



The Challenge – Module 7 – Day 5

2010TCMD7D5a: Introduction

Running Time: 1 min



[ED] Ed Dale

[CM] Caro McCourtie

[ED] We're back in beautiful Sydney. Why have you got sunglasses on?

[CM] Well, you're sort of quite bright, the suntan – lack of.

[ED] This is really cool. That's what it is. But it's an exciting day. Why not have sunglasses on because today is so damn cool! Because good news! You've found a niche that works. And today, **Rob Somerville**, man of action, is going to show you some of the options now available to you because you found a niche that works, which is very exciting. So, congratulations! Well done...

[CM] Absolutely! Congratulations, everybody. Now, the fun begins.

[ED] Exactly! Head over to the video.



Actions

- **Research additional keywords** relevant to your micro-niche using Market Samurai and Google Analytics
- Prepare some keyword optimized content for those new keywords

Handy Tip - Take your list of additional keywords that you have found using Google Analytics and add them to your Market Samurai project. Most of the time they will already be there, but occasionally you find yourself getting traffic for keywords you may have missed in Market Samurai. Analyzing those keywords will give you better idea of what kind of traffic to expect for ranking higher with them.

Resources:

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

Click here to find out more about Market Samurai.

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

Click here to get support for Market Samurai.

Google Analytics - <http://analytics.google.com/>

Click here to access Google Analytics.