



# **LESSON #1**

## **COMPETITION SPY**

“Spy On Your Biggest Competitors And  
Reveal What They’re Doing Right Now...”

- A little-known, 7-step method that reveals exactly who your biggest competitors are...(This comes straight from 125,000,000+ keywords scanned every day for the last 2+ years!) *(Starts on page 3 inside...)*
- The **2 critical metrics** you must know in order to determine how successful your competitor really is. *(Hint: One of them is their advertising budget...but can you guess the 2<sup>nd</sup> one?) (Answer on page 5...)*
- Where to see the “Marketing Time Machine” snapshot that reveals exactly how your competitors have been spending their money. **(Potentially letting you know exactly what keywords to target and how much you could profit, even before you do any advertising!)** *(See pages 7-11...)*

Keyword Spy™ Free Trial Lesson #1

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# SPYING ON COMPETITORS...

*Welcome back!*

You should have already received your [Free Trial Fast Start Guide](#) which took you on a quick tour of your membership area. In your guide, we also showed you some simple ways to get started searching. (*Did you miss it?* You can download it [here](#).)

***And today, we're going to reveal exactly how to spy on your competitors...so you can find out exactly where they are making their money!***

What we're about to reveal will work for any business model (brick-and-mortar, ecommerce, online business, affiliate marketing, etc.) as long as you have one or more competitors who are marketing their services online to your potential customers.

This process is extremely powerful, because you'll be using **OPM** ("**Other People's Money**") to **perform complex market research to find the buyers in your market.**

***The best part:*** *With years of Keyword Spy data instantly at your fingertips, the process is surprisingly simple.*

***So let's get started...***

## **How you can find out who your biggest competitors are?...**

First of all, unless you've already done extensive market research, there is a good chance you aren't even aware of all the competition in your market.

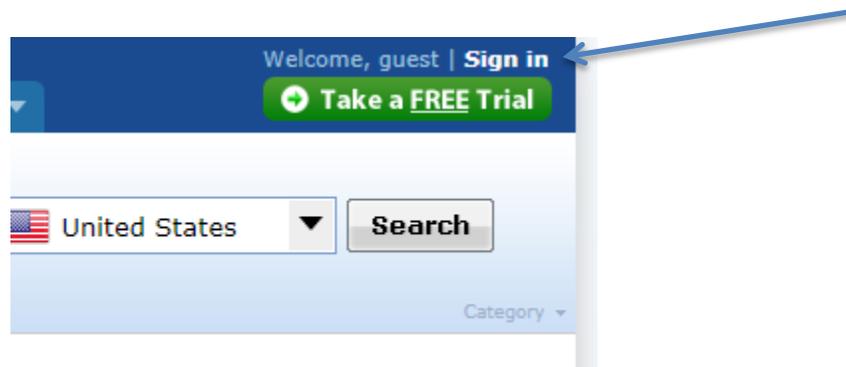
That's okay.

Here is a simple, step-by-step process to actually use your Keyword Spy free trial membership to actually "uncover" who your biggest competitors are.

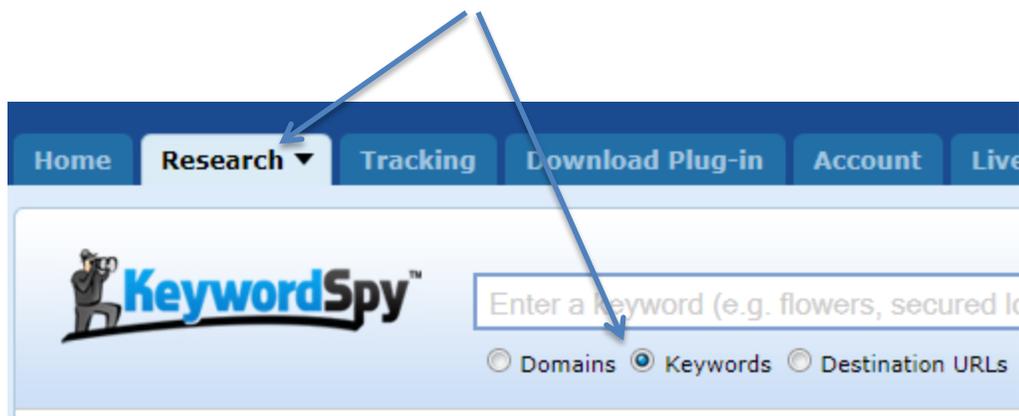
Because we scan over 125,000,000 keywords every day, we have a fresh "snapshot" of exactly who the "movers and shakers" are in any market.

