

Artrepreneurs

MARKET RESEARCH STRATEGIES

NB: Before you start doing market research, make sure you've gone through the AR Business Analysis. In order for you market research to be accurate, you need to be clear on at least 7 points: 1) are you selling B2B or B2C, 2) is your business local or online, 3) is it office/home based or are you mobile, 4) are you a once-off/continuous service or product based business or a combination, 5) what are the products/services you plan on selling and how have you packaged them, 6) what problems do you solve or what desires exactly do you fulfil, and 7) what is your actual client avatar? Refer to video 1 & download the AR Business Analysis form (if you haven't already).

The 8 Step AR Market Research Protocol

1. Keyword Research Considerations (keep in mind the following keyword considerations to guide you in coming up with the most relevant keyword variables around what we call your "core keyword":
 - a. Products/Services (this is the best place to start, how would you define your product/service in plain English/terms?)
 - i. Once-off
 - ii. Continuous
 - b. Age (keyword followed by "for" and specific age group if relevant)
 - i. Adults
 - ii. Kids
 - iii. Teenagers
 - c. Location (South Africa, Durban, Johannesburg, Cape Town, Pretoria)
 - i. In
 - ii. Near (me)
 - iii. Online
 - iv. Home
 - v. Abroad
 - d. Levels (often times people will search "keyword" followed by level of experience)
 - i. Beginner (very popular)
 - ii. Advanced
 - iii. Teacher
 - iv. Elite
 - e. Prepositions/Other (consider the following variables for your keywords)
 - i. In, For, Location, Plural, How To, Person (er/become), Instructional (how to)

2. 1st Keyword Research Draft: Start with You (the best place to start is to imagine how you yourself would search for your own products/services):
 - a. Write down from the top of your head how you would search for your goods
 - b. Strait-jacket Technique (Watch Video 2 for more...)
 - c. Ask 5 – 10 people to search in google/bing/yahoo for your product/service (look for which keyword phrases they type and jot them down for later)
 - d. Organise this keyword list to prepare for the 2nd draft

3. 2nd Keyword Research Draft: Your Competition (next you should use your most-often recurring keyword phrases from your 1st draft and type them into Google, Yahoo, and Bing (skip Bing if you're in South Africa as we don't use Bing advertising) and do/look for 3 things:
 - a. Look for all your competitors ads at the top and right of the page
 - i. Examine their ad copy and write the ones down that work on you, that is, they make you want to click baby ;-)
 - ii. Open and examine your competitors websites, services, processes, their so-called USP, location, etc.
 - iii. Look for recurring keywords in both the ad copy and on their websites
 - b. Look at the bottom of each search result and google/yahoo/bing will give you the most relevant "related searches" search queries
 - i. Write the most relevant ones down and don't stop until you've gone through all the potential search variables
 - ii. Start creating a "negative keyword list". You will need this when you set up your AdWords PPC campaign. This list will make sure your ads don't come up for irrelevant search results and thereby hurt your rankings.
 - c. Re-organise these keyword ideas you got and start putting them into well-defined categories (this will start to show you what your core keyword is)
 - d. Finally, create an opportunities list. Whenever you come across new ideas, gaps, opportunities related to your product/service, put into this list. For instance, when we do research, we notice different ways to package, price, display, and position the same products or services. Similarly, we notice people sometimes only search for things related to your product/service but never do they actually search your exact product/service name which allows us to bid on keywords and build a landing page around those broader terms so as to capture an even bigger market and funnel them through...

4. 3rd Keyword Research Draft: Google/Yahoo/Bing Suggest (How would you like to know what the most frequently searched terms for a given keyword for free? Simply do the following):

- a. Take the top three recurring keywords from the 2nd draft, open google, yahoo, and bing to begin a new search.
 - b. Insert the search term into the search box like you would normally search for something...see the drop down of suggestions? Viola! Those suggestions are what most people are searching for currently...
 - c. Write down the most relevant keywords down and notice the rankings of your primary keywords (top 3 or bottom 3?)
 - d. Again, add any keyword suggestions that are not relevant to your negative keyword list (Eg. If you're product/service is personal training and you see personal training courses, add courses to that list)
 - e. Re-organise your keyword list. Take your 2nd draft and add your new keyword ideas to it, reorganise it, create categories wherever you see any and prepare for the next draft...

