

Dawson College - Centre For Training and Development

Building A Successful Business Using The Internet Session 2 – Welcome Back!

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Goal Of Session 2

Develop the BEST Site Concept

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Review of Session 1

- BAM – bring it with you
- CTPM – your mantra
- SBI – only tool needed
- Logins – two of them
- Case study – learn by example
- Concept – site theme

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What Is Your Concept?

- What did you learn on your job?
- What's your favorite hobby?
- What are you passionate about?
- Do you already have a business?
- Have you solutions to problems?

Write it down!

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Tobi's Three Concepts

- Food (she loves her food)
- Carbs (she watches her carbs)
- Cake (she gives in to cake)

Which one should Tobi choose?
HOW will she decide which one?

Online Market Research Tool

Brainstorm It!

What Brainstorm It! Reveals

- PRECISELY what people are looking for.
- How often they search for EXACTLY that.
- What competitors provide and how.
- What content you'll need to deliver.

Use BI! to choose your Best Site Concept.

How Do People Look For Stuff?

- They use descriptive words.
- In fact, they use KEYWORDS.
- Examples are "Anguilla" and "Anguilla villas" and "Caribbean vacations" with or without quotation marks.
- They're your prospects' words.
- They're probably NOT your words.

So What's A Site Concept?

It's a CENTRAL UNIFYING THEME upon which you base all of your site's content. Every page that you write will be about a topic that is related to your Site Concept.

Each one of those pages focuses upon a specific topic/keyword. These pages are known as Keyword-Focused Content Pages (KFCP).

Examples Of Site Concepts

- best-family-beach-vacations.com – family beach vacation
- spyequipmentguide.com – spy equipment
- make-my-own-house.com – make my own house
- drburch.com – mountain view dentist

The Tobi Case Study

Start with three related concepts:

- Food (she loves her food)
- Carbs (she watches her carbs)
- Cake (she gives in to cake)

Which one should Tobi choose?
HOW will she decide which one?

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Brainstorm For Each Concept

- Brainstorm with seed keyword – food.
- Brainstorm with seed keyword – carbs.
- Brainstorm with seed keyword – cake.
- Get demand for each concept's keywords.
- Get supply for each concept's keywords.
- Evaluate and choose best site concept.

How??? Brainstorm It!

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The Two Parts Of Brainstorm It!

- The first part (**the right brain**) is called the **Brainstormer**. It collects keyword data in a creative way like when we brainstorm ideas.
- The second part (**the left brain**) is the **Master Keyword List** or **MKL**. It's where the data is stored and analyzed.

Two Kinds Of Brainstorming

- **Vertical** – generates keywords that are **CONTAINED IN** the "Seed Word" (If you enter "jazz," all keywords returned by the Brainstormer will contain "jazz" in them.)
- **Lateral** – generates keywords related to, but **NOT CONTAINED IN**, the "Seed Word." (If you enter "jazz," an example of a lateralized word is "music.")

Research Best Site Concept - 1

- Log in at brainstorm.sitesell.com.
- Start with Brainstormer.
- Step 1: Select Function – Vertical Brainstorm.
- Step 2: Select Resource – WordTracker.
- Step 3: Enter Seed Word – food.
- Click Brainstorm It!

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Research Best Site Concept - 2

- Use the MKL to analyze results.
- Trim list by removing useless words.
- Return to Brainstormer.
- Step 1: Select Function – Supply All Words.
- Step 2: Select Resource – Google Supply.
- Step 3: Click Google Supply Button.

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Research Best Site Concept - 3

- Use the MKL to analyze results.
- Sort columns by Demand.
- Sort columns by Supply.
- Sort columns by Profitability.
- Sort columns by Keyword.
- Think about the results!
- Repeat for other concept words.

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15 Minute Break...

Hurry back to see Tobi's results!

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What Tobi Discovered...

- Demand results.
- Supply results.
- Profitability calculation.
- Must repeat for other concepts.
- Must decide on Best Site Concept.
- Any decision-making tips?

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Tobi's Results For Cake

83 words of 1000 total (1000 max)

Keyword	Demand	Supply	Profitability	Ideas					
Enter New Keyword	Yahool	WordTr	Gonate	Site Info	Yahool	WordTr	Contour	Manatix	Search It
cake ticket	463070	805	675242						
wedding cake	198769	300000	663						
cake	155319	7090000	22						
birthday cake	74307	319000	233						
cake mania	66422	174000	382						
picture of wedding cake	35868	2650	13535						
ice cream cake	33951	30200	1124						
cake decorating	27994	133000	210						
cake recipe	26744	73900	362						
baby shower cake	23958	21000	1141						
diaper cake	19278	23300	627						
wedding cake toppers	18872	26400	715						
cake toicing	18103	1510	11909						
cake pans	17961	78300	229						
cake toppers	11621	104000	112						
chocolate cake	11593	309000	38						
groom cake	11056	7490	1476						
crab cake recipe	10463	2500	4055						
kid birthday cake	9652	3420	2822						

