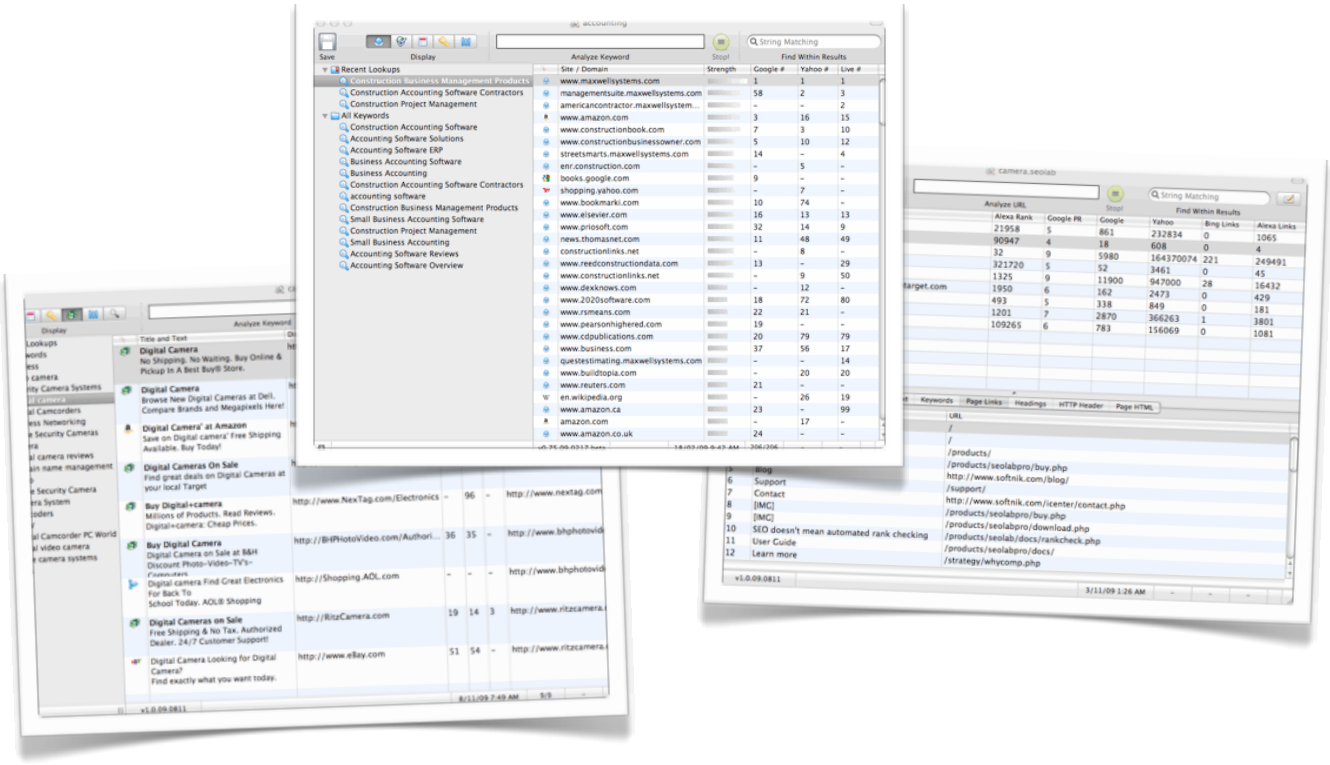
Competition Strategy Studio

Mac OS X Edition



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About this guide

Organization of this Guide

This user guide is divided into three sections. The first section provides you basic concepts and ideas about Internet Keywords, Competition Research and some important things you should be aware of before you start using the software.

The second sections deals with the software usage.

The third section discusses how you can apply the data gathered through the software.

Please note that the page numbers in the "**table of contents**" are clickable. You can use it to navigate to various topics.

How To Get Technical Help

If you need any help using the software or if you have any questions please contact us. We will always reply to your emails within 8-24 hours. You can click the contact link below or use the option under the "Help" menu item to contact us.

- ★ Contact Information
- ★ Softnik Official Blog
- ★ Competition Studio Home

Basic Ideas and Concepts

Competition Research - The "Why" and the "How"

Competition Strategy Studio is a powerful application for researching and analyzing any niche on the Internet. But, how exactly is competition research useful?

Here are some of the most important reasons for studying your competition.

- ★ To find new and profitable niches.
- ★ To improve your products and services and make them better than that of your competition.
- ★ To find your competitions' weak points and and exploit them.
- ★ To learn the way your competition operates so that you can always stay ahead of them.
- ★ To generate your own ideas that are better.

How do you find your competitors?

Internet has made it very easy to quickly find and study your competitors. **Competition Strategy Studio** makes this even more simple. The brainstorming tool in Competition Studio works from keywords that you type into the software. It will quickly analyze the keyword and find...

- ★ The top websites (domains) that "own" that keyword phrase on search engines.
- ★ Top competing URLS for the keyword phrase
- ★ The top web page titles that are visible in search engine results for the keyword
- ★ The companies and websites that pay to advertise for the keyword
- ★ Other semantically related keywords

How do you analyze the competition?

There are a number of ways to analyze and dig up more information on any competitor. Here are some quick and easy ways to do that...

Competitor's History

Use the web archive to learn more about the history of the site. When did they get started? How did the website look when they started?

Remember that your competitor may have a number of websites. You may be looking at one of their smaller websites. So, check for other sites they own and operate.

Online Visibility

How visible are they on the Internet? Do they rank high on search engines? Competition Strategy Studio has tools to help you with this.

Again, remember that they may own multiple websites. So check for other sites they may be operating.

Website Features

Check their web pages. Do they make it easy for their customers? Is your website better? If not, how can you improve?

Are their products presented properly? Does their website make you want to purchase?

Do they offer a newsletter?

Do they appear profitable?

Do they have third party advertisements on their sites? What do that tell you? Do they appear to be a profitable business? Are they active? Do they update their website often?

What appears to be their primary source of income?

Communication with Clients

Do they have a **blog**? If yes, subscribe to their blog feeds. What do their blogs discuss? Do they allow blog comments? What do people comment on their blogs?

Do they make use of social media sites? Are any of their employees discussing products and services through tweets? How many followers do they have?

Purchase Process

Buy their products and study the way they handle the **purchase process**, post purchase handling, **back end products**, etc.

How do you compare with them?

Are they in the News?

Go to Google News and search for the competitors. Are they in the news?

Do they have any recent **press releases**?

Do you do issue press releases?

Are they growing?

Check online job portals and advertisements. Are they hiring? What kind of Jobs are on offer? Are they looking to hire people with special skills?

Job openings often reveal their future plans and directions.

Make Use of Whatever You Learn

Use any information you learn to make your own plans and improve your products. Some of our upcoming **software tools** will help you organize and tabulate information such as the above.

Just looking around the websites of your competitors will often help you brainstorm and generate better ideas.

What Are Keywords? The Primer

What are Keywords?

The term Keyword refers to a word or a phrase used by Internet users to find information on-line. For example, if Joe wants to find information about **pest control products**, he will probably go to Google and type in

Pest Control Products

The phrase 'Pest Control Products' is the "**keyword"** Joe used to find the information he wanted.

Why Are Keywords Important?

Keywords are very important in Internet marketing because it allows marketers to **know what people want**. As we all know, that kind of information is worth a lot to marketers! Even off-line marketers benefit from knowing what people search on the Internet because it provides an insight into **consumer desires** and wants.

Finding Popular Keywords

Search engines do log all the search statistics and these companies are probably sitting on a large pile of keyword data collected over the past many years. So, **search engines** are obviously the best source of information for finding popular keywords.

Keyword Suggestion Tools

Google, the most popular search engine, offers a **keyword suggestion tool** for use by their AdWord users. This is available at

https://adwords.google.com/select/KeywordToolExternal

There are more tools offered by other search engines and third party providers who source their data from ISPs and miscellaneous sources. Examples of third party providers include **Wordtracker** and **Keyword Discovery**.

Keyword Search Popularity

It is simply not enough to know what phrases people usually type in. It is also important to **know which phrases** are **more popular**. For example, some one who runs a pest control related website may want to know which of the following two phrases was searched more.

Pest Control Services

or

Pest Control Products

According to the Google Keyword Tool "***Pest Control Services"*** was searched about 49,500 times in August 2009 and "**Pest Control Products"** was searched about 12,100 times.