5. 4th Keyword Research Draft: Uber Suggest (this is like Google suggest but on steroids. This is perhaps the single greatest way to ensure you've covered all angles on your search terms. You could easily get lost with this tool, I suggest you choose only a few top keyword variables to search.)
 - a. Go to www.ubersuggest.org
 - b. Type in and search for your top three keywords, one at a time (by now you should have a highly refined keyword list if you've followed steps 1 to 4 thoroughly)
 - c. Click the + symbol to either expand and/or add relevant keywords you find (go through the entire page)
 - d. Repeat this process with the remaining two primary keywords
 - e. Re-organise your keyword list. Take your 3rd draft and add your new keyword ideas to it, reorganise it, create categories wherever you see any and prepare for the next draft...
 - f. Remember to keep step one's considerations in mind before you committing to your top three...
 IMPORTANT: the longer your keywords are the better. We call these long-tail keywords. That is, the more specific you get, the longer the keywords (may) become. Trust me, when you know exactly what the majority of people search for, you have an instant advantage way upfront.

6. 5th Keyword Research Draft: Google Trends (Ever gone on google trends? This is perhaps the most fun and insightful free tool available. How would you like to know exactly how often people are searching specific topics, products, services, and more all over world (or any specific location for that matter)? You could literally see whether your topic/product/service is a growing industry or declining FAD. Here's what you do:
 - a. Go to google trends: www.google.com/trends

- b. Take your newly refined top 3 keywords and search them either individually or against each other (you can see exactly which terms are being searched the most. But don't be misled, just because something doesn't have a high search volume doesn't mean it isn't a good niche).
- c. Search each keyword individually with defined locations (for instance, you could search wedding photographers in your specific region of choice)
- d. Make sure you look for more keyword ideas at the bottom of the page every time you do a search at the "related search terms" just in case.
 IMPORTANT: Remember, the more specific your query the less search volume and frequency you'll get. This is normal. We're not looking to sell to everyone, only those of your client avatar as defined in your business analysis.
- e. Re-organise your keyword list. Take your 4th draft and add your new keyword ideas to it (if you found any, usually at this point you won't), reorganise it, create categories wherever you see any and prepare for the next draft...

7. *6th and Final Keyword Research Draft: Google's AdWords Keyword Tool* (Keep in mind that you need an AdWords account to use this tool. But trust me, this free tool, if used properly, can mean the difference between immediate profitability and gradual bankruptcy. This keyword tool gives you the most accurate, recent, and reliable search term data and estimates. You could literally save tens of thousands of rands by confirming a big enough market and buying frequency of your products/services before you spend a dime on your ideas. I can predict with 95% accuracy how profitable any product or service will be once launched with the insights that this tool provides. Here's what you do:

- a. Open a google AdWords account: www.adwords.google.com
- b. Go to the Keyword Planner
- c. Do a thorough search on your top 5 keywords individually. First, take your top keyword and insert it into the "search for new keyword and ad group ideas" tab. Search this term first without defining a location. Press "get ideas", click the "only show ideas closely related to my search terms" to on...
- d. Go through the list, look for ideas, and pay attention to those with the highest search volume, frequency, and competition ranking.
- e. Search again but this time define a location to get specific search results to your unique location
- f. Repeat this whole process with all your top keywords, add it to your 6th draft list, and re-organise the list
- g. You are now ready to get estimates on your entire list
- h. Copy and paste your entire keywords list in the "get traffic forecasts for a list of keywords"
- i. Spend as much time as you can in learning these metrics as they provide you with the most valuable data you can find anywhere. Here you can see how much more or less you would spend/bid on these highly refined keywords,

estimated monthly searches, and basically your entire online market at one glance

8. *Final Keyword List: The Most Powerful (Online) Market Data No-one Wants You to Have* (What would you do if I told you that there are people out there (micro-business revolutionists) literally creating local and online businesses almost out of thin air based on this information alone. Don't believe me? Explore the works of Jeff Walker, Eben Pagan, Timothy Ferris, Chris Guillebeau, Ramit Sethi, and we'll talk again. The only reliable market research these days is keyword research. We can now pinpoint exactly what people are thinking, their fears and desires, their exact needs by what millions of people search everyday, online! Here's the last step:
- a. Take the most profitable keywords you found in your previous search in step 7 and add it to your final keyword list. Re-organise it well into logical categories, and keep refining it as you go.
 - b. You now have a keyword list worth potentially tens of thousands of rands if leveraged by the right hands.

NB: We are constantly adding and chipping away from this document to create a better experience for our clients. If you have any suggestions regarding these strategies please feel free to comment on the page from where you downloaded this page. We would really appreciate it. Thank you! 😊

