Lesson 6: Researching in Internet Marketing

In the previous chapter, we discussed competition and how it could be used as a good indication as to how profitable a market may be. In this chapter, we’re going to discuss different websites and free online tools you can use to conduct your research online.

Remember what the Internet is primarily used for. People are searching for information to their problems all the time all over the Internet. If they can’t find what they’re after, what’s the next best thing to do?

Ask!

There are numerous places that you can go to see what people are asking. Here are three of the most popular places to conduct your research:

1. Forums: a forum is like an online meeting place for people who have come to discuss different topics in a similar area. For example, if you have a cat and a mysterious skin imperfection has suddenly appeared, you can bet that there is someone else somewhere in the world who has a cat who has had the same problem. If you search up something like, “mysterious cat skin imperfection”, a link to a thread that might contain some advice might appear.
2. Google’s External Keyword Tool: This is an underrated tool that heaps of Internet Marketers use all the time to conduct keyword research (more on this later). The idea is, all the different search queries that people put into the Google search engine are recorded by Google. The number of times that exact phrase has been used will come up in the GEKT and will help you get an idea of how high demand for that information is.
3. Yahoo! Answers: Yahoo! Answers is a site set up and run by Yahoo! Where people literally ask a question, which is then sorted categorically. People answer the questions and if the asker likes the response, the answer-giver will be awarded more points by Yahoo!. If you look at what people are asking and how frequently it’s being asked, you can get an idea of how hot information like that is. You might even be able to answer some of it.

Feel free to visit each of the above sites. You should grow to enjoy researching in Internet Marketing. A lot of people find it boring, but there’s nothing boring about it, especially if you find a profitable niche that hasn’t been found by anyone else yet, which you can supply information to.

The next module will really get your marketing mindset on in terms of finding a niche that will be profitable.