The number of searches for a keyword, during a month, a week or even a day, normally specifies the "**keyword search popularity"**.

The "Keyword search popularity" will vary depending on search engines, regions, and languages. It is also often **seasonal**. For example, searches for "Halle Berry" will increase when her movie is about to be released.

Keyword Search Counts - How Accurate Are They?

One of the most common questions regarding keyword data is about the **accuracy**. Many people get confused because different sources show different search counts for the same keyword phrase.

There is nothing surprising about this!

It is simply **not possible** to know the exact number of searches done for any keyword phrase. On-line tools base their data on a small fraction of the actual searches that actually take place.

Google is the most popular search engine. So the Google keyword tool is probably the best source for obtaining **keyword search estimates.** There are people who suggest that Google has a vested interest in not providing good estimates because they want people to blindly use their Adword services. This is of course debatable.

Wordtracker bases its results on searches done on Dogpile and MetaCrawler. This, according to NetApplications.Com accounts for **0.63%** of all searches across all search engines (quoted from Wordtracker website). This is not really a bad thing. We simply need to realize that this keyword data is just an estimate based on a small fraction of actual searches.

Keyword search data are simply rough estimates

While doing any keyword research, just treat the data as **rough estimates**. Use these numbers to pick a set of suitable keywords and test them in real to see if you get any traffic. This can be done by setting up a test Google Adword campaign for the keywords. Run the campaign for a few days to see the actual impressions for each keyword phrase.

Keyword Result Supply

You could think of "keyword search popularity" as a sort of **demand** for whatever market is represented by that keyword phrase. So it will be important to know what kind of **supply** exists for the same market.

Since it is very difficult to measure the supply, most people use the total number of web pages in a search engine index to approximate the keyword supply.

For example, for the keyword phrase "**pest control services"**, Google has over 1.4 million results.

Keyword Demand and Supply

On-line marketers often brainstorm and find profitable niche markets using Keyword Demand vs. Supply. You may have found a profitable niche if...

- ★ A lot of Internet users are searching for a particular keyword phrase (indicated by a high "keyword search popularity").
- ★ The number of web page results returned for that keyword phrase is too few, are of low quality, or is not relevant to the search query.

Of course, it could also mean that the particular niche is simply not profitable and most people have kept away.

Automated Niche Research

Many automated tools exist for searching and finding keyword phrases that have “high demand” and “low supply”. These tools provide an index number (some times called **Keyword Effectiveness Index** or **KEI**) indicating how profitable a particular niche is.

The fact is that millions of **automated junk pages** with random text exist on the web. These are created by automated scripts and software to lure visitors and then to make them click on one of the advertisement links on the page. This makes any analysis based on the count of web pages not very effective. So KEI is no longer an **accurate indication** of quality supply.

Niche Research Requires Common sense and Not Automation

It is wise to use **your own judgment** while determining what is a good niche and what is not. As already mentioned above, people have been indiscriminately using automated tools to fill a large part of Internet with low quality web pages. In some cases there may be many search engine results for a keyword phrase with high search popularity, but most of them may be poor or low quality sites created using automated tools. It is not possible for any software to automatically analyze the quality of web pages.

Another reason for not depending too much on automated niche research is that it is possible to **compete and succeed** in niches that seem to have a lot of web page results. In some areas there may be a lot of web pages, but none of them may provide the right answer to the searcher. The automated tools will of course, not find these.

A good niche researcher should always check the quality of the web pages that seem to cater to the demand.

Competition Strategy Studio is a handy tool for analyzing niches because you can quickly see the competing sites across more than one search engine. You can also pick and further analyze any of the domains from within the software.

I Know Which Keywords Are Popular, Now What?

Once you know which keywords are important, you can create web pages that target the users who use those keywords.

When a user searches for information on a search engine, the search engine will return a list of web pages. If you have a website, your aim is to get listed at the top for all popular keywords in your site category.

You can do this by creating web pages that the search engines will determine to be a **good fit** for the popular keywords.

Your task is to...

- ★ Create web pages that are **targeted** to what people have in mind when they search the Internet.
- ★ Convince the search engine algorithms that your pages are the **best possible results** for those keyword searches.

Making Your Sites Rank At The Top

For this you need to create what are called search engine optimized pages.

In other words, you tweak and adjust the web page contents in ways that will cause it to be ranked high. This is often not easy and depends on a number of things. There is an entire industry called **Search Engine Optimization Services** to cater to this.

Pay Per Click Advertising

There is another way to get ranked high in search engines, Pay them!

Most search engines like Google, Yahoo and Bing offer a **Pay Per Click** (PPC) program that allows you to get ranked in search engines depending on what you are willing to pay per click.

About Keywords - In Conclusion

This section covers the **very basics on Internet Keywords**. This knowledge is sufficient for **simple** website planning and development or for **competition and niche research** using Competition Strategy Studio. If you wish to do pay per click advertisements or search engine optimization of your web pages you need to learn more.

The Evergreen Products that People always Buy!

Is keyword research based on **search volume counts** and number of **search results** in Google the right method for **deciding** the type of product or service you want to offer?

Good products that fill a need will always do well. Here are five types of products that always find buyers! Combine these product types with a **unique idea** and decide the kind of **Internet business** you wish to create. This is even more important when **marketing during times of recession**.

Products that make or save money

People always want to **make more money**. If your product or service will help them earn more or save money they will always buy it. Even if your product is not directly connected to making money, it is always a good idea to explain how it can **save money** for them.

Products that help people learn

People are always looking to learn something new. "**How to"** guides are always popular for this reason. This is also the reason why there are so many ebooks out there. Be careful about this because it is one of the **most competitive** niches on the Internet. However, this is also one of the easiest niches to enter.

Products that entertain

It is no surprise that the top searches on Yahoo Buzz are almost always about TV shows, actors and sports. This niche does require some unique expertise. Go for it if you have a good talent for creating entertaining videos, cartoons, etc.

Products that make life healthy and comfortable

People want to live as comfortably as they can, without any aches and pains. Do you have an idea for a product that will help them do that? This niche is often abused and may have a bad reputation because of all the spam associated with magic herbs and pills.

Products that save time and effort

People love pressing a button and getting things done! Do some research on popular topics and make your work available to your customers for a price. You could also create a software that will save your customer hours of work.

Long Term Strategy vs Short Term Tactics

While browsing a popular forum you often see the **same question** being asked again and again. It is about doing something using a very popular third party product. You have some knowledge on the subject and decide to **create a solution**.

So you spend a few weeks creating a **script** for processing the output from the **product** in question. The original third-party product is extremely popular and doesn't offer that particular feature. You decide to turn your script into a membership site.

Your service is a **big hit**!

You start getting many subscriptions. After a while you get so comfortable that you quit your day time job.

Disaster Strikes! The Perils of Short Term Tactics

The original **product developers** have updated their product and has now implemented the same feature into their offering, at no extra cost!

Suddenly no one wants your service. The recent subscribers are angry and want their money back!

Is your on-line business vulnerable?

What happens if you are suddenly not able to process credit card payments? Do you have a **backup plan**?

What happens if your web hosting company suddenly shuts you down? **How long** will it take you to be back up and running?

What if 40% of your website traffic comes from a **single source** and you suddenly lose that source?

What if a lot of your **income** comes from a single source (example? Google Adsense) and suddenly you are shut off from it?

Many of these vulnerabilities exist because of using **short term tactics** instead of creating an overall **strategic plan** for your on-line business. Your ideal strategy should include multiple tactics to minimize possible future problems.

Short Term Tactics and Long Term Strategy

Many Internet businesses are based on **short term tactics** without any thought to a **long term business strategy**. This happens because most of the initial product / service ideas are based on some opportunity that was suddenly exposed to the product developer. But things change very rapidly on the Internet and a long term **strategic growth plan** is very very important.

It is a good **short term tactic** to create a service that expands a popular existing product. But it is not good strategy to build a business that is **completely dependent on a third party resource**. Doing so creates a situation where a third party has **control** over your product. A simple tweak in their product can and will kill your business.

Unfortunately, the truth is that most on-line businesses do not bother to develop a long term strategic plan.

