.26
calling cards	14795	6214	13100000	131	100%	0.89%	\$3.21	97	\$420.51	\$19,946.94
gift cards	14795	6214	56200000	192	100%	1.30%	\$3.88	89	\$744.96	\$24,110.32
pokemon cards	12099	5081	919000	291	100%	2.41%	\$0.27	83	\$78.57	\$1,371.87
flower girl	12099	5081	7560000	358	100%	2.96%	\$0.73	96	\$261.34	\$3,709.13
baseball cards	12099	5081	5400000	213	100%	1.76%	\$0.63	70	\$134.19	\$3,201.03
garden state	12099	5081	6990000	122	100%	1.01%	\$0.97	32	\$118.34	\$4,928.57
love song										
lyrics	12099	5081	1010000	2	100%	0.02%	\$0.43	21	\$0.86	\$2,184.83
our song	12099	5081	4520000	9	67%	0.07%	\$0.44	40	\$3.96	\$2,235.64
flash cards	12099	5081	8260000	148	100%	1.22%	\$0.88	41	\$130.24	\$4,471.28
delivery										
flower	9896	4156	699000	123	100%	1.24%	\$5.80	96	\$713.40	\$24,104.80
flower										
delivery	9896	4156	15900000	123	100%	1.24%	\$5.80	98	\$713.40	\$24,104.80
ftd	9896	4156	21900000	169	100%	1.71%	\$11.26	92	\$1,902.94	\$46,796.56
flowering	9896	4156	15900000	350	100%	3.54%	\$1.08	44	\$378.00	\$4,488.48
wedding										
flowers	9896	4156	3710000	181	100%	1.83%	\$1.25	79	\$226.25	\$5,195.00

In these results there are a few unrelated terms like "song lyrics", "love song" and "trees" which should be removed (you can do this with Market Samurai's negative keyword tool).

Searching through the data, you can see that Flowers are a very competitive industry. However, skipping down the data a bit more, I came across this...

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
flowers pictures	2975	1250	244000	52	100%	1.75%	\$0.54	9	\$28.08	\$675.00
flower mound texas	2975	1250	207000	21	87%	0.71%	\$2.29	8	\$48.09	\$2,862.50
flower power	2433	1022	7260000	23	100%	0.95%	\$0.54	75	\$12.42	\$551.88
flowers online	2433	1022	4130000	79	100%	3.25%	\$4.65	85	\$367.35	\$4,752.30
floral design	2433	1022	4000000	28	100%	1.15%	\$1.69	34	\$47.32	\$1,727.18
day flowers	2433	1022	3220000	49	67%	2.01%	\$3.65	43	\$178.85	\$3,730.30
pink flowers	2433	1022	2700000	27	100%	1.11%	\$1.20	77	\$32.40	\$1,226.40
flower arrangement	2433	1022	2460000	41	100%	1.69%	\$1.18	30	\$48.38	\$1,205.96
floral arrangements	2433	1022	2370000	50	100%	2.06%	\$1.46	93	\$73.00	\$1,492.12
order flowers	2433	1022	2210000	93	100%	3.82%	\$6.51	90	\$605.43	\$6,653.22

Notice that these two groups have much higher Adwords traffic, Cost per Click figures and Adwords click-through rates?

If we had a metal-detector, it would be beeping like crazy - because it looks like Market Samurai just spotted vein of gold. Judging by these factors, we've spotted some very profitable markets.

These aren't specifically information product niches - they look like they're florist niches - so we're limited in what we can sell to these people - for example, we wouldn't be able to sell a "how to buy flowers online" ebook - because it's not what these people want!

Before I move on - see the keyword "day flowers"? - What do you think this is? Perhaps "Mothers Day Flowers" and "Valentines Day Flowers"? - Interesting, isn't it!

Getting back to "flowers online" - let's run this keyword through our analysis process.

Our results looked like this:

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
flowers on line	217	91	39900	5	100%	2.30%	\$6.23	95	\$31.15	\$566.93
wedding floral arrangements	266	112	30700	6	93%	2.26%	\$0.98	93	\$5.88	\$109.76
fall wedding flowers	266	112	16700	8	87%	3.01%	\$0.81	91	\$6.48	\$90.72
flower same day	325	137	14200	13	73%	4.00%	\$5.73	86	\$74.49	\$785.01
cheap roses	266	112	26400	11	100%	4.14%	\$1.73	87	\$19.03	\$193.76
flowers online	2433	1022	4130000	79	100%	3.25%	\$4.65	85	\$367.35	\$4,752.30

Now I know we learnt from last time that just because there are a decent number of searches, it does not mean this is a golden keyword and that's why we will be...

