

5 Minute Market Research Plan

Presented By

StomperMom.com and
StartRankingNow.com

Step 1

Market Research

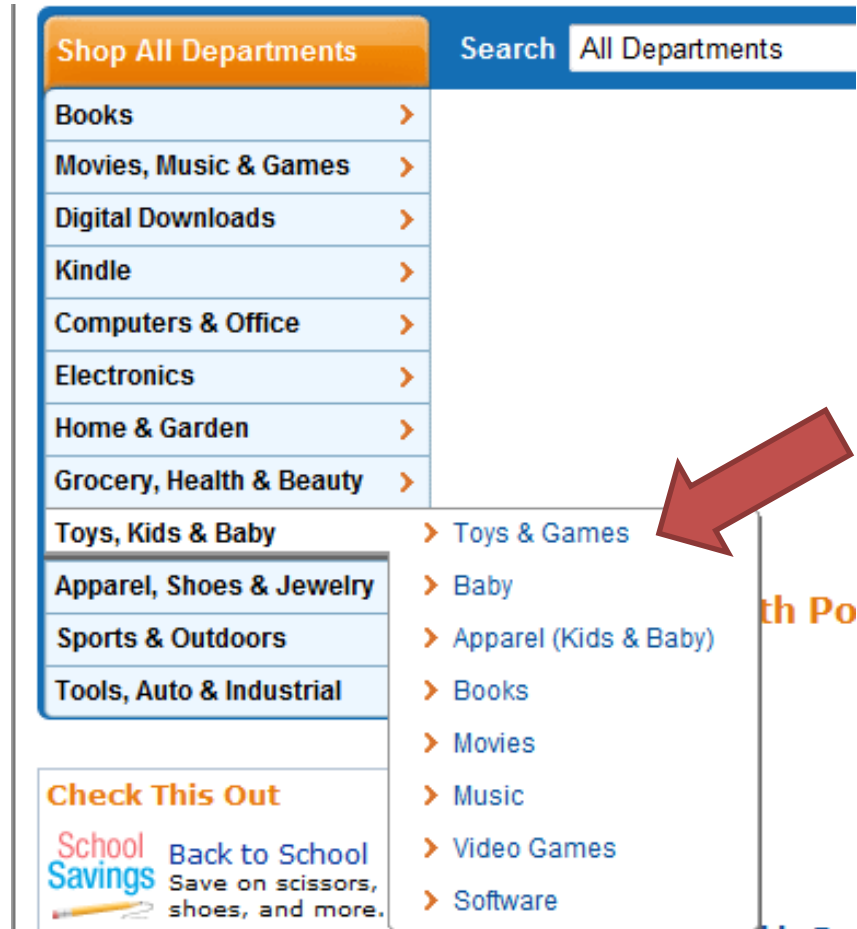
- Go to Amazon.com
- Choose a Category
- Look at Best Sellers
- Look at Hot New Releases
- Look at Movers and Shakers

Amazon.com

The screenshot shows the Amazon.com homepage with the following elements:

- Header:** Amazon.com logo, navigation links for "Your Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A search bar is set to "All Departments". On the right, there are links for "Your Account", "Help", and a promotional banner for a "\$649.99 laptop and more college savings" sponsored by Canon Printers.
- Left Sidebar:** A vertical menu titled "Shop All Departments" with categories: Books, Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Apparel, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial.
- Main Content Area:** A central advertisement for netbooks featuring a netbook on a red book. The text reads "Walk Boldly and Carry a Small Computer" and includes a link "Shop netbooks at Amazon.com". Below this is a sub-header "Get Charged with Powerful and Versatile Equipment" with images of a netbook, a power adapter, and a power cord.
- Right Sidebar:** An "Amazon Daily BLOG" section with 17 posts since yesterday, including a featured post for "Wii Sports Resort with Wii MotionPlus" with a "Learn more" link. At the bottom is a blue banner for "IMDb Summer".

Choose a Category



The image shows a screenshot of an online store's navigation menu. At the top, there is a blue header with a search bar containing the text "All Departments". Below the header is a list of main categories, each with a right-pointing chevron icon. The categories are: Books, Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Apparel, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial. The "Toys, Kids & Baby" category is expanded, showing a sub-menu with the following items: Toys & Games, Baby, Apparel (Kids & Baby), Books, Movies, Music, Video Games, and Software. A large red arrow points to the "Toys & Games" sub-category. In the bottom left corner, there is a promotional banner for "School Savings" with the text "Back to School Save on scissors, shoes, and more." and an image of a pair of scissors. The text "th Po" is partially visible on the right side of the sub-menu.

