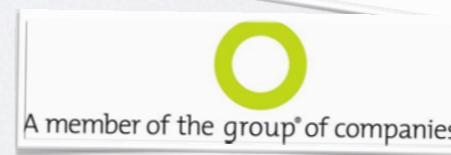


Michon, Int.
visible in a global market

BUSINESS GROW ONLINE



WHO ARE WE ?

SIMON & MICHELLE FROST

- ▶ Selling online since 2004
- ▶ Over 10,000 digital products (& a few hard products) sold since 2004 - @ between \$9.97 - \$247.97
- ▶ Created over 200 websites
- ▶ Partners @ Michon International - our internet marketing & training business..
- ▶ Partners @ SMiK Web Design - create websites for businesses..
- ▶ Tourism Digital Coach..

WHO ARE WE ?

SIMON & MICHELLE FROST



- ▶ Selling online since 2004..
- ▶ Over 10,000 digital products (& a few hard products) sold since 2004 - @ between \$9.97 - \$247.97..
- ▶ Created over 200 websites..
- ▶ Partners @ Michon International - our internet marketing & training business..
- ▶ Partners @ SMiK Web Design - create websites for SME's..
- ▶ Contracted Tourism Department as a digital coach..

THE FUTURE! & THE PRESENT





MOBILE WORLD



- ▶ iPhone Australia - 21% of market...
- ▶ 1 million iPad 1's in 26 days (2 mill in 2 months)!
- ▶ 1 billion in sales of the 1st iPad in the 1st 2 months
- ▶ iPad 2 - 70% new customers - & sold out!

MOBILE IN AUSTRALIA..

- ▶ 43% Internet phones - 29% regularly using it to search, email, maps & facebook/twitter etc.
- ▶ Mobile data traffic on Next G (telstra) DOUBLES every 8 months for the last 2 years.. Our daughter...

WHY YOU **NEED** TO BE ONLINE...

- ▶ **1,966,514,816** estimated Internet users worldwide (June 2010)
- ▶ **92,961** new domain names registered in 24 hours (11/07/10)
- ▶ Early 2011 about 25% of mobile users shopping online with their phones - Ebay reporting a mobile sale every 15 seconds.
- ▶ The National Broadband Rollout (**NBR**) starts here in Tasmania = more people online in Tasmania!!

FEW MORE AUSSIE STATS..

- ▶ 92% want to use websites to compare prices..
- ▶ 76% want to use websites to access & print coupons..
- ▶ 75% want to use mobile phones to find out where the nearest store is located.
- ▶ 70% want to see what goods are in stock before going into the store..

May 2010 - IBM survey of 2,599 Aussie consumers..



“We are in a shopper’s market today, because consumer access to technology and information gives them all the power.... Retailers cannot afford to sit still as this digital revolution happens....”

Ian Wong, ANZ Retail Industry Leader, IBM Global Business Services
(May 2010)

DISADVANTAGES OF BEING ONLINE

- ▶ It can be a **steep** learning curve - which takes time.
- ▶ It can be **expensive**.
- ▶ More customers than you can **handle**.
- ▶ **Technology** changes very quickly.

ADVANTAGES OF BEING ONLINE

- ▶ Opens up the **world** as your market!
- ▶ Your **competitors** are online, so you need to be too!
- ▶ Your startup and running costs can be very **low**.
- ▶ Staying up with the times - you have a **progressive** business that isn't going to be left behind.
- ▶ Most importantly YOUR customers are online NOW!
- ▶ **And its fun!**

WHAT'S THE MAIN PURPOSE OF YOUR WEBSITE?

- ▶ A glorified **business card** - an information site.
- ▶ Contact for existing customers.
- ▶ Sell your wares? **Online shop?**
- ▶ To attract new customers via online methods or offline methods?

RESEARCH FIRST

- ▶ **BEFORE** you create/order a website, you should do some research..
- ▶ What are your competitors doing online?
- ▶ What search terms (**keywords**) do your customers use in Google?



- ▶ Number **One** search engine (Youtube is number two)
- ▶ You need to get **Google** to like you!