Double Checking Our Results

Putting this into the Google Keyword Tool and setting it to "phrase match" shows us that for "wedding floral arrangement" there is a monthly search traffic rate of 5,400.

Our supercomputer of mathematical mystery that turns monthly search volumes into daily search volumes calculates that this equates to around 178 searches done per day that would be picked up by phrase match.

Not bad!

Here's a keyword in a great market, where we can pick up a bit of easy traffic!

It's almost too good to be true!...

...Or is it?

The Plot Thickens!

That's right - there is a twist at the end with this keyword!

Let's take this word for a test drive in the Google search engine. This is really easy, just head over to the main Google search page - www.google.com.

Enter "flowers on line" into the search engine and watch what happens...

Google automatically closes the gap between "on" and "line" automatically turning the search phrase into "flowers online".

The story changes!

Here is your new analysis for this keyword:

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
flowers online	2433	1022	4130000	79	100%	3.25%	\$4.65	85	\$367.35	\$4,752.30

While there are still plenty of searches, the competition levels are very high, making getting to the front page - extremely difficult. Hence why even after doing all this research, it still pays to do a simple Google search and check that your term will still turn up in phrase match.

ANALYSIS: Market #4 - Games

Whether it's spending five minutes playing Flash games or losing days on end playing World of Warcraft, games are an undeniably popular market online - especially on the internet.

Even the Noble Samurai boys enjoy challenging each other a game of Sumotori Dreams between marketing projects - perhaps because the Japanese sumo wrestling theme goes well with our company mascot. ;-)

Let's delve into this market and see what we can find!

Taking a snapshot of the top results, you end up with this:

Games Market Data

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
online	3320548	1394630	23616	0.71%	\$2.55	\$60,220.80	\$3,556,306.85
game	1827945	767737	7204	0.39%	\$0.61	\$4,394.44	\$468,319.56
books	999452	419770	4590	0.46%	\$1.24	\$5,691.60	\$520,514.63
downloads	818630	343825	2357	0.29%	\$0.82	\$1,932.74	\$281,936.22
mobile	818630	343825	5443	0.66%	\$2.94	\$16,002.42	\$1,010,844.49
play	670685	281688	3813	0.57%	\$0.80	\$3,050.40	\$225,350.14
free games	670685	281688	10551	1.57%	\$0.66	\$6,963.66	\$185,913.86
flash	545753	229216	2080	0.38%	\$0.82	\$1,705.60	\$187,957.48
wii	545753	229216	1194	0.22%	\$0.35	\$417.90	\$80,225.75
fun	364932	153271	1616	0.44%	\$0.71	\$1,147.36	\$108,822.58
free download	364932	153271	2494	0.68%	\$0.71	\$1,770.74	\$108,822.58
online games	300493	126207	1991	0.66%	\$0.63	\$1,254.33	\$79,510.49
dvds	300493	126207	1949	0.65%	\$1.11	\$2,163.39	\$140,089.91
gaming	201205	84506	362	0.18%	\$1.47	\$532.14	\$124,224.26
free downloads	164384	69041	1208	0.73%	\$0.67	\$809.36	\$46,257.53
com games	134466	56476	2307	1.72%	\$0.54	\$1,245.78	\$30,496.83
free online games	134466	56476	883	0.66%	\$0.61	\$538.63	\$34,450.13
free ringtones	134466	56476	618	0.46%	\$2.02	\$1,248.36	\$114,080.75
games com	134466	56476	2307	1.72%	\$0.54	\$1,245.78	\$30,496.83
video games	134466	56476	568	0.42%	\$0.67	\$380.56	\$37,838.66
video game	134466	56476	563	0.42%	\$0.77	\$433.51	\$43,486.22
online game	110137	46258	507	0.46%	\$0.64	\$324.48	\$29,604.82
puzzle	110137	46258	620	0.56%	\$0.79	\$489.80	\$36,543.45
nintendo wii	110137	46258	372	0.34%	\$0.44	\$163.68	\$20,353.32
game online	110137	46258	1937	1.76%	\$0.64	\$1,239.68	\$29,604.82
arcade	110137	46258	618	0.56%	\$1.00	\$618.00	\$46,257.53

Games Market Data (Continued...)