Shop All Departments Search All Departments

- Books >
- Movies, Music & Games >
- Digital Downloads >
- Kindle >
- Computers & Office >
- Electronics >
- Home & Garden >
- Grocery, Health & Beauty >
- Toys, Kids & Baby
 - > Toys & Games
 - > Baby
 - > Apparel (Kids & Baby)
 - > Books
 - > Movies
 - > Music
 - > Video Games
 - > Software
- Apparel, Shoes & Jewelry
- Sports & Outdoors
- Tools, Auto & Industrial

Check This Out

School Savings Back to School Save on scissors, shoes, and more.

th Po

Best Sellers and New Releases

Toys & Games

Browse Categories & Characters

Bestsellers

Hot New Releases

Boys Toys

Girls T

Top Picks for Summer 2009

► Sho

Movers and Shakers



amazon.com Hello. Sign in to get [personalized recommendations](#). New customer

Your Amazon.com |  Today's Deals | [Gifts & Wish Lists](#) | [G](#)

Shop All Departments  Search Toys & Games

Toys & Games Browse Categories & Characters Bestsell

More in Toys & Games

- [Bestsellers](#)
- [Hot New Releases](#)
- [Most Gifted](#)
- [Most Wished For](#)
- [Movers & Shakers](#)**

Movers & Shakers in Toys & Games

[Any Category](#) > Toys & Games

The biggest gainers in Toys & Games sales rank c

1. ↑ 563%
Sales Rank in
Toys & Games:



Intex 117"
★★★★☆ (10)
In Stock

AsSeenOnTv.com

- They are already advertising the products.
- Most of the pre-selling has already been done.
- Can make money simply by promoting their products.

Google Keyword Tool for Search Volume

- Put brand names and product names into google keyword tool to find search volume
- 40,000 searches per month: Good
- See what related terms

Google Keyword Tool

Google AdWords It's All About Results™ [Help](#) | [Contact Us](#)


Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Type the characters you see in the picture below. ?
	
	<input type="text"/>
	<small>Letters are not case-sensitive</small>
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

No keywords added yet

[+ Add your own keywords](#)



#3 Bestseller: The Settlers of Catan

[Games](#)

[Hobbies](#)

[Kids' Furniture & Room](#)

[Décor](#)

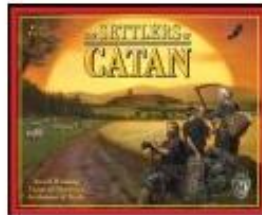
[Learning & Education](#)

[Music](#)

[Party Supplies](#)

[Play Vehicles](#)

3. 
550
days in
the top
100



The Settlers of Catan by Mayfair Games

★★★★☆ (193 customer reviews) | [2 customer discussions](#)

In Stock

List Price: ~~\$49.99~~

Price: [Click to see price](#)
[56 used & new](#) from **\$20.00**

Search Volume is over 40,000

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase

The Settlers of Catan

Use synonyms











[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns

Match Type: [?](#)
Broad

Keywords	Advertiser Competition ?	Local Search Volume: June	Global Monthly Search Volume ?	
Keywords related to term(s) entered - sort by relevance ?				
the settlers of catan	<div style="width: 50%;"></div>	40,500	40,500	Add
mavfair the settlers of catan	<div style="width: 10%;"></div>	Not enough data	4.400	Add

Related Terms

Keywords	Advertiser Competition ?	Local Search Volume: June ?	Global Monthly Search Volume ?	Broad ▼
Keywords related to term(s) entered - sort by relevance ?				
the settlers of catan		40,500	40,500	Add ▼
mayfair the settlers of catan		Not enough data	4,400	Add ▼
the settlers of catan 5 6 player extension		Not enough data	4,400	Add ▼
the settlers of catan board		Not enough data	4,400	Add ▼
the settlers of catan game		Not enough data	4,400	Add ▼
mayfair the settlers of catan board game		Not enough data	3,600	Add ▼
the settlers of catan board game		2,400	3,600	Add ▼
the settlers of catan 4th		Not enough data	260	Add ▼
the settlers of catan online		Not enough data	260	Add ▼
of the settlers of catan		Not enough data	210	Add ▼

Keyword Spy

- Put keywords into keywordspy
- Look if ppc ads. If yes, then it is a profitable niche.
- See what the headlines of the ads are.
- See what the Description of the ads are.
- Copy and paste ads into excel file and assign to writers as topics of articles.