Web Images Maps News Video Gmail more

Google "grind and brew coffee maker" Search Advanced Search Preferences

Search: the web pages from Australia

Sign in for your free Google account

Results 1 - 100 of about 17,500 for "grind and brew coffee maker". (0.19 seconds)

Sponsored Links

Coffee Maker
Save big on a coffee maker, Get 30-80% off on our huge range!

Coffee Sale
Save up to 82% on Coffee Makers Grind And Brew Bargains! CheaperOz.com/Deals

Coffee Makers on Sale
Great Prices on all Coffee Makers! Bunn, Mr. Coffee, Melitta & more. CozyCook.com

Coffee Maker Grind & Brew
Buy Coffee Maker Grind & Brew Australia's leading online stores au.Shopping.com

See your message here »

Paid advertising

Free "organic" search results

Number of pages for this keyword/phrase

Other types of Google searches you can do.

Grind and brew coffee maker - Chowhound
23 posts - 21 authors - Last post: 11 Jan
I've done a little research on the topic, including here, and it seems that there is a lot of dissent on the Cuisinart models and some mixed ...
chowhound.chow.com/topics/347331 - 182k - Cached - Similar pages

Grind And Brew Coffee Maker - Coffee & Espresso Makers - Compare ...
Grind And Brew Coffee Maker - 35 results like the GREEN MOUNTAIN COFFEE ROASTERS Coffee team - Black, Williams-Sonoma Cuisinart Grind & Brew Coffeemaker, ...
www.nextag.com/grind-and-brew-coffee-maker/search-html - 140k - Cached - Similar pages

Amazon.com: Cuisinart DGB-600BC Grind and Brew, Brushed Chrome ...
grind and brew(62). grind and brew coffee maker(59). cuisinart(45). coffee maker(38). thermal carafe(28). coffeemaker(26) ...
www.amazon.com/Cuisinart-DGB-600BC-Grind-Brushed-Chrome/dp/B00006F2MI - 299k - Cached - Similar pages

Amazon.com: Melitta MEMB1B Mill & Brew 10-Cup Coffeemaker, Black ...
I researched a grind and brew coffee maker for 3 months before purchasing this one. I'm thrilled with it. I used to work at prominent kitchenware store and ...
www.amazon.com/Melitta-MEMB1B-10-Cup-Coffeemaker-Black/dp/B00004R936 - 296k - Cached - Similar pages
More results from www.amazon.com »

Do the Grind and Brew - Cuisinart Grind and Brew Coffee Maker ...
Cuisinart DGB-500 12-Cup Coffee Maker - User Rating: 5 stars. Review Summary: A perfect appliance for the coffee lover in your home. Pros: All-in-one coffee ...
www.epinions.com/review/Cuisinart_Grind_and_Brew_Coffeemaker_DCG_500BK_Small.../content_91512606340 - 78k - Cached - Similar pages

Cuisinart Grind-and-Brew DGB-700BC 12-Cup Coffee Maker Product ...
Cuisinart DGB-700BC 12 Cup Grind and Brew Coffee Maker. Visit site for your price. *O... (In stock). Programmable / Built-in Burr Coffee Grinder / 8 Ounce ...
www.epinions.com/t-cuisinart-grind-and-brew-dgb-700bc - 194k - Cached - Similar pages
More results from www.epinions.com »

Grind and Brew Coffee Maker is For the Clean Folks!
31 Oct 2008 ... What do I mean by a grind and brew coffee maker for clean folks? Personally, I felt that different coffee machines are designed and meant ...
ezinearticles.com/?Grind-and-Brew-Coffee-Maker-is-For-the-Clean-Folks!&id=1634931 - 48k - Cached - Similar pages

Electric Coffee Grinders Wholesale Hospitality Supplies Australia
Whether you require a grind and brew coffee maker or a brushed stainless auto coffee burr mill, you'll find a range of durable, easy to maintain electric ...
www.hospitalitywholesale.com.au/back-of-house/electrical-appliances/electric-coffee-grinders.html - 66k - Cached - Similar pages