*Just follow these simple steps:*

**Step 1: Login to your [Keyword Spy Free Trial Account](#).**

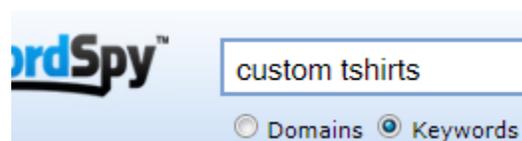


**Step 2: Navigate to the Research Tab and select the Keywords radio button.**

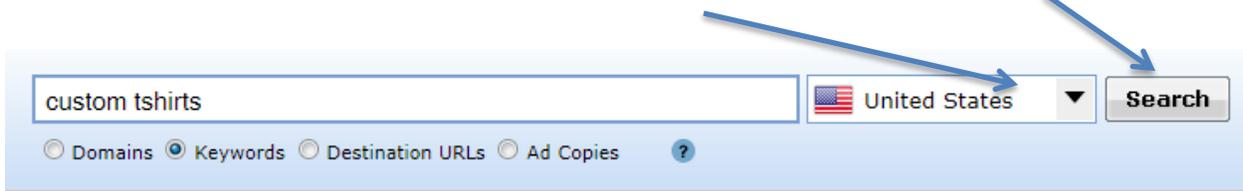


**Step 3: Type in a highly relevant keyword that clearly represents your market.**

In this example, we'll use the sample keyword "custom tshirts"



**Step 4: Select the most appropriate Geo Targeting location and hit Search.**



**Step 5: Select the PPC Competitors tab.**

**Keyword: custom tshirts** Vol: 22,200/mo CPC: \$3.23

Overview Ads (432) Related (1,000) Similar (50) Misspell (0) **PPC Competitors (252)**



You are now looking at Results 1-20 of your PPC Competitors. In our sample search, we can instantly see a list of competitors who are buying ads related to our initial keyword.

11.		TheShirtPrinter.com	\$22	PPC Keywords: 1,904 PPC Competitors: 1,315	Organic Keywords: 278 Organic Competitors: 481	09 Aug 2011, 08:24 AM 15 Feb 2011, 07:24 AM
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Quickly scan down the list, paying close attention to the **PPC Budget** and **PPC Keywords** values until you find a strong competitor who is targeting the same market that you are working in.

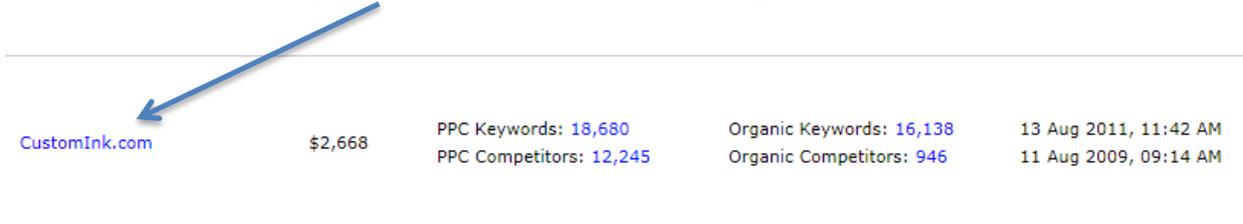
For this example, we'll just select result #2:

\$2,668	PPC Keywords: 18,680 PPC Competitors: 12,245	Organic Keywords: 16,138 Organic Competitors: 946	13 Aug 2011, 11:42 AM 11 Aug 2009, 09:14 AM
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Using the powerful Keyword Spy data, we can see that they have a PPC Budget of at least \$2,668 per day, and have 18,680+ active keywords they are bidding on. Let's start here...

