Hello and welcome back to Video #3. In this particular video, we are going to discuss about the basics of profiling. This is Step 1 when it comes to figuring out who your perfect buyer is and what do they look like.

To do that, I want you to get access to a list of websites that you copied earlier and go to a website called Alexa.com as you can see right here. That is A L E X A dot com. If you go to this side, you will notice that they have a free version, which is limited and they have a paid version, which gives you all the data that you need. But for this case, you really don’t need the paid tool. You can utilize the paid version itself. So, let's go ahead and plop the websites that we found in the previous video into Alexa.com.

So, I'm going to go ahead and copy GardeningKnowHow.com in here. we’re going to paste it, we’re going to click on Find, and here we go. As we can see, the rank is 3,000 and the global rank is 15,000. Basically, the lower the number, the higher the rank. We know right off the bat that GardeningKnowHow.com is getting a ton of traffic. As you can see, this is for Advanced plan only but we really don’t care about this right now. What we’re looking for is where is our perfect buyer and who is our perfect buyer. So, we can see that our potential buyers for this particular website is within the United States followed by India and The UK. But the majority (72%) is from The United States. That might be because they are utilizing a specific traffic source, we don’t know. It doesn’t really matter too much right now.

If you scroll all the way down to the very bottom, you're going to see Audience Demographics and this is the data that we want. So, opening up our notepad here, right underneath the website, I'm going to jot this down so we could see gender is female. It looks to me like it’s about a good amount female and males are under-represented but males still do gardening as well. So, we can say males but maybe about 20% and then females – our guesstimate about 80%. As long as we know that the major demographic in this case is female, we know that we’re probably going to speak directly to females.

We can see browsing location is at home. So, that’s a good sign. That means that they are at home. They're not on the work computer. That also tells us that they're more likely to buy something if they’re on their home computer than if they were on their school or work computer. That’s a good sign. We could say browsing location is home.

And then of course the education, it looks to me like mainly graduate school and some college followed by second. I'm going to copy this over to here so we could say, primarily #1 and #2 (second place) some college. So, we know that they are quite well educated types of people in this case as far as education goes. They definitely have graduate school. They probably have Masteral degrees and some sort of college, Bachelor’s of Science or basic degree. Knowing that, we’re going to have to speak intelligently to this somewhat educated market. So, this is kind of painting a picture here.

Let's do the same thing with GardenGuides and the reason why I like to do this is because I want to see, is it consistent across the board? If it’s not consistent across the board, then maybe there's something different about these specific websites. So, I'm going to go back up to the top, do the exact same thing – type in GardenGuides.com, scroll down. Looks like it’s a high traffic website but we’re really more in tuned about this. We could see female, some college graduate, and home. So, that’s consistent, right? So, we don’t really need to jot that down but we can say ‘same’, ‘same thing’.

Let's do the same thing with HelpfulGardener.com. It’s a good sign whenever everything is consistent because that means that you're getting the right data. When we look at this, it’s a little bit different. We can see HelpfulGardener staying home; female is still the majority; and we can see that it’s mainly college. Males are still less but at this point we are looking at HelpfulGardener and we can see that HelpfulGardener, it pretty much adds up but we can see that there are still males and males are moving up in that section. So, we want to figure out, why is that the case? I'm really interested in thinking why is that the case. Well, if we look at HelpfulGardener one more time, we can see “Winner of Business Week Magazine’s Best of the Web Award.” So, maybe because Business Week, Business Week may have a lot of males as a majority and might be coming to this website. Depending on the traffic source, that can reveal different things to us. We look at how the site is laid out, we can see Flower Gardening, Gardening Design, Garden Forums, Gardening Tips, Gardening.

So, another thing we can do is let's see if we can find some sort of garden forum. So, I'm going to type in Garden Forum. And we know there are different types of gardening as well. But let's just go to Forums.Gardenweb.com. So, let me just try something real quick. This may or may not work. Typically, you have to enter the main site, not the sub-domain but let's just do this anyways. So, as you know, forums typically are most of your hyperactive people go – people that talk a lot, people that are very passionate about whatever market it is. So, if you could find that forum on a website and then put that into Alexa, that is going to tell you who your hyperactive audience is. So, now we can see that is back to females being the majority, college, some college, in college, and home seem to be consistent across the board.

So, what this specific strategy and method is really revealing to you – is it consistent across the board? Now that we know that it is indeed across the board consistent, we can pursue it to the next step, which will be the next video as we dig further into the demographic itself like what do they look like kind of thing.

Let's say for example that you enter two websites and they're totally different? Like one is male and one is female. If that is the case, then I would have looked at the website and then I would ask yourself, which website actually fits my product and service? Because you will find out even in some niche in some cases, certain websites are really geared towards males while other websites maybe really geared towards females. That’s how you know what is going to be your perfect buyer. Look at the website. Is the website fitting what I am trying to sell?

With that said, let's move onto the next video. I'm sure you're going to be shocked and amazed by how much data you can find out utilizing this free tool.