ANATOMY OF GOOGLE



"grind and brew coffee maker"

Search

Advanced Search Preferences

Search: the web pages from Australia

WHERE MOST PEOPLE LOOK

Results 1 - 100 of about 17,500 for "grind and brew coffee maker". (0.19 seconds)

Web

Grind and brew coffee maker - Cookware - Chowhound

23 posts - 21 authors - Last post: 11 Jan I've done a little research on the topic, including here, and it seems that there is a lot of dissent on the Cuisinart models and some mixed ... chowhound.chow.com/topics/347331 - 182k - Cached - Similar pages

Grind And Brew Coffee Maker - Coffee & Espresso Makers - Compare ...

Grind And Brew Coffee Maker - 35 results like the GREEN MOUNTAIN COFFEE ROASTERS Coffee team - Black, Williams-Sonoma Cuisinart Grind & Brew Coffeemaker, ... www.nextag.com/grind-and-brew-coffee-maker/search-html - 140k - Cached - Similar pages

Amazon.com: Cuisinart DGB-600BC Grind and Brew, Brushed Chrome ...

grind and brew(62). grind and brew coffee maker(59). cuisinart(45). coffee maker(38). thermal carafe(28). coffeemaker(26) ... www.amazon.com/Cuisinart-DGB-600BC-Grind-Brushed-Chrome/dp/B00006F2MI - 299k - Cached - Similar pages

Amazon.com: Melitta MEMB1B Mill & Brew 10-Cup Coffeemaker, Black ...

I researched a grind and brew coffee maker for 3 months before purchasing this one. I'm thrilled with it. I used to work at prominent kitchenware store and ... www.amazon.com/Melitta-MEMB1B-10-Cup-Coffeemaker-Black/dp/B00004R936 - 296k - Cached - Similar pages More results from www.amazon.com »

Do the Grind and Brew - Cuisinart Grind and Brew Coffee Maker ...

Cuisinart DGB-500 12-Cup Coffee Maker - User Rating: 5 stars. Review Summary: A perfect appliance for the coffee lover in your home. Pros: All-in-one coffee ... www.epinions.com/review/Cuisinart_Grind_and_Brew_Coffeemaker_DCG_500BK_Small.../content_91512606340 - 78k - Cached - Similar pages

Cuisinart Grind-and-Brew DGB-700BC 12-Cup Coffee Maker Product ...

Cuisinart DGB-700BC 12 Cup Grind and Brew Coffee Maker. Visit site for your price. *O... (In stock). Programmable / Built-in Burr Coffee Grinder / 8 Ounce ... www.epinions.com/t-cuisinart-grind-and-brew-dgb-700bc - 194k - Cached - Similar pages More results from www.epinions.com »

Grind and Brew Coffee Maker is For the Clean Folks!

31 Oct 2008 ... What do I mean by a grind and brew coffee maker for clean folks? Personally, I felt that different coffee machines are designed and meant ... ezinearticles.com/?Grind-and-Brew-Coffee-Maker-is-For-the-Clean-Folks!&id=1634931 - 48k - Cached - Similar pages

Electric Coffee Grinders Wholesale Hospitality Supplies Australia

Whether you require a grind and brew coffee maker or a brushed stainless auto coffee burr mill, you'll find a range of durable, easy to maintain electric ... www.hospitalitywholesale.com.au/back-of-house/electrical-appliances/electric-coffee-grinders.html - 66k - Cached - Similar pages

Capresso Coffee Machines - Zaccardi's - Coffee, Kitchen and Home ...

The first and only combination grind and brew coffee maker with a CONICAL BURR

Sponsored Links

Coffee Maker

Save big on a coffee maker, Get 30-80% off on our huge range! DealsDirect.com.au

Coffee Sale

Save up to 82% on Coffee Makers Grind And Brew Bargains! CheaperOz.com/Deals

Coffee Makers on Sale

Great Prices on all Coffee Makers! Bunn, Mr. Coffee, Melitta & more. CozyCook.com

Coffee Maker Grind & Brew

Buy Coffee Maker Grind & Brew Australia's leading online stores au.Shopping.com

See your message here »



GOOGLES JOB

▶ To give their customers (searchers) **EXACTLY**
what they want

YOUR JOB

▶ To give Google **EXACTLY** what they want!