Develop a Long Term Strategy For Your Internet Business

Creating a **practical** and **profit generating** business **strategy** for your Internet business is probably the best way to ensure that your Internet business is successful over the long term.

A product like **Competition Strategy Studio** can quickly help you see the big picture and accelerate the **strategic thinking process** because of it's stress on competition research, monitoring and business intelligence data visualization.

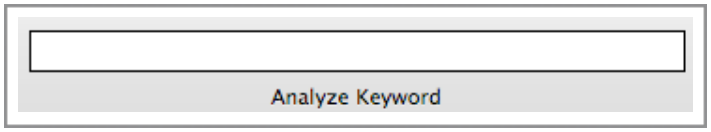
Using the software

Competition Strategy Studio

Competition Strategy Studio has two parts. The **Brainstorm Tool** and the **Site Analyzer**.

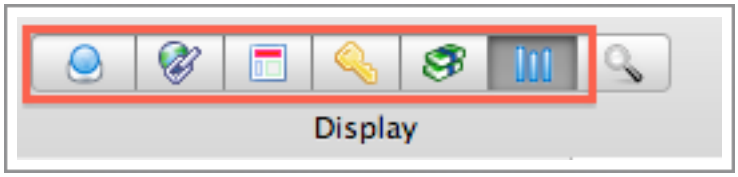
The Brainstorm Tool is used to **find** competing domains, urls, headlines and advertisers. The Site Analyzer is used to analyze URLs and domains. You can easily transfer URLs you find after using the Keyword Analyzer to the SIte Analyzer for further analysis.

Brainstorm Tool



Brainstorm Tool works from keywords that you enter into the "Analyze Keyword" box. Simply type in a keyword phrase you want to analyze and press the return key on the keyboard. You can also add multiple keywords using the "Brainstorm > Add Base Keywords" menu option.

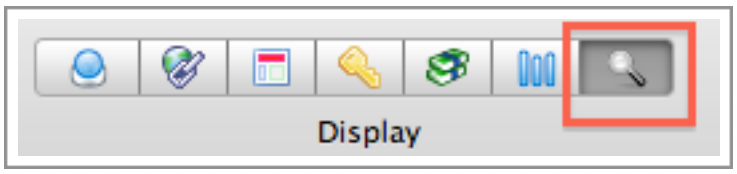
The data is displayed through six different views. You can select any of the views by clicking on the buttons in the "Display" section of the application toolbar.the toolbar.



The six different views are...

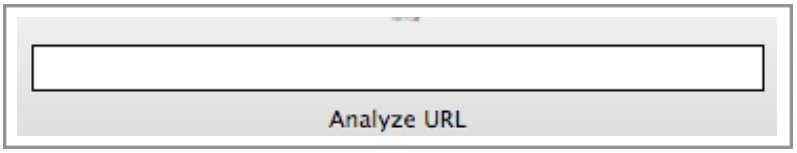
- ★ Top Site / Domains
- ★ Top URLS
- ★ Top web page titles
- ★ Additional semantically related keywords
- ★ Web pages that advertise for the keyword

Site Analyzer



Site Analyzer is accessible from the display toolbar and allows you to analyze sites. It contains two horizontal panes that display data about the domain as ell as the web page it points to.

Site Analyzer works from URLs that you enter into the "Analyze URL" box. You can also transfer URLS from the top domains display views by right clicking (or control key+mouse clicking) and selecting "Analyze Domain" in the context menu.



Download, Installation and Setup

You can download and use Competition Strategy Studio (Mac OS X version) for free for 14 days. A purchase is required after 14 days.

Post Purchase Instructions

If you have already purchased the software you would have got a registration code in your purchase receipt email. Use it to authenticate your installation. If you don't receive the purchase receipt email even after a few hours of purchase, check your spam or bulk mail folder and then contact us.

Welcome Email and Registration Code

Once your order is processed, a welcome email containing your registration key code is emailed to you. You should normally receive it within a few minutes of purchase.

Please check your spam folder and also make sure that your spam settings do not prevent you from receiving the order receipt email. If you don't get the email within 8-12 hours of purchase, please contact us.

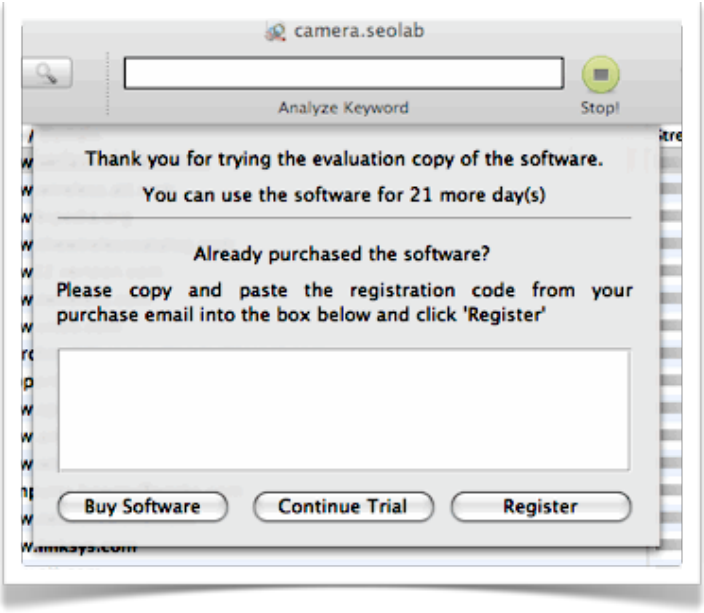
Registration Code

The welcome email will contain your purchase receipt and the registration key code. The registration key code will be in the following format.

```
----start----
2B6283855441561D12CCE16182C2EC74BA
0160BFA485E7010A633B9930347EA8|B56
D724469A8DFA0EE0FEADC184767D1|9230
1:Marhorn%20Tumblebelly|057737BD
----end----
```

Use the Registration Code to Authenticate Your Installation

Start the Competition Studio application. You will be shown a sheet that asks you for the registration code.



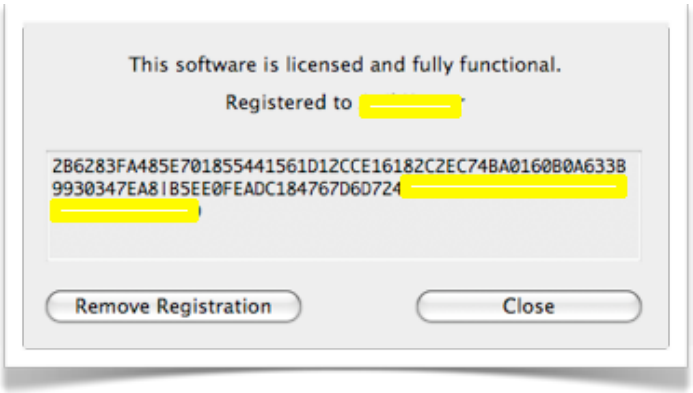
Copy the entire registration code, paste it into the box (see screen shot) and click the Register button.

The app will either open or ask you to close and restart. You are done with the installation and authentication!

Checking the Registration Information

Use the "Competition Studio > License Information" menu option to bring up license information screen.

The license sheet will show the name of the registered user if the software installation is already authenticated. You can also remove the registration if you so desire.

