



The Challenge 2010 – Module 4 – Day 3

2010TCMD4D3a: Intro

Running Time: 1 min

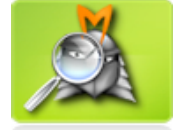


Hey, everybody. And welcome to today's lesson where we're going to talk about **Competition Analysis**.

Now, I think the old concepts of competition analysis - about having dog-eat-dog world, never talking to competitors, try to crush your competitors - are really outdated online. I think you want to be friends. You want to be JV partners. You want to sell their stuff and them, to sell your stuff, to do talks together, to create content together. There are so many opportunities. But, when we're starting to feel our way in a market, you still need to know **who's who in the zoo**. You need to know who the players are.

So today, I wanted to take you through the process that I use to figure out exactly who's who in the zoo. Can I say 'who's who in the zoo' any more times? Who's who in the zoo? Doesn't it sound great? I love it! (It sounds great, by the way).

Alright! So anyway, you know what to do. Head over to the videos and we'll see you tomorrow.



Actions

- Perform a competitor analysis of the top 10 sites in the SEO Competition module for your keyword phrases
- Makes notes about the sites in terms of what kind of site they are (blog, ecommerce etc), what kind of information they provide, how often are they are updated, what are they selling?
- Go to Google and also look at the ads for your keyword phrase, again using the same evaluation process

Handy Tip - When looking at the ads that show up in Google, remember that **ads by the large companies such as Amazon, eBay, etc are not representative of your true competition** as those big company ads are auto-generated. Always look at the true competition in your market that you can see have specifically targeted your keyword phrase.

Evernote Tip – Before you start your research, sign in to Evernote (either on the Web or on your desktop software) and **create a new notebook for your niche research**. That way, when you start making notes, you can quickly select the notebook from the dropdown in the Chrome Extension.

Resources:

Market Samurai - <http://www.marketsamurai.com/challenge>

Click here to get your free trial copy of Market Samurai if you haven't already.

Market Samurai Support - <http://www.noblesamurai.com/support>

Click here to get support for Market Samurai.