KEYWORDS

- ▶ Google uses these to determine the relevance of your website - **Algorithm**
- ▶ What are your **keywords**?

GOOGLE'S EXTERNAL KEYWORD TOOL

- ▶ Find out how many people are **searching** for your products/service = people who walk past your shop..
- ▶ What are the best **keywords/phrases** for your business?

Keyword goes here

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

educational toys

Website

Advanced options

Locations and languages ?

- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain

- All Languages
- English
- Japanese
- German
- Portuguese

Show stats for ?

Mobile search

Show results for ?

All keyword ideas

Ideas containing my search terms

Filter keywords ?

Local Monthly Searches

>=

Remove

+ Add another

Search

All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Contains

Sort: **Alphabetical** | [Highest count](#)

- All
- educational (33)
- educational toys (69)
- learning toys (15)
- toy (45)
- toys (129)
- wooden toys (36)
- Miscellaneous terms (3)

Match Types

- Broad
- [Exact]
- "Phrase"

Help

[Help Center](#)

Keyword ideas

Sign in with your AdWords login information to see the full set of ideas for this search.

[About this data](#)

Download

Sorted by [Local Monthly Searches](#) [Views](#)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	baby toys		4,090,000	246,000	
<input type="checkbox"/>	ride on toys		673,000	135,000	
<input type="checkbox"/>	kids toys		2,240,000	110,000	
<input type="checkbox"/>	educational toys		673,000	74,000	
<input type="checkbox"/>	wooden toys		673,000	60,500	
<input type="checkbox"/>	wooden toy		450,000	22,200	
<input type="checkbox"/>	childrens toys		301,000	18,100	
<input type="checkbox"/>	toys online		246,000	18,100	
<input type="checkbox"/>	girls toys		1,830,000	18,100	
<input type="checkbox"/>	toy shop		368,000	18,100	
<input type="checkbox"/>	kids toy		450,000	14,800	
<input type="checkbox"/>	toys for kids		246,000	12,100	
<input type="checkbox"/>	toy store		823,000	12,100	
<input type="checkbox"/>	toddler toys		1,000,000	9,900	
<input type="checkbox"/>	buy toys		2,240,000	9,900	
<input type="checkbox"/>	toy shops		135,000	9,900	
<input type="checkbox"/>	toy stores		301,000	9,900	
<input type="checkbox"/>	children toys		368,000	8,100	
<input type="checkbox"/>	kid toys		110,000	8,100	

GOOD NUMBERS

- ▶ Completely **individual** - you need to do the numbers.
- ▶ For us:- **100** searches per day (& less than **30,000** competing pages)

SPY ON YOUR COMPETITORS



"educational toys"

Search

About 536,000 results (0.37 seconds)

536,000 pages in Google (Aust).

Everything

More

The web

Pages from Australia

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

Standard view

Related searches

Wonder wheel

Timeline

Standard results

Sites with images

Fewer shopping sites

More shopping sites

Page previews

Translated search

Reset tools

Pages from Australia

Educational Toys, Le Toy Van, Wooden Educational Toys, Wooden Toys ...

Educational Toys Online for Children. We deliver Australia wide with free gift wrapping. We specialise in **Educational Toys**, Le Toy Van, Wooden Toys, ...
www.youngmindstoy.com.au/ - Cached - Similar

Welcome to Windmill Educational

art and craft supplies, Kindergarten Equipment and Supplies, Special needs equipment, Toy Puppets, Playground Equipment, Dolls Houses, Musical Instruments, ...
Outdoor Play - Category - Art & Craft - Shop Locations
www.windmill.net.au/ - Cached - Similar #5 In Educational Toys

Wooden Toys Online, Educational Toys, Kids Gifts, Baby Toys.