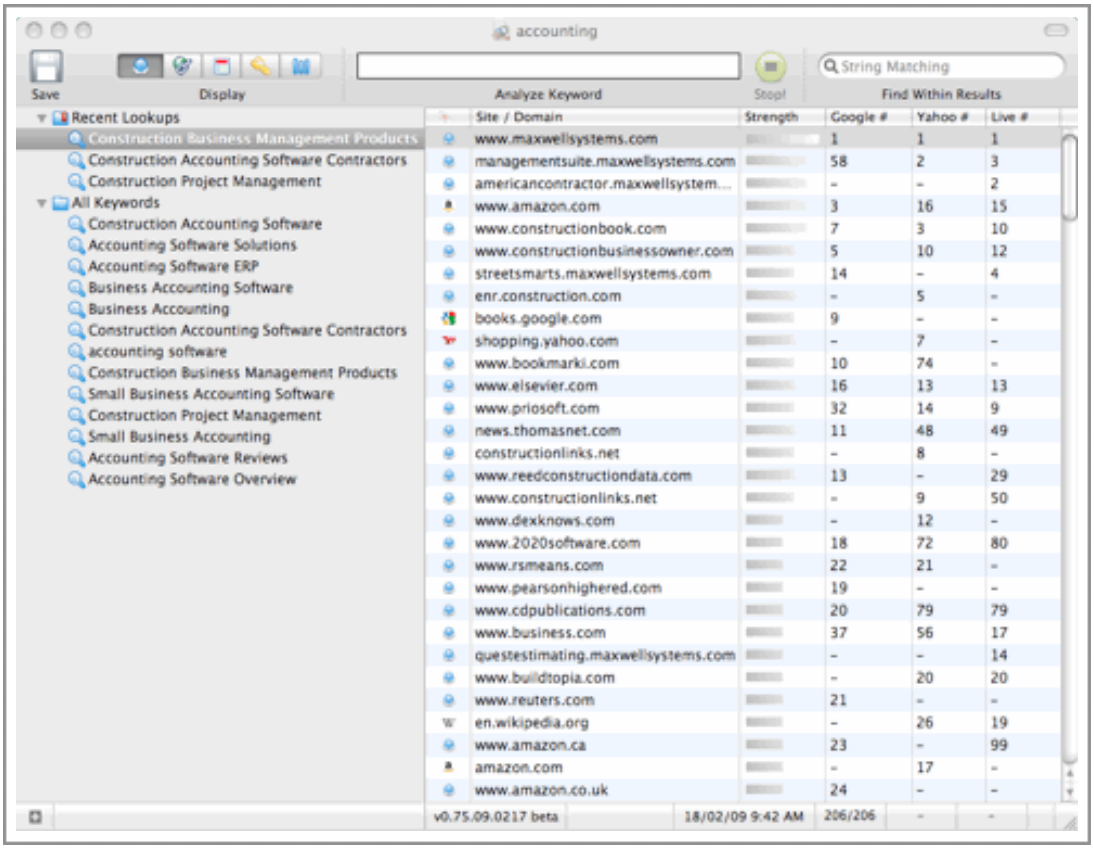


Brainstorm Tool - Finding the top competing sites.

Getting started with the software is very easy!

Type in a keyword phrase into the "Analyze Keyword" box and press "return". The keyword you typed in will appear on the left panel and after a few seconds the right panel will display the top competing domains (in Google, Yahoo and Bing) for that keyword.

The data table includes the various domains along with the ranks in Google, Yahoo and Bing. A relative strength is also displayed (as a bar graph). This is calculated based on the ranks in the three



search engines.

Right click within the list for more options. You can copy the data to pasteboard, open the site in your browser (external) or send the domain to the **Site Analyzer.**

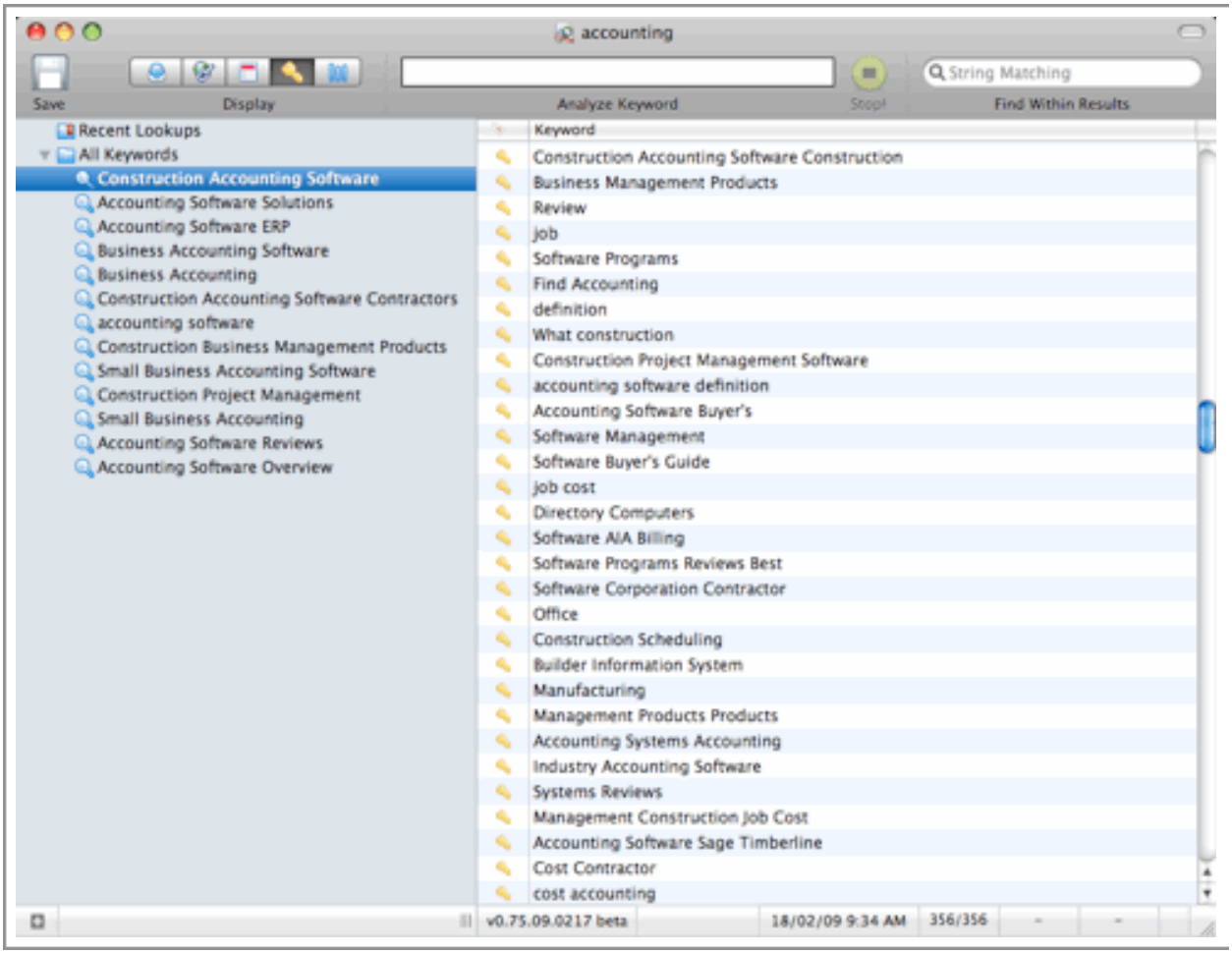
You can select different data views form the "display sector" in the toolbar or from the "Brainstorm" menu.

Search Filter

The string matching **search filter** on the top right will help you filter the displayed data. You can use it to quickly find domains that have a hyphen, ".com" domains, keywords that contain a specific word, etc.

Finding Semantically Related Keywords

The semantic keyword suggestion tool in Competition Strategy Studio is extremely powerful and can generate 200-700 related keywords from a single base keyword phrase. There are automatically generated whenever you do a keyword lookup and are displayed when you select the **semantic view** button in the "Data Selector".



