

# Finding Hot Markets & Keywords

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# Finding Hot Markets & Keywords

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# Finding Hot Markets & Keywords

## Introduction

By reading this guide, you will have the ability to take advantage of the techniques used by Internet Marketing experts to find niche markets, industries, and keywords. Take it from us, we have used these same techniques to reveal markets that are not even imaginable to most people and we've made some hefty profits from them.

There is no sense in reading a book such as "Finding Hot Markets & Keywords" unless you plan on implementing the techniques and strategies that are outlined within it. We make thousands of dollars online every single day, by promoting products that we found using the same techniques. You are going to learn how to do very valuable market research that will give you an edge over your competition. There are literally millions of keywords, and tens of thousands of products online just waiting to be tapped into. By using these techniques you will learn how to take advantage of these "Hot Markets & Keywords".

**Warning:** After reading this book, you will have a new ability to find niches and to create more profitable marketing campaigns. You will likely notice that you no longer look at competition in the same way, as you will be able to discover niches without any competition.

# Finding Hot Markets & Keywords

## Introduction To Keyword Research

Keyword & Industry research and the use of targeted keywords can almost be deemed as the most important aspect of any Pay-Per-Click (PPC) Internet Marketing campaign. If your keywords are not targeted and are not attracting the right type of traffic, you will not make sales. Additionally, if the keywords are targeted, but the industry is so competitive that you cannot get decent ad position for under \$1.50, and then this is a problem as well. This tutorial is going to cover how to research keywords for an existing campaign, and how to find keywords that will open your eyes to new industries and opportunities.

**“To be highly successful in the world of Pay-Per-Click Advertising, you need to advertise highly relevant keywords”**

### General Keywords – To Use or Not to Use

One of the biggest mistakes that someone makes when new to PPC Advertising is bidding too high under very general, low converting keywords. These are keywords such as money, cars, music, and jewelry. General keywords are keywords that are very ambiguous and often times when people search using these keywords, they do not know what they are looking for. More importantly, they are most likely not willing to make a purchase. For example, the keyword “money” could pertain to currency, stocks, real estate, making money, debt, etc. If you are selling an eBook on how to “make money” as an Affiliate Marketer, you could attract a variety of people to your website. Perhaps someone would be looking for information on how to make money by selling on eBay, or how to make money by buying stocks, even how to make money by doing surveys. If you are selling an Internet Marketing eBook, chances are that you are not going to be able to persuade someone trying to make money buying

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## Rule of Thumb

If you cannot target a website specifically to a keyword, then chances are the keyword does not convert very high. Although you can have a great landing page and do a fantastic job pre-selling, but how in the heck are you going to effectively promote anything under the keyword “money”. If your website focuses on selling Internet Marketing eBooks, all of your keywords should be highly relevant to this.

Find the Benefits of your products – If you are selling an Internet Marketing eBook, put yourself in the mindset that you are a buyer. What kind of information are you looking for? People who want to buy an Internet Marketing Ebook may be interested in:

Learning about Internet Marketing

Learning how to make money working online (at home, on the net, on the internet)

Selling Products Online

Learning How Internet Marketing Works

Increasing Online Sales

Taking their Business Online

Driving new Customers to a Business (online or offline)

When starting a new campaign, it is very important to make a list of “Benefits” that people may be looking for. You can then base your keyword research around these benefits.

**“Making a list of Benefits of a product will help you  
Find highly relevant keywords for your advertising campaigns”**

# Finding Hot Markets & Keywords

## Picking the Right Keywords

Where should you start when looking for keywords? There is a technique that you can follow when researching keywords within any industry. Ask yourself “If someone was looking to purchase this product/service, what are all the possible keywords and keyword phrase that they could type in?”

For example, if someone was looking to purchase Beating Adwords, they could type in the product name “beating adwords” or the relating terms “beatingadwords” or “beatadwords”. If they were looking for make books to teach them how to make money online, they may search for “make money online”, “make money ebook”, “how to make money online”, or “make money on the internet”. They may search for “make money”, but if they want to make a purchase, they will most likely type in something more specific.