Baby Toys, traditional wooden toys, educational products and other beautiful kids toys at our online shop. Delivery Australia-wide.
www.peanutgallery.com.au/ - Cached - Similar #44 In Rebecca

Educational toys specialists, kids toys for learning and parenting ...

Educational toys for children of all age groups at Early Learning World. We specialise in quality kids toys and children's products.
How to find us - Shop online - Age 2 to 4 Shopping - Letterland
www.earlylearningworld.com.au/ - Cached - Similar

Educational Toys Australia, Children's Educational Toys with Free ...

New Gift Finder Recommendation Tool! + Free Gift Wrapping & Card. Find a learning toy for a toddler, infant, or young child at our Australian toy store.
www.ok4kids.com.au/ - Cached - Similar

Wooden Educational Toys | Baby Educational Toys and Games

Quality **Educational Toys**, Games, Puzzles & more. Free Gift Wrapping. Award Winning **Educational Toys** from companies you know & love. Le Toy Van, Anamalz, ...
www.gbeducationaltoys.com.au/ - Cached - Similar

Educational Bath Time Toys. Bath Time Learning. Bath Time Fun.

Educational Bath Time Toys, making bath time an exciting learning experience. Quality Brands. Free Gift Wrapping.

Sponsored links (Show All Advertiser Info)

Educational Toys For Kids

Shop online at iQ Toys. 7000+ toys Educational toy specialists
www.iQToys.com.au/Educational-Toys

Educational Toys

Huge range of toys on sale. Shopping online couldn't be easier
www.BIGW.com.au/toy-sale

Cheap Educational Toys

Find Cheap Prices on Educational Toys for Kids & Baby. Buy Now!
CrazySales.com.au/Educational-Toys

Australia's Toy Shop

Save up to 40% on Toys! Free shipping on orders over \$49
www.fishpond.com.au/Toys

Kmart School Toys Catalog

Save On Toy Trikes At Kmart Kids Toy Sale. Browse Catalogue!
www.Kmart.CatalogueCentral.com.au

Educational Toys Online

Online Shopping of childrens toys Toys & clothes 0 - 8 years
www.littleleisure.com.au

Toy Sale 2010

Find Girls Toys on Sale in the 2010 Toy Sale Extravaganza on Lasoo
www.lasoo.com.au/girls_toys

Toy Warehouse Huge Range

Step 2 Little tikes lerado toys

Click to check out your competitor

Windmill

Educational Pty Ltd

Shop by **Category**

or **Brand**

or **Age**

Username

Login ▶

Password

Remember | [forgot?](#)

Join ▶

Search



[About Us](#) | [Contact Us](#) | [Policies](#)



Sanctuary in Australia Competition

\$500 gift card to be won!

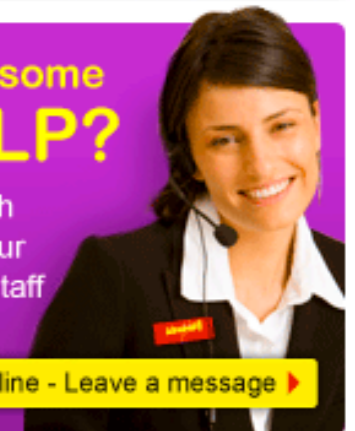
Cart

0 Items

Order Total: AU\$0.00

Need some HELP?

Chat with
one of our
helpful staff



Staff Offline - [Leave a message](#) ▶

K'nex Model Building Set 20+



Freight Costs



**Find your local
Windmill shop**

Michon, Int.
viable in a global market

Find keywords


Based on one or both of the following:

Word or phrase (one per line)

Website


Competitors URL

Advanced options


Locations and languages 

- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain

- All Languages
- English
- Japanese
- German
- Portuguese


Show stats for 

Mobile search

Show results for 

All keyword ideas

Ideas containing my search terms

Filter keywords 

Local Monthly Searches

>=

Remove

+ Add another

Search

All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Contains

Sort: **Alphabetical** | [Highest count](#)

- All
- and (12)
- art (12)
- books (6)
- craft (27)
- cymbals (6)
- dolls (12)
- early (9)
- fabric crayons (6)
- for kids (9)
- kids art (6)
- knex (6)
- map puzzle (6)
- maths (6)
- melissa and doug (6)
- paper (6)
- play food (6)

Keyword ideas

Sign in with your AdWords login information to see the full set of ideas for this search.