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Tobi's Results For Food

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http://brainstorm.sitesell.com/cgi-bin/brainstormMK1.pl#PSWP

BETA SITESELL SUPPLY

99 words of 679 total (1000 max)

Keyword	Demand		Supply		Profitability		Ideas		Search Hit
	Yahoo!	WordTr.	Google	Site Info	Yahoo!	WordTr.	Contents	Monetize	
food tv	97561	46260	33900		2876	1365			
angel food ministry	12298	1650	1540		7986	1071			
food channel	19012	24780	30700		619	807			
mexican food recipe	6909	2780	3390		2038	796			
food network	439139	246570	404000		1887	610			
food that burn fat	11240	270	742		15146	364			
food 4 less	9430	3360	12400		760	271			
kraft food recipe	8652	210	894		9670	235			
giant food store	6899	3870	27800		248	139			
french food	55085	11370	86000		641	132			
food calorie counter	7348	5760	51900		142	111			
food broker	7118	810	7660		929	106			
food network recipe	48184	360	3570		13497	101			
tv food network	19749	10770	136000		145	79			
food poisoning	18020	20190	313000		50	65			
indian food	73876	10140	202000		366	50			

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Tobi's Results For Carbs

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http://brainstorm.sitesell.com/cgi-bin/brainstormMK1.pl#PSWP

BETA SITESELL SUPPLY

99 words of 679 total (1000 max)

Keyword	Demand		Supply		Profitability		Ideas		Search Hit
	Yahoo!	WordTr.	Google	Site Info	Yahoo!	WordTr.	Contents	Monetize	
carbs in lettuce	101	390	201		502	1940			
banane carbs	106	540	415		255	1301			
carbs in liquor	81	480	395		205	1215			
carbs in vodka	119	690	597		199	1156			
carbs holley	1663	400	440		3780	1091			
carbs in wine	168	870	815		206	1067			
carbs vegetable	90	300	336		268	893			
carbs wine	115	360	435		264	828			
amal carbs	91	1050	1494		61	703			
carbs demon	381	360	530		719	679			
alcohol carbs in	192	390	610		315	639			
carbs count	256	450	746		343	603			
carbs in watermelon	138	240	421		328	570			
banashee carbs	81	360	689		118	522			
beer carbs	179	400	1015		176	473			
carbs walbro	103	90	200		915	450			

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Tobi's Results For Cake

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Keyword	Demand	Supply	Profitability	Ideas
dirt cake recipe	2935	4260	550	5081 7634
funny wedding cake toppers	2569	1350	530	4847 2547
wedding cake serving set	2883	21450	9120	316 2352
wedding cake toppers	19981	53730	35300	566 1522
castle cake	3560	3570	4430	804 806
quinceanera cake	3889	540	817	4760 661
funnel cake recipe	15308	9720	15700	975 619
diaper cake instructions	3228	6900	12400	260 556
pirate cake	3079	7560	16400	188 461
ice cream cake recipe	4793	4710	13900	345 339
cupcake wedding cake	4355	4050	13700	318 296
banana cake recipe	4009	4350	16200	220 239
birthday cake design	2796	3630	15600	179 233
funnel cake	10998	6060	27700	397 219
german chocolate cake recipe	2968	3420	16500	180 207
cake mania	69702	45210	234000	298 193

Tobi's Results For Carbohydrates

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Keyword	Demand	Supply	Profitability	Ideas
carbohydrate addiction diet	231	120	25	9240 4600
food low in carbohydrate	342	90	25	13680 3600
atkins carbohydrate counter	152	360	213	714 1690
free carbohydrate gram counter	291	360	218	1335 1651
diabetes low carbohydrate diet	202	870	685	295 1270
diabetic carbohydrate diet	135	630	550	245 1145
complex carbohydrate list	191	240	224	853 1071
high carbohydrate food list	421	690	755	558 914
free carbohydrate counter	340	2130	2370	143 899
carbohydrate count	670	1860	2410	278 772
carbohydrate calculator	171	420	746	229 563
carbohydrate glycemic index	142	870	1850	77 470
carbohydrate food list	674	240	714	944 336
low glycemic carbohydrate	139	210	655	212 321
beer carbohydrate	139	90	289	401 311

Your Turn To Brainstorm It! - 1

- Log in at brainstorm.sitesell.com.
- Start with Brainstormer.
- Step 1: Select Function – Vertical Brainstorm.
- Step 2: Select Resource – WordTracker.
- Step 3: Enter Seed Word – your word.
- Click Brainstorm It!

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Your Turn To Brainstorm It! - 2

- Use the MKL to analyze results.
- Trim list by removing useless words.
- Return to Brainstormer.
- Step 1: Select Function – Supply All Words.
- Step 2: Select Resource – Google Supply.
- Step 3: Click Google Supply Button.