There are hundreds of people selling various products under the keyword “make money”, but the fact is that these website are probably not making much profit, if any at all. If I had no idea about Internet Marketing and wanted to make money I might type in “make money”, the search would provide me with some ads. Some would say “Learn How to Make Money Online”, or “Make Money on the Internet”. In that case, I would probably do another search for “Make money on the internet” – a more specific search. This is when you want your ads to be displayed, not under the general terms.

People are typically looking for a solution to a problem. This can apply to literally every single industry. How can you take advantage of this? Simple, fulfill their request (their search), and provide them with a solution to their problem.

Here are some keywords that you can append to your keywords to create highly targeted keywords phrases:

# Finding Hot Markets & Keywords

Here are some keywords that you can append to your keywords to create highly targeted keywords phrases:

cure	detection	instructions	tips	better
resolve	repair	info	tip	stronger
solution	fix	information	technique	faster
solutions	delete	book	techniques	quicker
treatment	symptoms	guide	secret	bigger
relief		ebook	secrets	smaller
resolution	review	manual		
alleviate	compare	directions		
relieve	scam			
remove	comparison			
rid	reviews			
get rid of				
detect				

If I were selling an Internet Marketing ebook, I could take general keyword like: Internet Marketing, and create keywords like this.

**Internet marketing instructions**  
**Internet marketing info**  
**Internet marketing information**  
**Internet marketing book**  
**Internet marketing guide**  
**Internet marketing ebook**  
**Internet marketing manual**  
**Internet marketing directions**

These are highly relevant to what I am selling, and could easily be among the top converting keywords for my internet marketing ebook review site.

# Finding Hot Markets & Keywords

## Consumer Demand

What are some products that are in demand? While you could use tools such as Word Tracker and get their free reports of the top 300 searches of the last month, but chances are you will look at the list and not find it beneficial unless you are promoting adult entertainment. You can find what people are looking to buy right now buy using Overtures search tool ([inventory.overture.com](http://inventory.overture.com)) and typing keywords in such as “buy”, “purchase”, “new”, “shop for”, and “order”. These will give you search results of people that are serious consumers and want to get to the point.

Here are some search results that we got from typing in these search terms:

Buy	purchase
best buy	home purchase
buy book online	louisiana purchase
buy guitar	california mortgage purchase
buy a car	purchase viagra
buy viagra	purchase
buy phentermine	purchase property
buy baby gift	purchase proactiv
buy	louisiana purchase
buy new car	purchase phentermine
buy stock	auto purchase
buy hydrocodone	purchase house
buy dvd jessica simpson	pre purchase inspection
buy valium	purchase order
buy and sell	purchase dinar
direct buy	new car purchase
buy used car	purchase tramadol
buy tramadol	purchase soma
buy vicodin	point of purchase display
buy music	purchase fioricet
buy wholesale	purchase domain name



# Finding Hot Markets & Keywords

Searches such as “find”, “news”, and “info” are typically performed by people looking for more information on a product. You could use this to your advantage in same way by searching for keyword phrases that include these terms followed by a product or industry.

## Using Alexa to Rate Websites

Have you ever found yourself looking at a site and wondering if it is a “hot” new product, or whether it has been around for a while? It is also nice to know if you can take advantage of promoting the product keywords. For example, when browsing the Internet, you come across a site called Wealthy Affiliate. You can typically base a sites quality on how much traffic they receive, depending on how long they have a been around.

You can determine website’s traffic using [www.alexa.com](http://www.alexa.com). You simply type in the URL of the website you are trying to find out information about and it will give you traffic statistics on the website. From this data you can determine whether or not a website receives traffic. If you are promoting a product (or thinking about promoting it), and their web page has an Alexa of under 1,000,000, we suggest that you avoid promoting their affiliate program. Chances are this site receives low traffic for a reason.