[About this data](#)

Download

Sorted by **Local Monthly Searches**

Views

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	train set		1,220,000	40,500	
<input type="checkbox"/>	cymbals		823,000	33,100	
<input type="checkbox"/>	engine toys		246,000	27,100	
<input type="checkbox"/>	dolls accessories		1,000,000	22,200	
<input type="checkbox"/>	subtraction		550,000	18,100	
<input type="checkbox"/>	dolls clothes		246,000	14,800	
<input type="checkbox"/>	knex		823,000	12,100	
<input type="checkbox"/>	train sets		450,000	12,100	
<input type="checkbox"/>	toys electronic		368,000	8,100	
<input type="checkbox"/>	easels		246,000	6,600	
<input type="checkbox"/>	craft kits		301,000	6,600	
<input type="checkbox"/>	trampoline 10ft		110,000	6,600	
<input type="checkbox"/>	play food		301,000	4,400	
<input type="checkbox"/>	melissa & doug		1,220,000	4,400	
<input type="checkbox"/>	literacy early		60,500	4,400	
<input type="checkbox"/>	melissa and doug		823,000	3,600	
<input type="checkbox"/>	meccano set		74,000	2,900	
<input type="checkbox"/>	smocks		90,500	2,900	
<input type="checkbox"/>	easel art		135,000	2,900	

MARKET SAMURAI

Our secret Weapon

- ▶ Uses Google to do all your Market Research **quickly** in software on your desktop.

Keyword Research

Keywords generated from the original keyword/phrase

The Immediate Edge

Keyword Sources:

- Google Synonym Tool
- Google Search Keywords

Automatic Filtering:

- SEO Traffic (SEOT) min:
- Adwords Traffic (AWT)

Phrase Length:

- min: word(s)
- max: word(s)

Add Keywords

Positive Keywords

Negative Keywords

Keyword (200 active, 0 removed, 0 filtered)

<input type="checkbox"/>	children toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kids toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	childrens toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	toddler toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wooden toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kid toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	children's toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	childrens wooden toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	learning toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kids wooden toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	traditional wooden toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	brio toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	developmental toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	children's toy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	lamaze toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	buy toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	discount toys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	toys online	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Show Removed

-
-
-
-
-
-
-
-
-
-
-

PROJECT SETTINGS
AU Educational Toys

NEW KEYWORD

RANK TRACKER

KEYWORD RESEARCH

SEO COMPETITION

DOMAINS

MONETIZATION

FIND CONTENT

PUBLISH CONTENT

PROMOTION

ADWORDS

Keyword Research

The Immediate Edge

Organic:
 Local Total Searches +
 Local SEO Traffic (SEOT) - min: 0
 Phrase-to-Broad (PBR) +
 Trends

Adwords:
 Adwords Traffic (AWT) +
 Adwords CTR (AWCTR) +
 Adwords CPC (AWCPC) +

Competition:
 SEO Comp (SEOC) +
 Local Comp (SEOLC) +
 Title Comp (SEOTC) +
 Local Title (SEOLTC) +
 Title Comp (SEOTCR) +
 Adwords Comp (AWC) +

Commerciality:
 Adwords Value (AWV) +
 SEO Value (SEOV) +

Number of LOCAL Competing Pages

Number of searches per DAY

Match Type:

<input type="checkbox"/>	Keyword (200 active, 0 removed, 0 filtered)	Searches	SEOT	SEOC	SEOLC	Trends	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	baby toys	9,896	4,156	4,040,000 ↗	387,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	outdoor toys	9,896	4,156	4,520,000 ↗	68,700 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	ride on toys	4,438	1,863	1,590,000 ↗	175,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	preschool toys	3,616	1,518	330,000 ↗	27,400 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kids toys	2,975	1,249	2,610,000 ↗	347,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	educational toys	2,433	1,021	3,890,000 ↗	650,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	pretend toys	2,433	1,021	12,300 ↗	957 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wooden toys	1,989	835	2,350,000 ↗	201,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	puzzles toys	891	374	118,000 ↗	11,100 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wholesale toys	891	374	641,000 ↗	1,180 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	wooden toy	730	306	913,000 ↗	27,500 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	soft toys	595	249	3,080,000 ↗	330,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	toys shop	595	249	4,740,000 ↗	180,000 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	childrens toys	487	204	476,000 ↗	54,500 ↗		<input checked="" type="checkbox"/>	<input type="checkbox"/>

Show removed

SEO Competition

Top 10 Competitors

The Immediate Edge

PROJECT SETTINGS
Educational Toys

NEW KEYWORD

RANK TRACKER

KEYWORD RESEARCH

SEO COMPETITION

DOMAINS

MONETIZATION

FIND CONTENT

PUBLISH CONTENT

PROMOTION

ADWORDS

- Off Page
- Domain Age (DA)
- PageRank (PR)
- Google Index Count (IC)
- Page Backlinks (BLP)
- Domain Backlinks (BLD)
- Page .edu/.gov Backlinks (BLEG)
- DMOZ Directory (DMZ)
- Yahoo Directory (YAH)
- On Page
- Keyword in Title? (Title)
- Keyword in URL? (URL)
- Keyword in Description? (Desc)
- Keyword in Header Tag? (Head)
- Google Cache Age (CA)

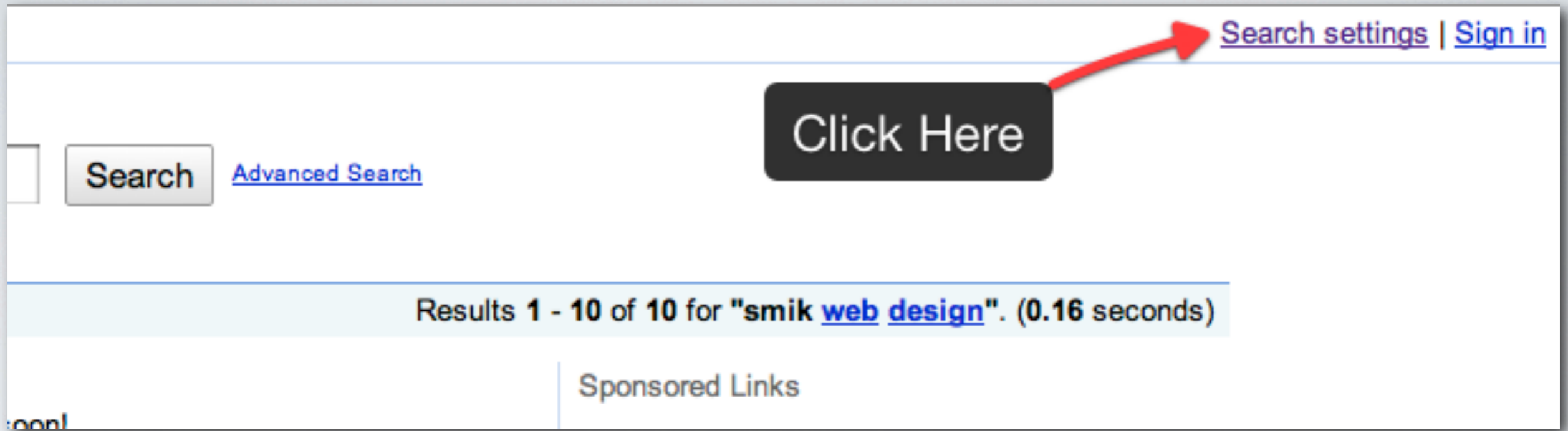
Type of Backlink: Max Backlinks:

