

Title:

People Getting Rich Online - Niche Research

Word Count:

519

Summary:

How's that list coming along? You will recall in the first part of this series I covered getting

There are many keyword tools out there. I like to use Overture's because it's free and easy. K

Keywords:

internet marketing, making money, niche research, niche

Article Body:

How's that list coming along? You will recall in the first part of this series I covered getting

There are many keyword tools out there. I like to use Overture's because it's free and easy. K

So plug in one of the general search terms from your list. I'm going to try dogs. Here are the

Searches done in February 2006

Count Search Term

1104234 dog

225786 dog breed

183180 dog training basics

152056 dog show

139072 dog breeders

98321 dog name

97021 dog training

91172 dog picture

88480 dog for sale

62657 dog grooming

56907 dog gift

I edited a few like snoop dog out for expediency. I like dog breeds and dog training [basics].

Type in the exact search term, putting quotes around it so Google searches for exactly what we

Ever heard of Sumantra Roy? Probably not. He's a man who specializes in SEO and particular key

$KEI = Demand / Supply$

That is - Demand divided by Supply. The higher the KEI the better. This gives you a simplified

In our example above, the KEI for dog breed would be .04, which isn't that great.

Dog Training Basics yields 45,600 results for Google. The KEI would be 4, which is terrific. H

Do a few more and see what you come up with. I did dog name and got a KEI of .10, which is low

I usually pick up the highest KEI keywords and plug them back into the Overture tool and try i

Incidentally, Wordtracker does this all for you. Try it for free and see how easy it is. Just

So now we should have a much smaller list that has some good prospects on it.

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