If a site has a good alexa (under 100,000), chances are there is opportunity to promote the product keywords and receive decent traffic. For example, WealthyAffiliate.com has an Alexa ranking of 13,007 over the last 3 months. This means that WealthyAffiliate.com is 13,007 most popular on the Internet. You can safely assume that this site receives traffic through search engines, and some of the time the visitor comes to the site search product related keywords. These would be

wealthy affiliate	compare wealthy affiliate
wealthyaffiliate	does wealthy affiliate work
wealthy affiliate review	buy wealthy affiliate
wealthy affiliate member	order wealthy affiliate
wealthy affiliate membership	

# Finding Hot Markets & Keywords

## Finding Keywords Before the Industry

By using keyword tools to do your research, you will often find the keywords for an industry before you find out whether or not the industry is profitable. This means that you may come across several keyword niches while researching another product. Make sure you take note of these keywords right away. Write them down or you will forget about them. For instance, if you were researching “Wealthy Affiliate”, you may come across a keyword like “Beating Adwords”. Write these kinds of keyword down so that you can come back to them later. Many times, when doing keyword research, you will find many keywords that you would have never thought of. .

Once you have a select group of keywords for an industry, you need to determine whether the industry is profitable or not. Here are the logical steps that you should take in determining if the industry is profitable or not.

## Search for Affiliate Programs

If there are not affiliate programs, there is probably no way to make the industry profitable. Type “industry name + affiliate” or “industry name + affiliate program” into Google and you will get the results of related affiliate programs. For instance, you could type in “beating adwords affiliate program”. The top listing will be a link to the Beating Adwords affiliate program information page

## Break Even Point & Profitability

Determine your break-even point and maximum Cost Per Click that you can spend on traffic. If you can obtain a hundred clicks for the price of a sale, you can obtain 100% ROI by converting at 1:50 (2% Conversion Ratio). This sort of campaign will typically be profitable. For Instance, if a product pays \$45 per sale, and you need to convert at 1:50 to obtain 100% ROI, you cannot spend over \$0.45 per click on average to achieve 100% ROI. The Lower 100% conversion ratio is, the better off you are. If the product converts at a higher rate, you can raise your Cost Per Click accordingly.

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## Can you cross-sell products?

This may open up doors to a whole new opportunity. If you can collect data (email & name) in the form of an opt-in list, can you promote related products to this person in the future? There are certain industries in which this is not an option, but for the most part there will be opportunity to generate an profitable mailing list.

If you do a lot of research, you will find often times find keywords before the industry. You then have an epiphany, “I wonder if I can make money within this industry, because I can sure get some good keywords cheap”. If you do a full analysis using the steps above you will be able to forecast whether a campaign will be profitable, however you will never be 100% sure until you actually implement it.

# Finding Hot Markets & Keywords

## Summary of Keyword Research

Keyword Research is one of the most valuable components involved in becoming a successful Internet Marketer, and although it is very difficult to teach someone how to think, we believe that these keyword research ideas will open new advertising campaigns for most of you. Remember that creative thinking is important to being a successful marketer and it begins with keyword research.

There is also another major component that ties in very nicely with keyword research – Finding a Niche Market. Niche keywords typically lead a “niche market”, and often times a niche market can lead you to niche keywords. The two directly correlate. In the next section we are going to discuss how to find a niche market and give you insight into the techniques that we use on a daily basis to find niche markets.

# Finding Hot Markets & Keywords

## Introduction to Finding Niche Markets

There is a common misconception about the term “niche industry” and how to find a niche industry. You cannot simply find a keyword that is receiving a lot of traffic and does not have anybody bidding on the search term, and assume that it is a profitable. There are several different factors that contribute to a profitable niche (affiliate programs, supply vs. demand, industry conversions, etc.), most of which depend research and then the corresponding analysis of the “niche” industry.

In this section we are going to discuss how to find a niche industry and how you can find profitable niches or “small pockets” within industries that can become a nice little cash generator.

So what exactly is a niche market? Before we get started on how to discover niches, we need to define exactly what a niche market is. A niche market is a group of people searching for a solution to their problem and not being able to find many relevant results. A niche is usually a smaller component of a larger industry. This is where the advertiser can take advantage of a niche and receive low cost and highly relevant traffic to their website.