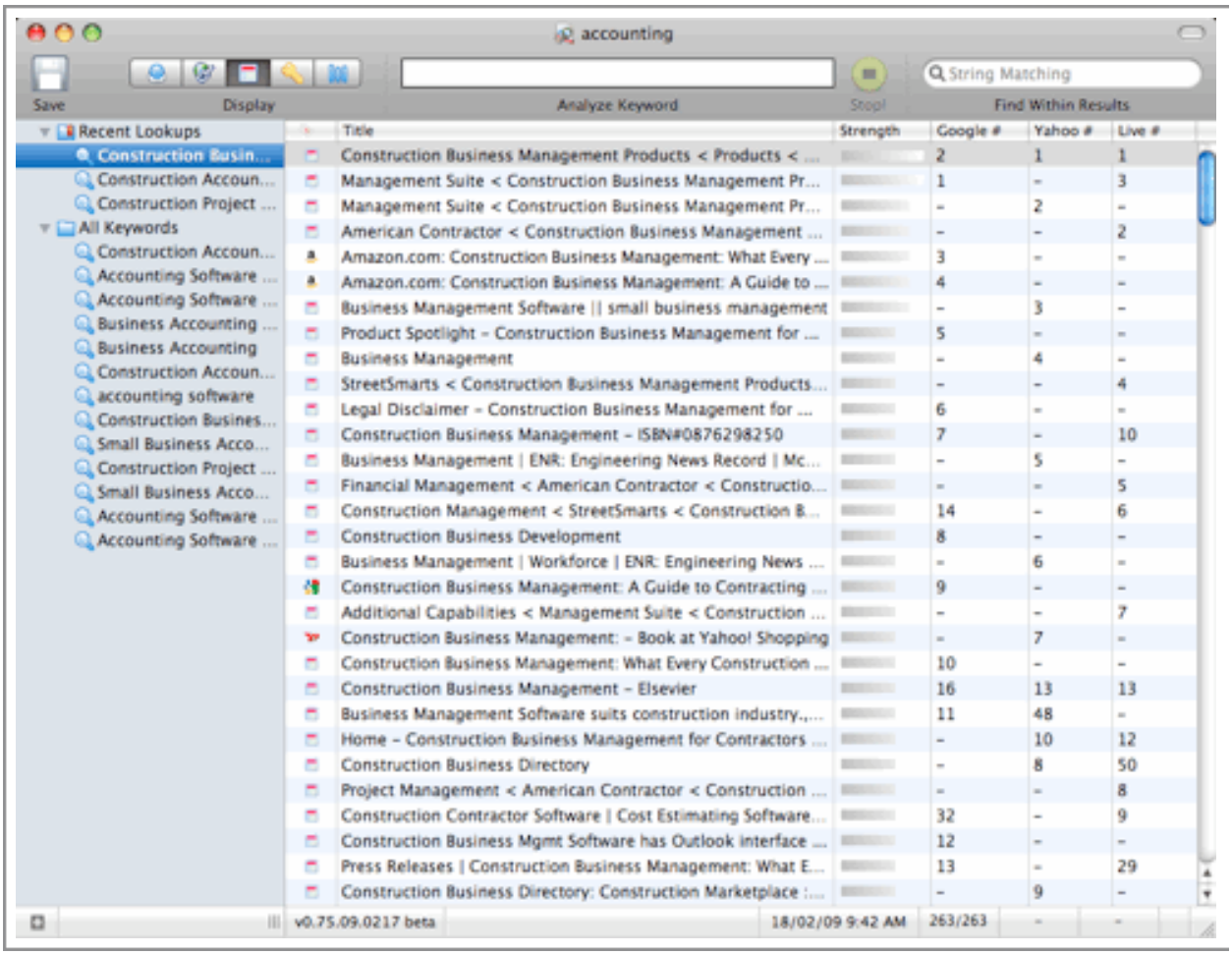
The generated keywords will contain **synonyms** and related keywords that do not even contain the base keywords.

You can also expand the keyword list by doing more lookups on any of the keyword phrases returned after the first lookup. To do this, simply right click on any of the generated keyword phrases and select "**Analyze Keyword**".

You can right click (or control+click) the the keyword list for other options (copy to pasteboard, open the keyword in a search engine, etc.).

Top Ranked Web Page Titles

The "**top titles**" display option in Competition Strategy Studio will list all the top ranked web page titles for the selected keyword.



These titles are a rich source of..

- ★ Keyword ideas
- ★ Head line ideas!
- ★ Article / blog post ideas.

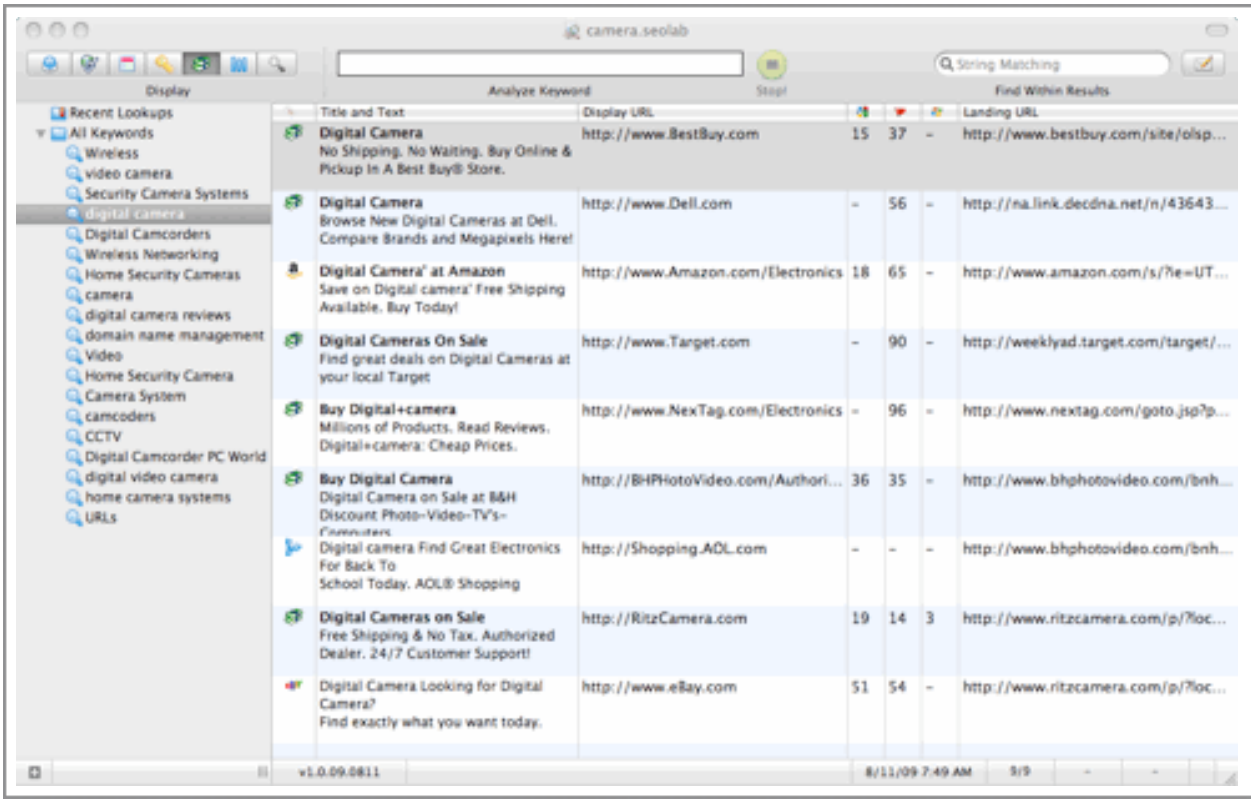
Look through the web page titles of your top competition. The titles are listed along with their strengths (The strength is based on the ranking in top three search engines).

Can you create a better title? Use the ideas from the different headline types for creating good headlines while keeping an eye on the existing titles. Make sure that your title is **unique and better**.

Looking through these titles will also give you more ideas about keyword phrases and also ideas about topics you may want to discuss in the future.

Find competitors who pay to advertise!

The advertiser view displays the competing sites that advertise on Google. You can also see the organic rankings of the sites (if they are ranked).