Now...let's find out some more great info on our competition.

**Step 6: Click on the Competitor Domain link to do a quick Domain search.**



<a href="#">CustomInk.com</a>	\$2,668	PPC Keywords: <b>18,680</b> PPC Competitors: <b>12,245</b>	Organic Keywords: <b>16,138</b> Organic Competitors: <b>946</b>	13 Aug 2011, 11:42 AM 11 Aug 2009, 09:14 AM
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*See how easy that was?*

*In a single click, you just performed a Domain Search on one of your competitors, and you're looking at the complete Overview for both their PPC campaigns as well as their Organic Rankings!*

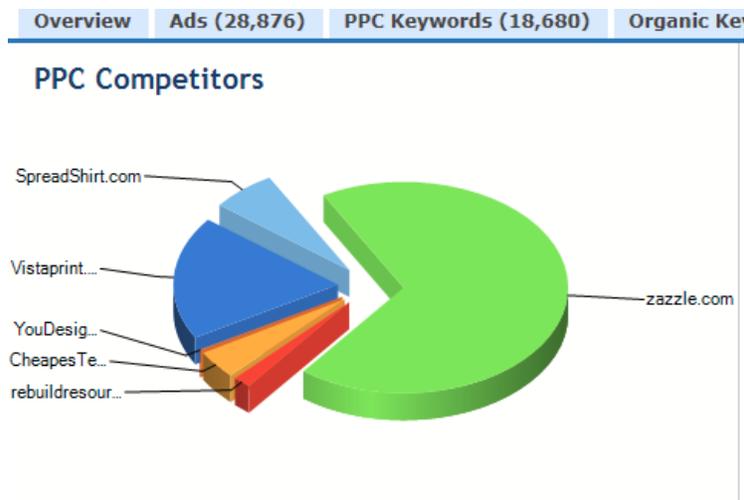
**Step 7: Click on the Competitors tab.**

**Domain: CustomInk.com**



Overview	Ads (28,876)	PPC Keywords (18,680)	Organic Keywords (19,095)	<b>Competitors (13,172)</b>
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The result page is especially helpful because of the visual graph representation showing you the top competitors in this market. It makes it easy to see who the "movers and shakers" are in your market.



You'll remember that in this example, the first competitor we selected (*CustomInk.com*) was bidding on 18,680 different keywords.

But when we look at this graph, we can instantly spot another big competitor, who is bidding on a 305,173 keywords!

We'll *definitely* want to take a close look at how they are making their profits.

### **Step 8: Repeat these steps to make a big list of the top competitors in your market.**

That's it.

See how easy that was?

By using the massive Keyword Spy database, you turned a complex market research task into a quick and easy process.

**And now that you have your list of top PPC competitors, it's time to grab a "bird's eye view" of how they are making their money right now.**

## **How to find out what your biggest competitors are doing...**

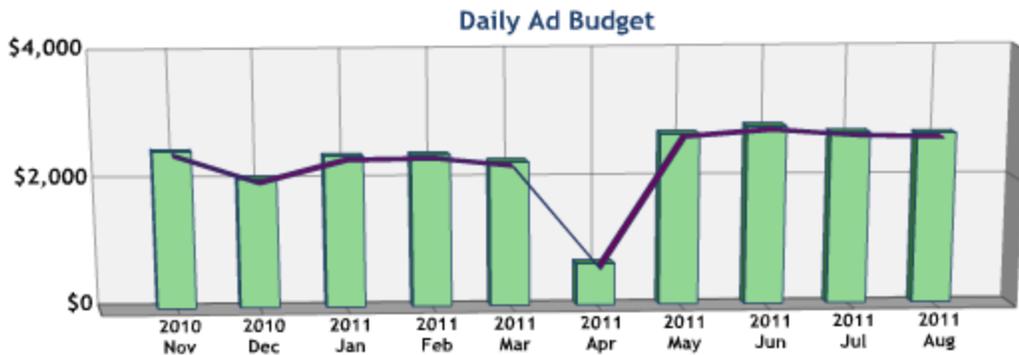
Now that you have a list of your biggest competitors, it's time to do some quick research to found out how they are making their money.