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
computer games	90082	37835	709	0.79%	\$1.30	\$921.70	\$49,184.88
playstation 2	90082	37835	428	0.48%	\$0.41	\$175.48	\$15,512.15
free game	90082	37835	2463	2.73%	\$0.62	\$1,527.06	\$23,457.40
play games	90082	37835	629	0.70%	\$0.57	\$358.53	\$21,565.68
playstation 3	73644	30930	168	0.23%	\$0.76	\$127.68	\$23,507.11
rpg	73644	30930	213	0.29%	\$0.33	\$70.29	\$10,207.04
addictinggames	73644	30930	72	0.10%	\$0.69	\$49.68	\$21,341.98
fun games	60164	25269	509	0.85%	\$0.65	\$330.85	\$16,424.88
solitaire	60164	25269	457	0.76%	\$0.46	\$210.22	\$11,623.76
pc games	60164	25269	311	0.52%	\$0.91	\$283.01	\$22,994.83
games games	60164	25269	242	0.40%	\$0.52	\$125.84	\$13,139.90
download games	60164	25269	380	0.63%	\$0.80	\$304.00	\$20,215.23
kids games	49315	20712	341	0.69%	\$0.53	\$180.73	\$10,977.53
play game	49315	20712	290	0.59%	\$0.57	\$165.30	\$11,806.03
www games	49315	20712	535	1.08%	\$0.52	\$278.20	\$10,770.41
flash games	49315	20712	38	0.08%	\$0.56	\$21.28	\$11,598.90
games to addictinggames	49315	20712	1203	2.44%	\$0.62	\$745.86	\$12,841.64
com	40110	16846	55	0.14%	\$0.69	\$37.95	\$11,623.76
arcade games	32877	13808	248	0.75%	\$0.69	\$171.12	\$9,527.67
games yahoo	27058	11364	369	1.36%	\$0.63	\$232.47	\$7,159.42
play free games	27058	11364	188	0.69%	\$0.53	\$99.64	\$6,023.01
racing games	27058	11364	211	0.78%	\$0.53	\$111.83	\$6,023.01
funny games	27058	11364	19	0.07%	\$0.50	\$9.50	\$5,682.08
mmorpg	27058	11364	96	0.35%	\$0.37	\$35.52	\$4,204.74
free online game	27058	11364	155	0.57%	\$0.60	\$93.00	\$6,818.50
com miniclip	27058	11364	260	0.96%	\$0.14	\$36.40	\$1,590.98

Games Market Data (Continued...)

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
shockwave	27058	11364	34	0.13%	\$0.54	\$18.36	\$6,136.65
play online games	22126	9293	142	0.64%	\$0.51	\$72.42	\$4,739.40
rpg games	22126	9293	126	0.57%	\$0.32	\$40.32	\$2,973.74
games for free	22126	9293	178	0.80%	\$0.62	\$110.36	\$5,761.62
shooting games	22126	9293	135	0.61%	\$0.52	\$70.20	\$4,832.32
games to play	22126	9293	186	0.84%	\$0.57	\$106.02	\$5,296.97
flash game	22126	9293	18	0.08%	\$0.68	\$12.24	\$6,319.19
games for kids	18082	7595	143	0.79%	\$0.59	\$84.37	\$4,480.77
board games	18082	7595	102	0.56%	\$0.52	\$53.04	\$3,949.15
card games	18082	7595	103	0.57%	\$0.75	\$77.25	\$5,695.89
games pogo	18082	7595	1176	6.50%	\$0.19	\$223.44	\$1,442.96
all games	18082	7595	106	0.59%	\$0.50	\$53.00	\$3,797.26
3 games	14795	6214	458	3.10%	\$0.54	\$247.32	\$3,355.40
addicting games com	14795	6214	78	0.53%	\$0.18	\$14.04	\$1,118.47
multiplayer games	14795	6214	50	0.34%	\$0.30	\$15.00	\$1,864.11
windows games	14795	6214	83	0.56%	\$1.26	\$104.58	\$7,829.26
download free games	14795	6214	111	0.75%	\$0.71	\$78.81	\$4,411.73
for online games	12099	5081	334	2.76%	\$0.64	\$213.76	\$3,252.11
free games com	12099	5081	124	1.02%	\$0.62	\$76.88	\$3,150.48

Phew! That's a lot of data!... Let's focus on "play online games" as our niche term for this example, putting this back into Market Samurai will yield results that look like this:

Play Online Games Market Data

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
online games	300493	126207	1991	0.66%	\$0.63	\$1,254.33	\$79,510.49
video games	134466	56476	568	0.42%	\$0.67	\$380.56	\$37,838.66
games online							
free	134466	56476	3369	2.51%	\$0.61	\$2,055.09	\$34,450.13
free online							
games	134466	56476	883	0.66%	\$0.61	\$538.63	\$34,450.13
game online	110137	46258	1937	1.76%	\$0.64	\$1,239.68	\$29,604.82
nintendo ds	110137	46258	1537	1.40%	\$0.48	\$737.76	\$22,203.62
nintendo wii	110137	46258	372	0.34%	\$0.44	\$163.68	\$20,353.32
computer games	90082	37835	709	0.79%	\$1.30	\$921.70	\$49,184.88
free game	90082	37835	2463	2.73%	\$0.62	\$1,527.06	\$23,457.40
play games	90082	37835	629	0.70%	\$0.57	\$358.53	\$21,565.68
addicting games	90082	37835	96	0.11%	\$0.24	\$23.04	\$9,080.28
play online	73644	30930	1716	2.33%	\$0.67	\$1,149.72	\$20,723.38
fun games	60164	25269	509	0.85%	\$0.65	\$330.85	\$16,424.88
download games	60164	25269	380	0.63%	\$0.80	\$304.00	\$20,215.23
flash games	49315	20712	38	0.08%	\$0.56	\$21.28	\$11,598.90
play game	49315	20712	290	0.59%	\$0.57	\$165.30	\$11,806.03
arcade games	32877	13808	248	0.75%	\$0.69	\$171.12	\$9,527.67
racing games	27058	11364	211	0.78%	\$0.53	\$111.83	\$6,023.01
play free games	27058	11364	188	0.69%	\$0.53	\$99.64	\$6,023.01
free online game	27058	11364	155	0.57%	\$0.60	\$93.00	\$6,818.50
play online							
games	22126	9293	142	0.64%	\$0.51	\$72.42	\$4,739.40
games to play	22126	9293	186	0.84%	\$0.57	\$106.02	\$5,296.97
word search	22126	9293	868	3.92%	\$0.32	\$277.76	\$2,973.74
shooting games	22126	9293	135	0.61%	\$0.52	\$70.20	\$4,832.32
flash game	22126	9293	18	0.08%	\$0.68	\$12.24	\$6,319.19

Play Online Games Market Data (Continued...)

Keywords	Searches	SEO Traffic	Adwords Traffic	Adwords CTR	Adwords CPC	Adwords Value	SEO Value
internet games	12099	5081	103	0.85%	\$0.85	\$87.55	\$4,319.21
adventure games	12099	5081	77	0.64%	\$0.54	\$41.58	\$2,743.97
downloadable games	9896	4156	249	2.52%	\$0.75	\$186.75	\$3,117.21
play free online games	9896	4156	64	0.65%	\$0.52	\$33.28	\$2,161.26
cool games	9896	4156	73	0.74%	\$0.62	\$45.26	\$2,576.89
football games	9896	4156	164	1.66%	\$1.03	\$168.92	\$4,280.96
strategy games	9896	4156	37	0.37%	\$0.42	\$15.54	\$1,745.64
action games	9896	4156	49	0.50%	\$0.47	\$23.03	\$1,953.45
puzzle games	9896	4156	61	0.62%	\$0.93	\$56.73	\$3,865.33
play online game	8088	3397	181	2.24%	\$0.49	\$88.69	\$1,664.44
free arcade	8088	3397	52	0.64%	\$0.73	\$37.96	\$2,479.68
fun game	8088	3397	42	0.52%	\$0.51	\$21.42	\$1,732.38
on line games	6608	2775	38	0.58%	\$0.83	\$31.54	\$2,303.63
games online for free	6608	2775	168	2.54%	\$0.59	\$99.12	\$1,637.52
spiderman games	6608	2775	114	1.73%	\$0.36	\$41.04	\$999.16
online rpg games	6608	2775	68	1.03%	\$0.27	\$18.36	\$749.37
online pc games	6608	2775	19	0.29%	\$2.06	\$39.14	\$5,717.43
free games to play	6608	2775	57	0.86%	\$0.58	\$33.06	\$1,609.76
online multiplayer games	6608	2775	174	2.63%	\$0.31	\$53.94	\$860.39

Putting the data through the magical Market Samurai Analysis process, and focus on keywords that fit our profile. Just as a reminder, the profile we're using to analyze the results are "Traffic greater than 80 searches per day" plus "SEO competition less than 50,000".

Keywords	Searches	SEO Traffic	SEO Competition	Adwords Traffic	Adwords Competition	Adwords CTR	Adwords CPC	OCI	Adwords Value	SEO Value
play racing games online	266	112	5120	6	40%	2.26%	\$0.47	44	\$2.82	\$52.64
chess online games	487	204	7040	13	53%	2.67%	\$0.52	29	\$6.76	\$106.08

Interesting data...