# Finding Hot Markets & Keywords

## Searching Techniques - How To Find Niche Industries

So where do we begin? First of all, only 15-20% of all keywords are advertised, and there are literally millions of keywords online. Often times a niche market is based off the premises that the keywords receive large amounts of traffic, but no one or very few have discovered the profitability of these keywords yet.

First we will define for you exactly what a niche looks like. Some people think “too broad” which will limit your research capabilities. Say you are looking to promote a product within the automobile. Obviously the search term “automobile” is not a niche market as it is too broad. Let us show you how to dig down from a keyword as broad as automobile and find a niche.

### **Automobile (broad)**

Car, truck, van,

Sports car, race car, luxury car, family car,

Red sports car, blue sports car, yellow sports car

Red convertible sports car, red hatchback sports car

Red convertible sports car tires, red convertible sports car rims

Red convertible sports car racing tires

Red convertible sports car winter tires

**Red convertible sports car Yokohama racing tires (niche)**

In the previous example, we started with a keyword as broad as automobile and we expanded upon it, digging down several tiers until we found a niche. “Red convertible sports car” is a niche, but “red convertible sports car Yokohama racing tires” is a smaller more targeted niche. You can take any keyword and break it down into smaller niches to obtain the first component of a “niche market”.

# Finding Hot Markets & Keywords

The second step that is integral to the make-up of a niche market is the profitability factor. Although you may have found a niche section of a larger market, if there are no affiliate programs or ways to generate revenue through this market, it will not be beneficial to promote (unless you have a lot of money to waste).

We need to find out if a niche market is profitable. If it is not, we are not going to promote within the market. Conversely, if there are opportunities available within this industry, we are going to take advantage of them by expanding our research, doing an analysis, and implementing an advertising campaign that focuses on keywords that are relevant to the niche.

To find out the profitability of a niche, we need to find out what the consumer demand is. We can do this research several different ways.

## Keyword Expansion

Expand on higher level niches using a keyword tool. Select a higher-level niche. In this example, we will choose “sports car”. You are going to want to find out if there are niches within this industry that you can turn a profit. The first thing you will want to do is search this term within a keyword tool such as Overture’s keyword tool ([inventory.overture.com](http://inventory.overture.com)). These tools will expand your search results. Here are the results we received by entering “sports car”.

# Finding Hot Markets & Keywords

Searches done in February 2006	
Count	Search Term
73841	car sports
3085	car picture sports
1997	car exotic sports
1695	car sports wallpaper
1490	car rental sports
1266	car sale sports
1245	car new sports
933	2006 car sports
929	car classic sports
858	car hire sports
826	car insurance sports
793	car italian sports
755	car sports used
698	british car sports
683	car classifieds sports
613	car luxury sports
571	car cheap insurance sports
568	car racing sports
508	car sports toyota
486	car saturn sports
480	car ferrari sports
480	car photo sports
441	car lotus sports



# Finding Hot Markets & Keywords

From the previous screenshot you are able to determine the search count, and the correspond search terms that received the most traffic. In this example, “sports car” received the most traffic, but it is the broadest search term. The next highest search term is “sports car picture”. You can then enter these search terms into the suggestion field, and Overture will give you even more targeted results. This technique is a great way to find high demand, niche markets.

## Problem Statements

Search for problem statements within a keyword tool. This will often time reveal “niche markets”. Examples of problem statements are “cure, fix, repair, solve, get rid of, etc.” When people are searching a lot for a solution to a problem, chances are this is a profitable industry. Take advantage of these broad niches by digging down (as in our automobile example), and find smaller, less competitive industries.

## Research Common Problems

People use forums, groups, and blogs to communicate their concerns and essentially they are looking for a solution to their problem. Here is what we do on occasion to find “niche markets”. When visiting a forum, look at the common questions people are asking “how do I fix my slow computer, how do I lose weight without dieting, etc.” Research these small niches and find out if you can make them profitable. This little research technique has revealed little niches to us and we have literally taken these niches and made money instantly off of them.