While there are lots of places within Keyword Spy that you can look for this information, here is a simple step-by-step walkthrough of some of the best places to uncover what they are doing right now that is making them profitable:

### **Step 1: Select a competitor domain and perform a Domain Search within Keyword Spy.**



**Step 2: Start by looking at the Daily Ad Budget Graph and the PPC Statistics.**



The Daily Ad Budget graph gives you a quick, visual snapshot of the last 2 years of PPC campaign spending. This is extremely helpful to see, and can help you to determine how well managed (or unmanaged) their PPC campaign is. Generally speaking, aggressive advertisers will have a series of ups and downs...signalling that there is someone who actively manages their PPC campaign to determine which keywords are the most profitable.

That’s one important sign to look for. (*Note:* In [Keyword Spy’s Affiliate BootCamp](#), we go into much more detail regarding how to interpret this graph. Check out that program [here](#).)

Next, you’ll want to pay close attention to the PPC stats for your competitor. This will help you research their PPC budget as well as how many keywords and ads they are placing each day.

Statistics			
Daily Ad Budget:	\$2,668		PPC Ad Copies: 22,540
Total Clicks/Day:	3,984		PPC Keywords: 14,102 
Average Ad Position:	11.48		PPC Competitors: 12,245
Average Cost/Click:	\$0.67		

Pay close attention to the number of Ad Copies. This metric will be important when you begin analyzing which ads are making money. In PPC, relevance is key. Competitors who take the time to write individual ads that are highly relevant (and tested) are those you want to pay close attention to!

**Step 3: Look at the PPC Keywords and Ad Variations overview next.**

It is helpful to see a short summary of the type of keywords and ads your competitor uses.

**Ad Variations**

<p><b><a href="#">Spring Break T-Shirts</a></b> Choose From Thousands Of Designs Or Create Your Own. Free Shipping. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Print Your Own T-Shirts</a></b> Create Customized Designs Online With Low Prices &amp; Free Shipping. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Custom Sorority Apparel</a></b> See Designs From Other Chapters or Create Your Own. Free Shipping. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Custom Sports Apparel</a></b> Design For Your Team Players Online Free Shipping. Live Expert Help. <a href="#">CustomInk.com</a></p>
<p><b><a href="#">Personalized Visors</a></b> Create Customized Visors Online With Low Prices &amp; Free Shipping. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Family Vacation T-Shirts</a></b> Enjoy The Vacation In Style. Upload Your Own Designs or Choose Ours. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Custom T-Shirt Printing</a></b> Create Customized Designs Online With Low Prices &amp; Free Shipping. <a href="#">CustomInk.com</a></p>	<p><b><a href="#">Bachelor Party T-Shirts</a></b> Design T-Shirts for Your Party Free Shipping. 6 Piece Min. <a href="#">CustomInk.com</a></p>

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**Step 4: Determine how effective your competitor’s SEO strategy is in the Organic Overview section.**

Organic Overview	
Keywords (19,095)	Position
custom	1
t shirt	8
online t	2
design your	1
make t	1
football shirts	3
your on	14
customize	3
design online	1
long sleeve	4

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Are the keywords your competitor is ranking for long tail? Or broad? It’s helpful to know which keywords your competition is ranking for organically, so you can determine how strong their SEO strengths (or weaknesses) are.