Keyword Spy (Take the Free Trial!)

Home | Products ▾ | Pricing | Top Lists | Download Plugin **New!** Welcome, Guest | Help | Free Trial | Sign in

KeywordSpy™
Search Marketing Intelligence

Keyword Research | **Affiliate Research** | **Tracking** **New V2.0!**

Type in a keyword or domain United States

Enter a Keyword or Domain name (e.g. ebay.com, amazon.com, flowers, insurance auto, secured loans) Categories ▾

Spy on your competitors and find their keywords!

1 Search

2 View

3 Import

4 Watch your revenue grow!

Import keywords into your Ad campaign

1. Search 2. View 3. Import and 4. Watch your revenue grow!

TAKE A FREE TRIAL

Or click here to [buy now!](#)

View Demo


Watch the 3 minute video to learn more about KeywordSpy and how it can help your business.

Our Clients

AMERICAN

Free Trial

Home | Products ▾ | Pricing | Top Lists | Download Plugin **New!** Welcome, Guest | Help | Buy Now | Sign in

 **KeywordSpy™**
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To start our FREE TRIAL, please enter your name and e-mail address below:

Your Name:

Your Email:

Retype Email:

[Start the Trial](#)



Search for your keyword or domain

Home | Products | Pricing | Top Lists | Download Plugin **New!** nicole@starrankingnow.com | Help | Sign out

KeywordSpy™
Search Marketing Intelligence

Upgrade Now!

Keyword Research | **Research** New V2.0! | **Tracking**

Enter a Keyword or Domain name (e.g. [ebay.com](#), [amazon.com](#), [flowers](#), [insurance auto](#), [secured loans](#))

Welcome, Nicole

Free Membership
Limited to 20 results per query and export

[Upgrade Membership](#)

Top Paid Ad Spenders

No.	Domain	Ad Budget
1.	eBay.com	\$585,397
2.	Progressive.com	\$446,908
3.	Expedia.com	\$429,306
4.	GEICO.com	\$423,095

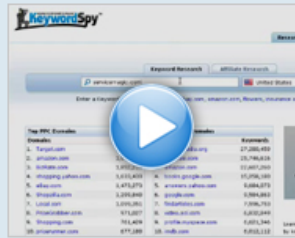
Keywords with Highest Cost Per Click

No.	Keyword	CPC
1.	donate your car sacramento	\$45.74
2.	illinois asbestos attorney	\$43.82
3.	new york mesothelioma lawyers	\$43.59
4.	tax attorney columbus ohio	\$43.36

Check Out the Paid Ads

Paid Keywords Tutorial

Learn on how KeywordSpy can help you by watching these video tutorials:



Select Tutorial

Help



Sponsor

Introducing KeywordSpy

Budget Intelligence!

No more guessing on your competitor ad spending!

Paid Competitors

1. Amazon.com/toys



Keywords found:	141,467
Daily Ad Budget:	\$8,185
Total Clicks/Day:	24,211
# Competitors:	794

Settler's Of Catan

Big Savings on Settler's Of Catan Free Shipping on Qualified Orders!
Amazon.com/toys

2. boardgamerevolution.com



Keywords found:	429
Daily Ad Budget:	\$28
Total Clicks/Day:	82
# Competitors:	740

Settlers of Catan \$33.60

Free Shipping with this game check out our bundles to save more
boardgamerevolution.com

3. CoolStuffInc.com



Keywords found:	1,529
Daily Ad Budget:	\$84
Total Clicks/Day:	282
# Competitors:	278

Settlers of Catan

BBB Member, Huge Selection Boardgame Order Over \$100 Ship Free
CoolStuffInc.com

4. MiniatureMarket.com



Keywords found:	971
Daily Ad Budget:	\$33
Total Clicks/Day:	149
# Competitors:	32

Mayfair Board Games

20% off with free shipping Over 300 titles to choose from
MiniatureMarket.com

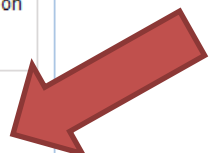
5. Shopping.com



Keywords found:	1,308,841
Daily Ad Budget:	\$57,391
Total Clicks/Day:	163,775
# Competitors:	20

Settlers Of The Catan

Find great deals and save! Compare products, prices & stores.
Shopping.com



Step 2: Create Web 2.0 Properties

- Create as many web 2.0 properties as possible.
- Name them “.... Reviews”. Get reviews from amazon and other sites and post the reviews on your site.
- Nothing fancy. People already looking to buy. Goal is to get them to buy through your link.