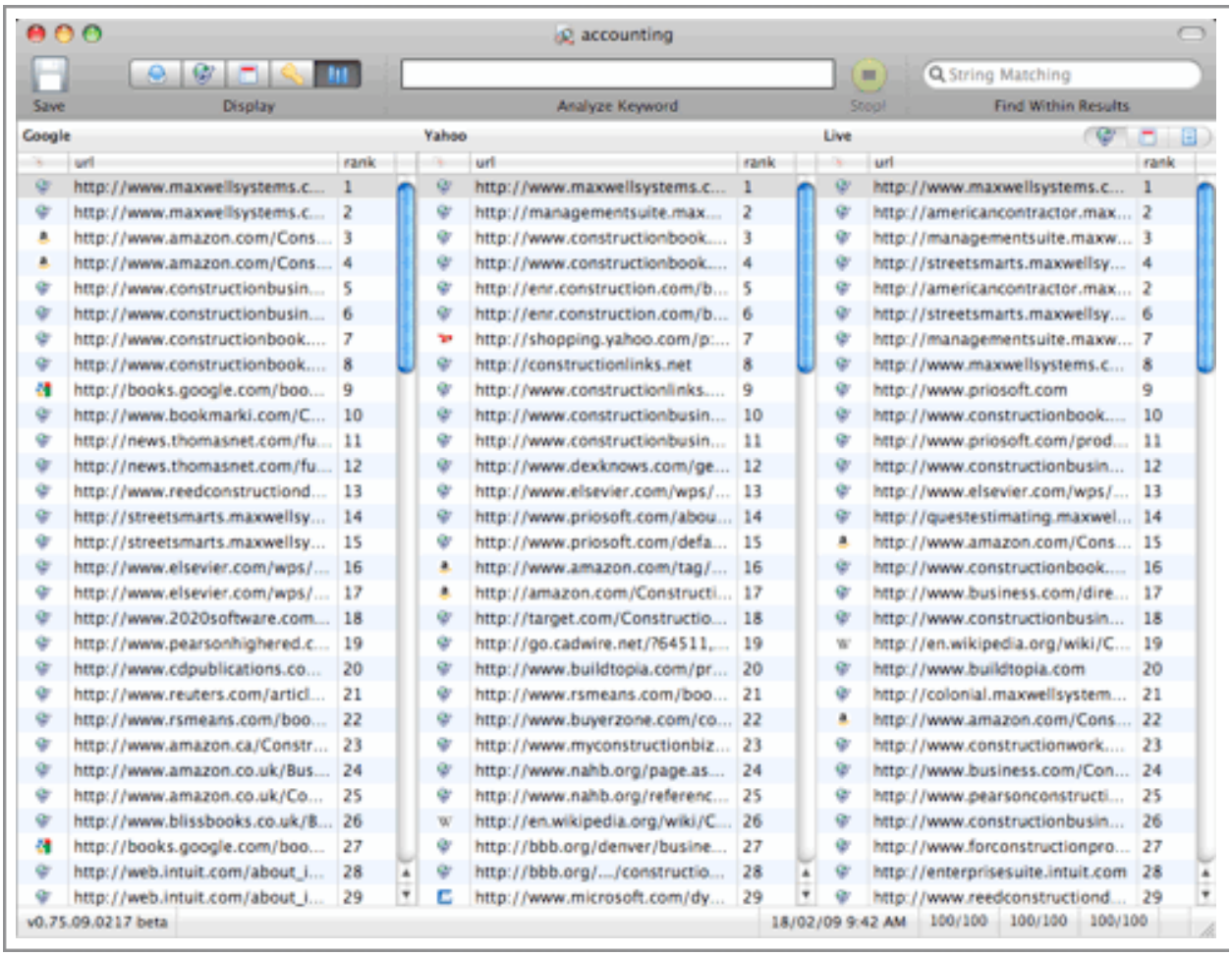


Right click within the list for more options. You can open the sites in an external browser, check the site's **Alexa data** or copy the data into the pasteboard.

The advertisement texts are a rich source of ideas. Look through them to find useful **clues** about what your competition considers the most **important product benefit**.

Compare Results from the top Three Search Engines

You can compare the search engine results from Google, Yahoo and Bing side by side using a unique 3 column window in Competition Strategy Studio.



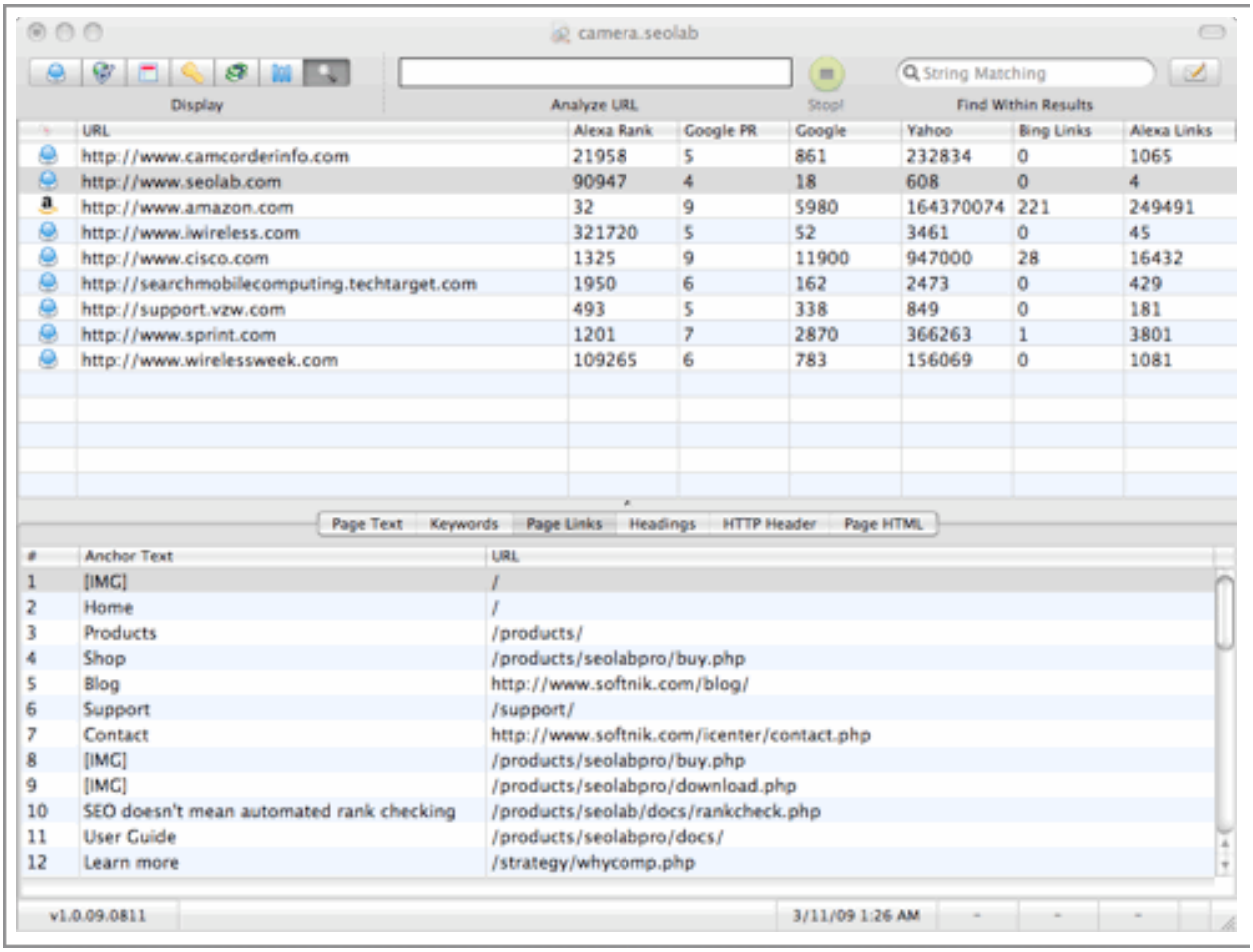
You can switch display between the URL, title or snippets using the buttons at the top right corner.

Clicking on a result in one of the 3 columns will cause the corresponding URL (if it is ranked in the other two search engines) to be highlighted. This allows you to quickly find the rank for any URL across the three search engines.

Site Analyzer - Study Your Competition

The **Site Analyzer** allows you to check the site and link popularity for various domains. The displayed data include the incoming link counts at different search engines, the Google PR and Alexa Rank & Links.

While in "**Top Competing Domains List**" you can right click and select "**Analyze Domain**" to add the domain to site analyzer. You can also manually type in the domains.

