Hello and welcome back. This is Video #2. What we’re going to do in this particular video is we are going to research your competition.

In doing so, what I recommend that you go ahead and do is open up some sort of notepad or if you want to write it down, that’s fine. But just keep a paper and pencil or some sort of notepad ready so that you can jot down the websites. This is not really complex. What we’re looking for is high traffic competitors that might be doing really well. Because the more traffic that they are getting, the more these particular tools that we are using will reveal. All right, so let's get started.

The first site that I want you to go ahead and go to is called Quantcast.com – that’s Q U A N T C A S T. I used to use Quantcast to figure out demographics but I don’t really do it anymore just because some of the sites will have demographic data and some of them will not. Really, what I'm trying to figure out is what are the high traffic websites. If you go to Quantcast.com, when you click Explore and you type in a keyword – you can type a domain name if you want to but like I said, we are creating a list of domain names. Go ahead and jot down the keywords that best describe your general niche. Don’t be too specific just yet. So, in this case, let's say for example that I want to create a product or service that primarily appeals to gardeners so, I'm going to type in ‘Garden’. Go ahead and click Enter. Quantcast, as you can see the free version of this tool is showing the Top 3. As you could see, these are the Top 3. This one obviously tells us that US Rank is 3,200 and US Range is 600,000. Now you might want to visit these websites and make sure that this kind of fit what you're trying to sell. Because there have been cases where even though you type in the keyword, the website might be something totally different than what you're trying to sell or maybe the demographics for this site is totally different than the demographics of this site. What I recommend that you do is just go ahead and click on one of these. We can go ahead and view the site and just make sure that that is the type of site that we want to create.

As we could see, this is more of a how to educational site, which is great. It’s a great site with a lot of content/posts. So essentially, what they're doing is they're branding. So, maybe you want to build something like this and you want to attract people in. You want to attract the perfect buyer in, gain their trust so that you can ultimately sell other things. This is what the site looks like. We can see that it’s about gardening, house plants, problems plants might face, lawn care, composting, and other gardening help. So, we can see that for the majority of the case, that is our audience. So, if that’s the case, we want to definitely copy this. I'm going to open up Notepad and put that URL in here. Now that we have this URL, in order to find other URLs what we need to do is I'm going to close down Quantcast and this site here.

There are two other sites that I will recommend. Similarsites.com, which basically if you enter aURL of a website, it will tell you all of the other websites that are similar to that website. So, if I go ahead and press Enter here, we could see that Gardeningknowhow.com. If we scroll down, we see these ads here and these are not related at all so just ignore these for now. And then you see Gardenweb. So, I'm going to open that in a new link. Gardenguides, we have Yardcare, we have Helpfulgardener, and Garden.org. I’m going to open the Top 5 and just take a look.

We have Gardenweb.com. If I go to the site … let's go to the site and check it out. Sometimes, you have to highlight it and just go to the site directly. We can get an idea of a hyper-responsive buyer too if you look through here and sometimes, if they have forums, that will give you a good chance to see what kind of questions people are asking, kind of their frustrations, their likes or dislikes, and just get a feel for what that person looks like. Also, when you look at the websites, are there similarities within the websites? We can see there's a navigation bar that talks about gardening.

Highlight the other site – and of course, we have Gardenguides.com, which sounds familiar to the other Gardenknowhow website. If we take a look here, we have gardening design, spaces, diseases – and it’s very interesting how it’s broken up. It’s very, very similar. So, Gardenguides.com actually is very, very similar to Gardeningknowhow.com.

So, I'm going to go ahead and go through the rest of these. We have Yardcare.com, Helpfulgardener.com, which I think probably would be a lot more targeted. So, let's just go to this site here. What I'm doing here as you can see is just looking and seeing if I can find similar patterns throughout all these websites. We can see garden design – I saw a lot of gardening design in fact in the other websites. We can see organic gardening, forums, and more. I'm beginning to kind of see that this is very similar to the other sites, except that the design of it is not as good as the other ones.

Now that I have three websites, I'm pretty much good to go now. Now, I want to offer you a different website as well – SimilarWeb.com. This is a paid tool but you could still enter these websites in here and find more data about these websites. So, if I click that, enter GardeningKnowHow.com, you can actually see the rank within worldwide, within US and the global rank. So, this kind of give us a better picture of the website itself. You could see that it’s getting a massive amount of traffic mainly from the US, Australia, UK, Canada, and India. We can see that the most traffic was from Search volume. So, this is kind of painting a picture as we call it. We can see referrals – basically what sites are they coming from, we can see Search. We can see Social, we can see a lot of these people seem to be on Facebook and Pinterest, which kind of fits it because Pinterest is where a lot of visual people go to, people that are kind of gardeners go to.

Let's see Audience Interests – so, this is kind of reveals to us potential buying habits. But right now, we’re not really interested in doing too much research. We just want to get an idea of what that basic picture looks like. You can enter the other ones in here but that’s fine. All you need to do is create that list as you can see here. As you can see, we have a list of three websites and that’s all we need right now.

In the next video, we’re going to take it a step further but for now, that’s all we need. Go ahead and do that right now and I’ll see you in Video #3.