Here is a list of some good focus groups to utilize for research:

[Google Groups](#)

[MSN Groups](#)

[Yahoo Groups](#)

[MySpace.com](#)

# Finding Hot Markets & Keywords

## Taking Advantage of Niche Demand, But NO Supply

Supply & Demand are two separate components of a successful niche, but they both have to exist in order for a niche market to be profitable. If there is a lot of demand for a particular product/industry/service, but no products or affiliate programs available, there is probably not much opportunity to make money as an affiliate. This does not mean that there is not opportunity promoting it however, as you can develop an info product or an e-business around a specific niche.

We typically search for demand of a particular niche that we have uncovered before we search for supply. The reason for this is that in order to have a niche, you need demand. However, supply can come in the form of a new product that you could develop or obtain, therefore supply can come from you. Using free tools such as discussed earlier are a great way to find out whether or not a “niche” receives much traffic or not. These tools are a recommendation by us:

[inventory.overture.com](http://inventory.overture.com) (keyword tool)

[wordtracker.com](http://wordtracker.com) (wordtracker)

[alexa.com](http://alexa.com) (for analyzing website traffic)

So you find a “niche market” that is getting a ton of traffic and there is not product out there that you can promote to make money with it. There are two different types of products that you can build around a niche – digital product and tangible goods. A digital product usually comes in the form of an ebook or software (BeatingAdwords.com, WealthyAffiliate.com), where you charge for information or functionality which is otherwise difficult to obtain for free. Tangible goods (like baseballs, cars, or iPods) are sold through storefronts such as eBay or independently owned ecommerce sites.

# Finding Hot Markets & Keywords

## Creating a Digital Product

There are several information niches that are next to impossible to find good information about, unless of course you know where to get it. People will pay for this information when there are no FREE answers to the questions they have. There are also software solutions that would be beneficial to many users and increase efficiency that have not been developed yet for small niches.

There are services available that allow you to create a product for a niche without having to do the research yourself. You can use services such as [elance.com](http://elance.com) and [rentacoder.com](http://rentacoder.com) to do the work for you in exchange for a small cost that is decided upon prior to the work. They are usually much less expensive than an expert copyrighter or a software developer.

[Elance](http://elance.com) (content research and copyrighting)

[Rentacoder.com](http://rentacoder.com) (application/website/software development)

You can in turn put your product on a digital product marketplace such as [Clickbank.com](http://clickbank.com) or [Paydotcom.com](http://paydotcom.com) for a price that you decide upon. Just because you have a product does not mean it will be profitable, however if you promote it properly and fill the void of the niche market, then there is great profit potential.

# Finding Hot Markets & Keywords

## Creating a Tangible Product

There are still several untapped niche markets where people are looking for tangible products. Whether it is toys or sporting equipment, we recommend that once you have found a niche market, that the first place you go with it is eBay. EBay is the largest online marketplace in the world, and is the perfect place to try selling products online. Obviously you will have to find a company to provide you with your products (lots of them will ship for you too), but once you have that in place you will be ready to start your own retail business.

## Using Nichebot.com for Research

Nichebot.com is a free search tool that not many people take advantage of when looking for niches. It not only gives you information about how often a search is performed, it tells you how much competition there is within that keyword sector (# of webpages). This is very valuable when searching for niches, because it is definitely not a niche if you have millions of competitors, is it. We are not saying an industry cannot be profitable if there are millions of advertisers, because it can. This tutorial is about niches, and if a keyword or group of keywords all have millions of webpages, they are not niches.

# Finding Hot Markets & Keywords

Here is an example of how you can use nichebot.com to perform your research. If you type the keyword “automobile” into Nichebot.com, you will get a screen that looks like

<u>KEYWORD/PHRASE</u>	<u>COUNT</u>	<u>PAGES</u>	<u>COMPETITION</u>	<u>RATIO</u>	Save selected <a href="#">Check all</a>
<a href="#">automobile insurance</a> (click for related lateral results)	1,787,795	<a href="#">53,100,000</a>	<a href="#">6,950,000</a>	3.89	<input type="checkbox"/>
<a href="#">automobile</a> (click for related lateral results)	811,923	<a href="#">212,000,000</a>	<a href="#">212,000,000</a>	261.11	<input type="checkbox"/>
<a href="#">automobile donation</a> (click for related lateral results)	319,900	<a href="#">3,070,000</a>	<a href="#">82,600</a>	0.26	<input type="checkbox"/>
<a href="#">automobile warranty</a> (click for related lateral results)	251,952	<a href="#">6,030,000</a>	<a href="#">78,300</a>	0.31	<input type="checkbox"/>
<a href="#">automobile loan</a> (click for related lateral results)	231,806	<a href="#">19,500,000</a>	<a href="#">477,000</a>	2.06	<input type="checkbox"/>
<a href="#">automobile parts</a> (click for related lateral results)	196,135	<a href="#">33,900,000</a>	<a href="#">4,960,000</a>	25.29	<input type="checkbox"/>