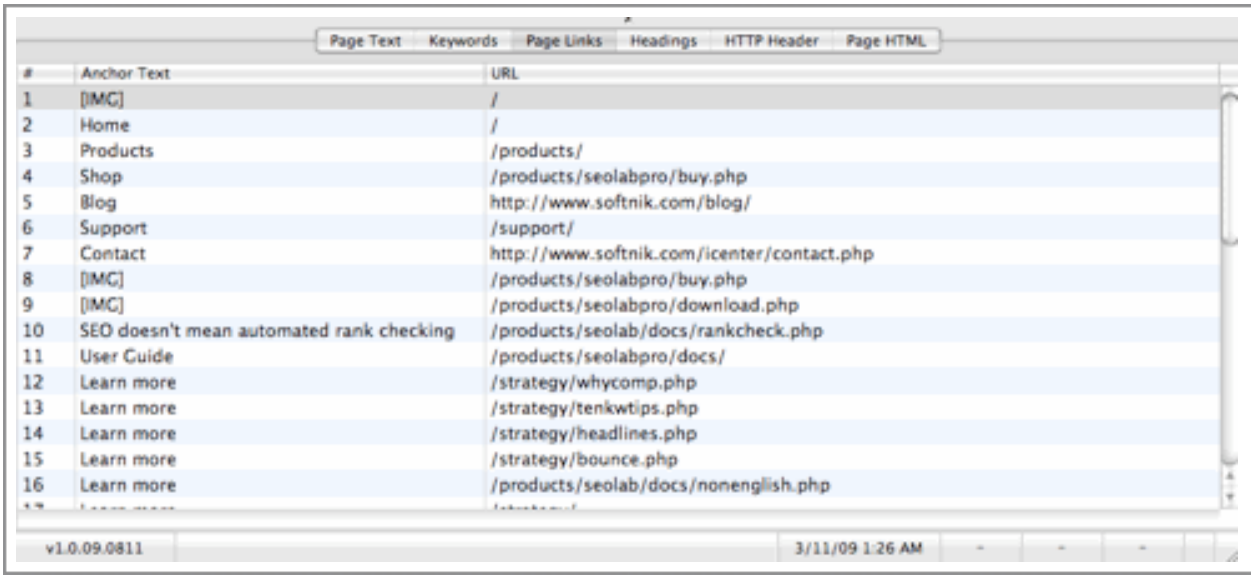


Right click within the list for more options. You can open the domain related data in an external browser (Alexa data, Search Engine information, etc.).

The lower panel contains the web page structure of the domain highlighted in the top panel.

Study the web page structure of competing web pages.

You can use the Site Analyzer in Competition Strategy Studio to study the web page structure, page content and even the keyword distribution of competing sites.



The following are the contents of the lower panel in **Site Analyzer**.

Page Text - Search Engine Spider View / SEO Page Text

Shows you the exact web page content (text) with out the codes and scripts. This is what the search engine spiders see.

Keywords - Web Page Keyword Distribution

Displays the keywords used in the web page along with the number of times (frequency) each keyword phrase occurred.

Headings - Web Page Heading Structure

Shows you the headers (h1, h2, h3, etc.) in the web page. Use it to check if the web page has a good heading structure and to improve the page headings.

HTTP Header

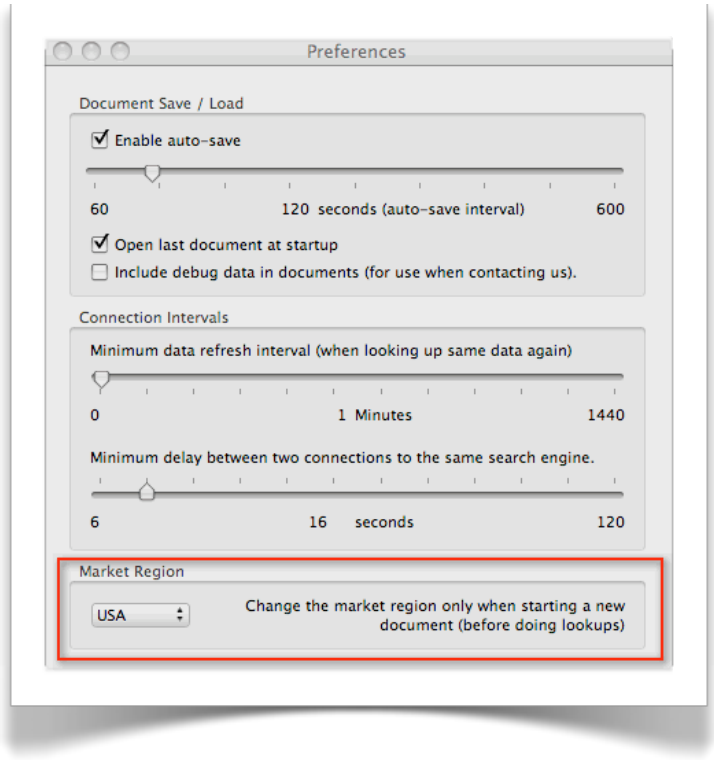
Inspect the HTTP Header returned by the Server when the page is requested.

Allows you to examine the http header returned by the web server. Use this to check for correct content types, cookies, redirection codes etc.

HTML - View The Actual Web Page HTML

Use this to view the actual HTML of the web page. Use it to look for comments, hidden keywords etc.

Setting Market Regions



You can select the market region for the application from the **preferences panel**. Currently the following regions are supported.

USA, Germany, France, Australia, Canada, UK, Spain, Sweden, Italy, Netherlands, Norway

This is not as extensive as the market region support in the Windows version. We will be adding support for more regions in an upcoming update that will be released in a few days.

Please note that the preferences panel has other options that will allow you to control the lookup speeds, **auto-save interval**, etc.

The "Preferences" panel also has options to enable **auto saving the data**, setting minimum interval between two lookups, etc.

Applications

Improving your web pages

Improve Web Page Titles and Remove Duplicates

Look through your web pages. How many of them have **no titles** or titles that are too generic / duplicates?

It is very easy to get a list of all titles and description tags using **Site Analyzer** in **Competition Strategy Studio**. Simply type in a URL to get a list of the titles and description tags of every page linked from that URL. It just takes a few minutes!

Modify your titles to include important **keyword phrases** and get rid of duplicate titles.

Improve The Web Page Headings

Do the same with your **web page headings**. Use a good page structure that includes <h1>, <h2>, <h3> tags. Don't over use the h1 tag.

Site Analyzer is extremely useful for checking heading structure of web pages. The lower panel in the software window has a tab called "**Headings**" which will show you all the heading tags used for the page highlighted in the top panel.

Make sure that the headings are natural and contain the important keywords if relevant. Simply don't stuff keywords into headings.

Check Web Page Copy

Use keyword phrases in your web page content. Keywords when used properly as part of web page text can really increase your traffic from long-tail keyword searches. However, **don't over-stuff** keywords and make your web pages “spammy”.

Make Effective Use of Anchor Texts

Use keywords in link texts (anchor text). Replace the links that say "**click here"** to more relevant ones that have the keyword in it, if possible. Use good anchor texts even if you are linking to pages on your own sites (internal links)

Site Analyzer in **Competition Strategy Studio** is very handy for checking anchor texts. You can quickly get a list of all anchor texts used in any web page with a single click after entering the URL!

Create relevant Alt Tags for Images

Use relevant image tags (IMG alt tags). Many images may not even have an **alt** text. Look through your web pages and add them wherever possible.

Alt tags are used for images so that people with visual disabilities can understand what the image is about (for example, a text reader can read out the alternate text).

Don't stuff keywords into the alt tag. Just describe what the image is about. Some people do suggest optimizing the alt tag because it is used by Google image search.

Check Your Competition

Do a Google / Yahoo / Live (Bing) search for the keywords and then study the top competitors. Improve your products, services and web pages based on your research. The blog post linked above has some tips.

Write Articles or Blog

Write an article that contains some of the important keyword phrases and post it to **your blog**. Don't have a blog? Start one. If you don't want to mess with technical things you can easily start a blog by signing up at Blogger or **Typepad**.

Start a PPC campaign

Start a **Pay Per Click** campaign and Bid on the keyword phrases. Create new Adword groups if required. Make sure that your landing pages have good quality score before you create new ad-groups.

Learn From Your Log Files

Study your log files and pick all the **long-tail keyword phrases** used by your visitors. The advantage of studying long-tail keywords is that the **intention behind the search** is more easy to understand. Do you think your product or service can help such visitors? Optimize your web pages so that you offer what they are looking for.

Use Google and Bing Webmaster Tools

Did you know that there is a treasure trove of information available through the webmaster tools from Google and Bing? If you haven't already signed up for these do so now, add your websites and get them verified (you can find the details at the links below).

Google webmaster tools will tell you the keywords your web pages rank for along with number of impressions and clicks received.

- ★ Google Webmaster Tools
- ★ Bing Webmaster Tools

Get Inbound Links

Try and convince others to link to your web pages using **relevant anchor texts**. While this may not be always possible, you can and should ask your affiliates and friends to use relevant and useful keyword phrases while linking to you.

Another method to get inbound links is to create content users will want to link to. You can do this by creating interesting and unique online tools, quizzes, surveys, games and blog posts.

Types of Web Page / Blog / Article Headlines

Competition Strategy Studio allows you to gather the web page titles used by all the top performing web pages in a neat clean table. This is a gold mine of information and ideas for designing your own blog post titles and article headlines. However, let us first tabulate the most common types of headlines.