**Step 5: Determine how much emphasis they place on their Organic SEO listings by looking over their Organic Listing Variations.**

**Step 6: Find additional related competitors in the Keyword Spy Categories section.**

Categories  
[Shopping](#) > [Clothing](#) > [Custom](#) > [Printing](#)

Clicking on the final breadcrumb in the category section will reveal a large list of additional competitors that you may be interested in researching more about.

## Category: Printing

([Top](#) > [Shopping](#) > [Clothing](#) > [Custom](#) > [Printing](#))

### Subcategories

No Subcategories Found

### Similar Categories

[Business](#) > [Marketing and Advertising](#) > [Advertising](#) > [Promotional Products](#) > [Apparel](#)

### Related Domains

<a href="#">andersonstudioinc.com</a>	<a href="#">artapart.com</a>	<a href="#">bigrhino.com</a>
<a href="#">cdtees.net</a>	<a href="#">customink.com</a>	<a href="#">getinprint.com</a>
<a href="#">hgands.com</a>	<a href="#">imageopia.co.uk</a>	<a href="#">jackfrancist-shirts.c</a>
<a href="#">lowertownprinting.com</a>	<a href="#">ramgraphics.com</a>	<a href="#">robertdaskal.com</a>
<a href="#">shirtmagic.com</a>	<a href="#">shirtsnhats.com</a>	<a href="#">showyourlogo.com</a>
<a href="#">tshirtcourt.com</a>	<a href="#">zigzagdesigns.com</a>	

### More Related Domains

<a href="#">101bachelorettepartytips.com</a>	<a href="#">123print.com</a>	<a href="#">123stickers.com</a>
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## Digging into the “Who’s Who” of your market...

See how powerful that is?

In just a few steps, we’ve not only uncovered our biggest competitors, we’ve also used the Overview page to help us determine the level of sophistication of their paid and organic campaigns.

You'll want to perform these steps for each of the top competitors that you placed on your list.

When you have finished, you'll have a very good idea of who you should start learning from first.

In Lesson #2, we're going to look at how to find the buyer keywords from your top competitors.

Once you know WHO your competitors are, and WHAT they are doing (bird's eye view), it's just a matter of selecting the actual keywords and ads that are making them the most money.

We'll cover how to find the best keywords your competitors are using in Lesson #2.

In the meantime, you'll want to follow these Step-by-Step instructions in your own market so you can have that list of top competitors ready for the next lesson.

## **How much will this be worth to your business?...**

Can you see where this is going? 😊

Because of Keyword Spy's 2+ years worth of archived data on 125,000,000+ keywords, you can literally "go back in time", revealing the most profitable data of your top competitors.

It's like having your own "Marketing Time Machine" that allows you to find their highest earning campaigns, ads, keywords, etc.

In many cases, you end up knowing more about what's working than they do!

Now, imagine putting the full Keyword Spy database just a click away using the [Keyword Spy Professional Membership](#).

Your Professional Membership gives you the ability to find, filter, sort, and export all this data instantly to your computer to be used in your own marketing campaigns right now!

And if you're looking for a Real-World Live Case Study of the Keyword Spy platform, be sure to check out the [Keyword Spy Affiliate Boot Camp](#) program [here](#).

**More info:**

**Affiliate Boot Camp:** Recently, Keyword Spy introduced *Affiliate Boot Camp*, a step-by-step interactive training series that teaches you how to become a Super Affiliate using the incredible data at Keyword Spy.com. This training series consists of 11 step-by-step training modules and 13 interactive training videos.



***In the Affiliate Boot Camp training series***, we cover the Competition Analysis in depth and the training videos and workbooks will reveal even more information from the Competition Overview data.

**The information in this course can be used for both affiliate marketing, ecommerce, and/or traditional online marketing.** *In short*, if you are marketing **any type of business** online, you will benefit from this step-by-step training of the Keyword Spy platform.

[Click here for more information.](#)