Let's do our due diligence and look deeper into these keywords to confirm our results.

Double Checking Our Results:

Because there are really only two terms to choose from, we have put them both through the Google Keyword Tool. When the results were put through the keyword tool, initially it told me this:

Keyword	Search Volume
play racing games online	18,100
chess online games	27,100

Looking at this, most people would say that "chess online games" are more popular than "play racing games online", however you and I both know better. When we change the results to "phrase match" the then look like this:

Keyword	Search Volume
"play racing games online"	1,900
"chess online games"	1,600

So we can see here that more people are actually using the phrase "play racing games online" than its chess counterpart.

Putting this into the supercomputer we secretly acquired from the U.S. government that breaks monthly search figures down to daily figures, we see that we can expect 62 searches a day by ranking well for this keyword.

Entering this into the regular Google Search shows that this phrase goes through fine, so it looks like we've found another good area.

I wonder if we can find some online game commission offers that we can promote in this market...

The Next Step

Now that you've seen how we do it, it's your turn to find some markets of your own!

Remember - there's not just Market Value to consider - there are a lot of other factors that will influence your success in a market - including.

- The Number of Competitors in the Marketplace - Each additional competitor means someone else is taking a slice of the pie...

But at the same time, a market that is able to sustain a lot of other businesses might be a great market to target.

- The Strength of Competition in the Marketplace - Some markets are dominated by a few well-established competitors - web-sites that are difficult to beat in SEO or Adwords.

These markets may be difficult to break into.

- Your Product's Optimal Price Point - Selling a \$10 product, and trying to compete with people selling \$1,000 products, is a strategy for sure-fire failure - these businesses have the profits to walk all over you!

That's why it's key that you optimize your price point.

(I recently wrote an article about this topic on my personal blog. See: <http://www.brenthodgson.com/internet-marketing-strategy/why-cutting-your-price-means-slitting-your-throat.php> - Brent)

- Your Ability to Achieve High Rankings / Attract Traffic - One of the keys of the Market Value calculation is getting as much traffic as possible for a particular keyword.

The higher your rankings, more traffic you can capture, the more valuable the traffic you receive is, the more potential money there is to be made.

- Your Likely Visitor-to-Sale Conversion Rates - Of course you won't make a cent if you can't convert visitors into customers!

Experienced internet marketers may be able to find markets where competitors are getting low conversion rates, out-convert the existing sites, and dominate the niche.

- Your Passions - Internet marketing is hard work - but the work's harder if you are working in a market that you hate.

Finding a market you're passionate about helps you to succeed.

Not only by making "work" easier, but genuine passion flows through to how you communicate with potential customers too!

- Your Knowledge - Can you communicate with other people convincingly and with authority in your market?

If you can't do this yet, can you become an expert in your field? Or should you find a different market?

- Your Unique Skills - There are certain skills and abilities that you have that make you naturally suited to succeeding in particular markets...

...Which markets are they?

- Your Effort - A part-time effort will only ever create a part-time reward.

How much time can you realistically afford to spend on your online business?

This will affect your success long-term in any market - but particularly highly competitive markets.

- Your Level of Internet Marketing Skill - If you want to dominate a niche, you need to be at least a little bit better than your competitors.

Is this achievable in your market?

- Affiliates - The more affiliates that you can attract (to sell your products in exchange for sales commissions), the wider your "net", and the more money you can make.

Finding markets with a lot of existing affiliates can improve your revenue in those markets.

- Similar Products - If several people are already selling the product you want to sell, chances are it's a proven seller.

Sure - it may mean more competition - but it's also a sign of a healthy market.

- Seasonal Traffic Trends - Some markets can experience seasonal variances in traffic levels.

You may want to take this under consideration if you're looking for markets that will generate a steady income stream.

- Keyword Lifespan - Targeting "London Olympic Games" might get you a lot of traffic over the next few years... But after August 9th 2012, you can expect this market to perish!

- Product Lifespan - Similarly, if you were selling information on the Y2K bug in the *computer security* market, you might have made a lot of sales in 1999, but your product would have been a dead duck in 2000.

- Existing Content - Having great content is a pre-requisite for ranking well in Google these days.

Is there existing content in your market that you can syndicate?

If not, can you write content for that market?

- Time - Given enough time, an acorn can grow into the mightiest oak in the forest...

But can you spare the time (regularly, in ample quantities, and for long enough), to grow your business into the biggest player in your market?

- Available Resources - Access to resources like money, internet marketing software programs (like *Market Samurai* ;-), and other resources does help.

Do you have the right resources for your market?

- And more!