Here are the different types of headlines you will normally encounter in sales and marketing. Use this list to decide what benefit should be highlighted in your web page headlines and how!

Headlines that enumerate a list (People like to read lists!)

- Five ideas to improve your ----
- Top Ten Reasons To ...
- Four Things You Absolutely Must Know To ....
- Ten Reasons Why ----

If this were a blog post we would have called it "12 types of headlines ....".

Headlines that ask about a problem the reader will identify with

- Do you suffer from ...?
- Are you threatened by ...
- Do you often find yourself struggling ...

Headlines that offer to teach you or make you an expert

- Learn How To ...
- Discover The Top ...
- A Guide To ...
- Every Thing You Wanted To Know About ...

Headlines that offer to reveal secrets

- They Tried To Ban This ...
- Secrets Uncovered ...
- Exposed For The First Time Ever ...
- The Real Secrets To ...
- The Ugly Truth Behind ...

Headlines offering instant gratification

- Instantly Transform ...
- Instant Strategies To Create ...
- You Can Do This In Five Minutes ...
- Get An Instant 35% Boost ...

Headlines offering to simplify things

- Simple Ideas To ...
- This is Not For The Experts ...
- ... For The Rest Of Us
- ... Any One Can Do In Their Spare Time!

Headlines announcing something

- Releasing Shortly...
- Announcing The...
- Now Available For The First Time ...
- Offer Closing Soon ...

Headlines that offer a guarantee

- .... 100% Money Back!
- Guaranteed To ...

Headlines that contain a testimonial

- I started using ... The results have been fantastic ...
- I could never believe ...
- ... Amazing! Thank You ....

Picture / Graphic Headlines

Screen shot with a caption, Illustration etc. Use this if a picture is more likely to immediately grab the attention. However you will still need a compelling sub-heading or caption.

Headlines that make you smile

Some of these may or may not be intentional. But they do make the reader laugh!

- How do you solve a problem like “Korea”
- Eye drops off shelf
- Two Soviet Ships Collide - One Dies

Headlines that shock

- Building swallowed by giant sink hole!

- Man has sprouting pea in lung
- Modern day Robin Hood robs bank

The next section discusses how you can create **powerful headlines**.

How To Instantly Create Powerful Headlines

Your web page **headline** is the most important factor that determines if your site visitor stays or bounces away. A compelling headline will have him or her wanting to read more. An uninspiring headline will cause him or her to immediately go away!

How To Make Your Web Page or Blog Post Titles Unique and Interesting

Here is a simple tip to make your web page titles unique, interesting and search engine friendly!

Use **Competition Strategy Studio** and do a competition analysis on the topic you are interested in. Click the **Top Titles** tab and look through the web page titles of your top competition. You will see all the titles listed along with their strengths (The **strength** is based on the ranking in top three search engines).

Can you create a better title? Use the headline types from below for creating good headlines while keeping an eye on the existing titles. Make sure that your title is unique and better.

Looking through these titles will also give you more ideas about keyword phrases and also ideas about topics you may want to discuss in the future.

How do you write good headlines?

The truth is, powerful headline creation ideas are all around you. It is very easy to improve your existing headline to one that really works!

Before you decide to change your headline, you should determine the target market the headline is meant for.

- ★ Write down the most powerful benefit your product or service offers. Think your product has too many benefits? Learn about the different types of headlines to decide which benefit should be highlighted in the headline.

- ★ Be specific and **avoid generality**. A headline that says some thing very general is not going to attract any one because they would have seen it all before. There should always be a unique or **specific benefit** mentioned in the headline.

- ★ A headline should make the reader want to continue. Create multiple headlines and do an A/B test to find the best one. Then create new ones and try to beat the old headline.

Web Page Bounce Rate - Eight ways to improve it!

Improve your web page headline

Most times a wrong web page headline can make the visitor quickly click the **back** button. Your headline should make the visitor want to continue reading. See the section on creating good headlines.

Add videos, pictures or screen shots that will catch attention

Adding a nice **screen shot** of your product or a photo will cause visitors to give a second look. Use a good caption below the picture to grab their attention and make them interested.

Change your website design

If your bounce rates are way too high, a new web site design may help. Go for a simple, practical but decent looking design.

Improve the web page load time

Is your web page loading too slow? Remove unwanted images or optimize the images. Get rid of all unused **style elements**.

Target the right visitors

Are your site visitors coming to your site with the wrong expectation? You may have optimized your web page for the wrong keywords or others may be linking to your site with an incorrect anchor text. Use a software like Competition Strategy Studio (for semantic keywords) and Google Keyword Tools to find better keywords.

If you are using **Pay Per Click**, make sure that your advertisement text is precisely targeted. Try different ad combinations till your bounce rate improves.

Remove Annoyances

Does your web page have anything that annoys your visitors?

What is annoying is highly subjective. So you should have a good understanding of your target customer. A simple rule is to always make everything very easy for your visitors.

Change from hard-sell to soft-sell

Are you trying to hard-sell your product when a soft sell is more ideal? This is a very common reason for customers to leave immediately.

Your product pricing is also an important factor that contributes to a high bounce rate. The way you present your product is very important if it is an expensive product.

Provide more choices

If you have other products or services provide links to those. Add a prominent button, make a nice looking graphical banner or stamp that will catch their attention and so on.

Be careful with this though. Too many choices can cause **visitor confusion** and make genuine prospects click away to a different but wrong product.

Create a Target Market Snapshot

A very common question we get asked is... **How do I know which keywords to target?**

Keywords are the means by which your customers find you. So, knowing your target market is the first step towards identifying the right keywords.

Do you know who your ideal customer is?

Perhaps you do... Do you take that into account when you create and plan your **website marketing strategy?**

Here is a simple tip...

Create a snapshot view of your ideal customer. Always keep it handy and make use of it whenever you do any keyword or SEO research.

Here is what you do...

- ★ Write down the description of the product / service including the customer problem the product attempts to solve.
- ★ Define the market, including the demographics
- ★ List the direct and indirect competition.
- ★ The basic sales plan - How are you going to reach the customers
- ★ List the top sales implementation plans you will be executing.
- ★ Take a hard-copy print of everything.

Always keep it in front of you while you use **Competition Strategy Studio** or any other SEO related resource. Try and think like your customer and check if your web page headlines and copy makes sense.

What Next?

Create a list of 10-20 keyword phrases that relate to your product or service. Make other lists containing the top competing URLs and web page titles for these keywords.

Check if your own web pages contain these keyword phrases. These should be in page titles and the main headings. Modify your web pages accordingly or create new pages. You can use the **Site Analyzer** in **Competition Strategy Studio** to analyze your web pages, check the titles, descriptions and headings. Make sure that your web pages answer the questions your customers may have about the problem your product / service will solve.

Your Invisible Business Assets

The Invisible Business Assets

One of the most important part of your **Internet business strategy** is safeguarding your **business assets and resources**. Unlike a regular brick-and-mortar business, an on-line venture involves a number of **invisible** assets that are difficult to quantify. Here are some...

- ★ Your domain names
- ★ Your Websites
- ★ Your search engine rankings
- ★ Incoming links from other websites
- ★ Your mailing lists
- ★ Your products and services
- ★ Your email communication archives
- ★ Sales and customer records
- ★ Your on-line accounts at your web-hosting provider, email provider, etc.
- ★ Your reputation at forums and other community sites
- ★ You on-line account passwords and access data.

and so on...

One important fact about an on-line business is that it is very easy to lose everything in the blink of an eye. A computer crash can instantly kill your business or set you back by months or years. Some thing as silly as not paying a **$10 domain renewal fee** can make your **profit making website** disappear!

Plan your business restoration strategy

So, if you haven't done so already, sit down and plan your business **restoration strategy** in case of an emergency.

Consider creating a document containing important information on your **business assets.** Leave detailed instructions about how to manage your websites even when you are not around**.** Keep it in a **safe location** so that your successor can find it. Include important passwords and other login data.

Make a list of all essential monthly and yearly payments. Make sure that these are paid even if you have an emergency.

Use a remote **backup service** like Mozy (or any other backup service) to do daily backups of all your important work. It is important to backup to a remote location so that the data is safe even if there is a natural disaster in your area.