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Your Turn To Brainstorm It! - 3

- Use the MKL to analyze results.
- Sort columns by Demand.
- Sort columns by Supply.
- Sort columns by Profitability.
- Sort columns by Keyword.
- Think about the results!
- Repeat for other concept words.

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Selecting Best Site Concept - 1

- **Number of Keywords** - The more the better. All else equal, choose 100 over 50.
- **Overall Profitability** - The higher the better. It's only a number. Use your judgment.
- **Your Knowledge** - Do you know what you would write for those words? Favor what you know best.

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Selecting Best Site Concept - 2

- **Your Passion** - Which concept excites you most? Choose passion over profitability "numbers."
- **Theme "Sexiness"** - Some concepts excite visitors more. Trust your gut, but don't project.
- **Monetization Potential** – Choose concept with multiple potential income streams over a single stream.

Guidelines For Profitability

- Keyword for Site Concept itself should normally have a Demand > 10,000.
- You should have two or more other keywords with a Demand > 1,000.
- You should have more than 30 keywords with a Demand > 100.

Profitability And Common Sense

- Focus on the big picture of ALL the keywords. Envision hierarchical site structure.
- Look for a big pattern and sub-groupings of words to start to see the theme and the major sub-divisions.
- Overrule PROFITABILITY numbers that your GUT (i.e., your human experience) tells you must be wrong.

Possible Income Streams

- Represent the products/services of related, non-competing online businesses and earn affiliate income for baking supplies, cakes, etc.
- Partner with an offline business, sending customers on a pay-per-click, per-lead, per-sale, or per-month basis. (Send visitors to a local bakery.)
- Sell a hard good or e-book, like a collection of (Tobi's) favorite recipes.
- Earn income with the likes of Google AdSense or by selling advertising directly. (As your site grows, advertisers will approach you.)
- Sell your services. (Develop clients for cake-baking or cake-decorating services.)
- Supplement/build a local offline business. (Start a cake-making store.)

Decision Chart

Concept Word	Food	Cake	Carbs
Number of keywords	99	100	99
Overall Profitability	Good	Best	Better
Knowledge	7/10	9/10	6/10
Passion	7/10	10/10	5/10
Theme Sexiness	6/10	8/10	4/10
Monetization Potential	Many	Many	A few

A Common Question

I'm struggling to narrow down the concepts to the BEST one. I have many keywords and I can see possibilities for several niches. How do I know which of all the keywords/concepts to choose as the Best Site Concept?

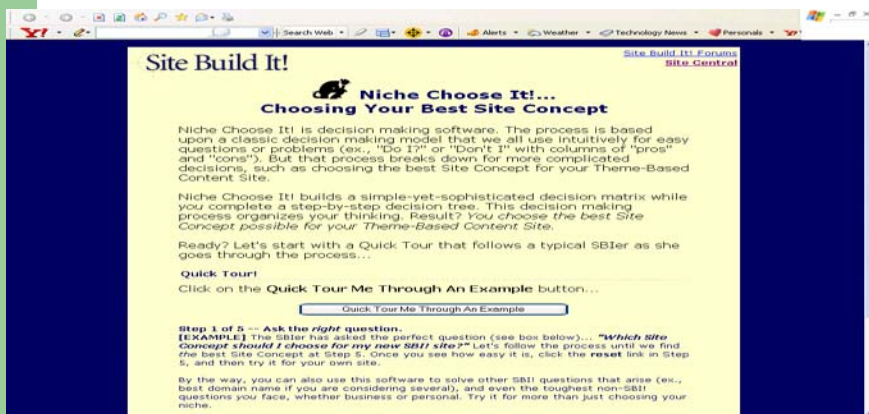
Niche Choose It!

- Niche Choose It!
- <http://sbiresources.sitesell.com/chooseit.html>.
- Decision-making tool.
- Divide big question into small ones.
- Answer small questions more easily.
- Rigorous method supports gut feel.
- Not needed if you "know" the answer.

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Niche Choose It!



The screenshot shows a web browser window displaying the 'Niche Choose It!' website. The page title is 'Site Build It!'. The main heading is 'Niche Choose It!... Choosing Your Best Site Concept'. The text explains that the software is based on a classic decision-making model and provides a step-by-step decision tree. It includes a 'Quick Tour!' section with a button labeled 'Quick Tour Me Through An Example'. Below this, it lists 'Step 1 of 5 -- Ask the right question.' and provides an example of a question: 'Which Site Concept should I choose for my new SBII site?'. The page also mentions a 'reset' link and encourages users to try the software for their own niche.

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What If I Don't Like The Results?

- Let's say you have very few words or low demand numbers.
- Click the "Back to Brainstormer" button and start over for a different Site Concept keyword.
- If they are so-so or better, keep them (for now) and continue the process.

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Homework – See You Next Class!

- Complete the brainstorming exercise.
- Decide on a Best Site Concept.
- Use Niche Choose It! if you want.
- Review Day 3 of the Action Guide.

Questions? Contact Us!
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