The results will give you information about searches, pages with similar content, potential competition, and the overall ratio (number of sites per every 1 search). This will give you insight into particular industry and give you an understanding of search volume versus the overall competition.

As you can see from the results “automobile donation” and “automobile warranty” have the least amount of competition, while the search term “automobile” has is the most competitive. This proves the case that the broader the search term, the more competition.

# Finding Hot Markets & Keywords

## In Summary

In this section we have outlined not only how to find a niche market, but how to generate a profitable business through affiliate programs, creating a digital product, and creating a retail business. These techniques can also be applied to business with existing marketing campaigns, potentially expanding their businesses into new markets that were never before revealed.

Everybody looks for the obvious when creating their marketing campaigns, and if you can take advantage of the niche market research we have outline, then you will be a step ahead of everyone else.

We hope that we made it clear that research is an absolute critical item to continued success of any Internet Marketer. Through research we have uncovered niche markets, keywords, and industries that make us \$1000's/day and could potentially do the same for you. Whether you own a business already, or are looking to get into Internet Marketing, the best research techniques have been given to you in this guide.

Take advantage of this guide's strategies and techniques and create an action plan to implement them. Your success in online marketing is entirely up to you. The harder your work, the more research that you do, and the more ideas that you actually implement, the greater the success your business will have. Good luck!

**“Research is an absolute critical item to continued success of any Internet Marketer”**

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## About The Authors

Our names are Kyle and Carson from [WealthyAffiliate.com](http://WealthyAffiliate.com). We own and operate the fastest growing Internet Marketing community online and provide weekly resources to our members (such as this one) so that they can advance their skills and make profits from doing something they enjoy – marketing to others on the Internet.

The opportunities are endless on the Internet through Internet Marketing. We define these opportunities and make our members aware of new concepts and channels for making money online. If you are interested in finding out more about Wealthy Affiliate, please visit our site at [www.WealthyAffiliate.com](http://www.WealthyAffiliate.com).

**To your continued success,**

**Kyle & Carson**  
The Wealthy Affiliates

**PS.** Coming out this June (2006) is our latest endeavor, “**Inside the List**”. We are going to reveal email marketing ideas that have been proven by us; we are also going to lay them out in a step-by-step manner where you can then apply these same techniques to your business. **We make \$1000’s using these techniques and so will you!!!** Keep your eye out for upcoming “Inside the List” news releases and presale opportunities! [www.INSIDETHELIST.com](http://www.INSIDETHELIST.com)

# Finding Hot Markets & Keywords

## Tools And Resources

### Research Search Engines

[www.nichebot.com](http://www.nichebot.com)

[www.mooter.com](http://www.mooter.com)

### Keyword Tools

[www.inventory.overture.com](http://www.inventory.overture.com)

[www.goodkeywords.com](http://www.goodkeywords.com)

[Google Keyword Tool](#)

[www.wordtracker.com](http://www.wordtracker.com) (free trial)

[www.keywordelite.com](http://www.keywordelite.com) (paid)

### Autoresponders

[www.aweber.com](http://www.aweber.com)

[www.getresponse.com](http://www.getresponse.com)

### Online Marketing Community

[www.wealthyaffiliate.com](http://www.wealthyaffiliate.com)

### Google Adwords Products

[www.beatingadwords.com](http://www.beatingadwords.com)

### Focus Groups

[Google Groups](#)

[MSN Groups](#)

[Yahoo Groups](#)

[MySpace.com](http://MySpace.com)