Wordpress Web 2.0 Property

The screenshot shows a WordPress blog interface. At the top, there are navigation tabs for 'Home' and 'About', and a search box on the right. The main content area features a large title 'THE SETTLERS OF CATAN REVIEW' in green, followed by a short introductory paragraph. Below this is a wide landscape photograph of a river with a stone bridge, surrounded by trees and a path. To the right of the title, there are 'Feeds:' links for 'Posts' and 'Comments'. Below the photo, the post title 'Cities and Knights of Catan – Amazing Expansion Pack' is displayed in green, with the date 'April 9, 2009' and author 'settlersofcatan'. The main text of the post begins with 'Black clouds are accumulating over the enchanted island of Catan...' and continues with several paragraphs. On the right side, there is a profile picture of a woman and a short bio: 'Hi there and welcome to my blog The Settlers of Catan Review, My name is Sam. The reason why this blog exists is to give you reviews on this amazing award winning Mayfair board game. I'm very sure that you will have a great time visiting my blog and be a part of the enchanted island of Catan, you can also visit my other blog on...'. At the bottom of the page, there is a URL: 'www.startrankingnow.com c. 2009'.

Home About Search

THE SETTLERS OF CATAN REVIEW

Feeds: Posts Comments

The Settlers of Catan is a fascinating strategy game where players gather resources and use them to build up roads, villages and cities on their way to victory



Cities and Knights of Catan – Amazing Expansion Pack

April 9, 2009 by [settlersofcatan](#)

Black clouds are accumulating over the enchanted island of Catan. Furious barbarians, drew in by the wealth of Catan, voyaged to approach the country. Luckily, warning has given Catan time to meet the danger. The size of the barbarian army equates to the number of cities in Catan. Thus, for Catan to fend off the barbarian attack, the players must build a knight force as strong as the barbarian force. Also the barbarians, players contend to establish the three great metropolises of Catan. Each of these glorious centers are worth two extra victory points.

To build a metropolis, players must invest in city betterments. To acquire these improvements, players must get the three new types of Trade Cards: Coinage, Paper, and Cloth. These cards can only be acquired by building a city next to mountain, forest, or pasture hexes. 2-4 Players, 30-60 min. of Settlers



Hi there and welcome to my blog The Settlers of Catan Review, My name is Sam. The reason why this blog exists is to give you reviews on this amazing award winning Mayfair board game.

I'm very sure that you will have a great time visiting my blog and be a part of the enchanted island of Catan, you can also visit my other blog on

[www.startrankingnow.com](#) c. 2009

thesettlersofcatan.wordpress.com

- Site built on wordpress
- Short Bio
- 5 Short “articles” that are basically rewrites of the reviews on amazon.
- Affiliate Links to amazon.com throughout the site.



Hi there and welcome to my blog [The Settlers of Catan Review](#), My name is Sam. The reason why this blog exists is to give you reviews on this amazing award winning Mayfair board game.

I'm very sure that you will have a great time visiting my blog and be a part of the enchanted island of Catan, you can also visit my other blog on [Toys & Games Reviews](#)

RECENT POSTS

[Cities and Knights of Catan - Amazing Expansion Pack](#)
[The Seafarers of Catan - Get More Players To The Island Of Catan](#)
[Settler Of Catan Board Game - The Enchanted World Of Catan](#)
[The Settlers of Catan Review Mayfair The Settlers Of Catan Board Game](#)

Step 3

Ping Everything

- Only submit to one pinging service.
- Don't double ping.
- Can put list of sites to ping in wordpress blog
- Pingler, ipings.com, kping.com

Step 4

Bookmark Everything

- Set Up all your bookmarking accounts
- Set Up via ping.fm or onlywire.com
- Don't link your facebook, linkedIn or twitter.
- Bookmark all your stuff. For everything of yours you bookmark, bookmark a web property that does not belong to you.