Generate Results

Hide Column Filters

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.youngmindstoys.com.au/	-	3	1,150	11	1,940	0	Y	N	Y	N	Y	Y	0
2	http://www.windmill.net.au/	12	4	1,140	425	835	17	Y	Y	N	N	N	N	1
3	http://www.peanutgallery.com.au/	-	4	658	1,070	2,590	0	Y	Y	Y	N	Y	N	0
4	http://www.earlylearningworld.com.au/	11	3	100	150	166	0	N	Y	Y	N	Y	N	3
5	http://www.ok4kids.com.au/	3	3	505	95	1,670	0	Y	N	Y	N	Y	Y	1
6	http://www.gbeducationaltoys.com.au/	3	3	100	82	119	0	Y	N	Y	Y	Y	N	4
7	http://www.honeybeetoys.com.au/	-	3	2,350	917	1,630	0	N	N	Y	N	N	Y	1
8	http://www.imagineiftoys.com.au/	8	2	522	55	88	0	Y	N	N	N	N	N	11
9	http://www.entropy.com.au/	9	4	1,550	703	1,180	0	Y	Y	Y	N	Y	Y	2
10	http://www.skillbuilders.com.au/	7	4	137	48	56	1	N	N	Y	N	Y	N	12

If its mostly green then its easier to compete



MAKE YOUR ~~SURFING~~ RESEARCH
EASIER AND FASTER



Save your preferences when finished and return to search.

Save Preferences

Global Preferences (changes apply to all Google services)

Interface Language Display Google tips and messages in:
If you do not find your native language in the pulldown above, you can help Google create it through our [Google in Your Language program](#).

Search Language Search for pages written in any language ([Recommended](#)).

Prefer pages written in these language(s):

<input type="checkbox"/> Afrikaans	<input type="checkbox"/> English	<input type="checkbox"/> Italian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Arabic	<input type="checkbox"/> Esperanto	<input type="checkbox"/> Japanese	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Armenian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Korean	<input type="checkbox"/> Spanish
<input type="checkbox"/> Belarusian	<input type="checkbox"/> Filipino	<input type="checkbox"/> Latvian	<input type="checkbox"/> Swahili
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Finnish	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Swedish
<input type="checkbox"/> Catalan	<input type="checkbox"/> French	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Thai
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> German	<input type="checkbox"/> Persian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> Greek	<input type="checkbox"/> Polish	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Czech	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Romanian	
<input type="checkbox"/> Danish	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Russian	
<input type="checkbox"/> Dutch	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Serbian	

Finally save your preferences

SafeSearch Filtering [Google's SafeSearch](#) blocks web pages containing explicit sexual content from appearing in search results.

Use strict filtering (Filter both explicit text and explicit images)

Use moderate filtering (Filter explicit images only - default behavior)

Do not filter my search results.

Number of Results Google's default (10 results) provides the fastest results.

Display results per page.

Change number of results to 100

Results Window Open search results in a new browser window.

Query Suggestions Provide query suggestions as you type.

Do not provide query suggestions in the search box.

Make the results open in a new window



TIME FOR A COFFEE BREAK :)

3 SKILLS TO CREATE A BUSINESS WEBSITE

- ▶ Designer - makes it **look great**..
- ▶ Programmer - makes it **do what its supposed** to..
- ▶ Marketer - makes sure customers can **find your website** and buy when they get there..

THE ANATOMY OF A WEBSITE..

- ▶ **Domain** Name - The URL of your website.
http://www.....com, (.org, .com.au... etc.) From \$9 pa.
- ▶ Website **hosting** - Where your website lives. From \$70 - \$100 pa.
- ▶ **Website** content - pages of information you want to show the world. Needs to be written in 'web language'. Most templates include editors which translate English into HTML (Web Language).

CHOOSING A DOMAIN NAME (URL)

- ▶ Should contain the best **keywords** from your research (most traffic/least competition)..
- ▶ Do you want people to remember the URL? What are people likely to search for when looking for your business? (is your business name important?)
- ▶ .com , .com.au or .biz etc.

WEBSITE HOSTING

- ▶ Where will your website live?
- ▶ Free options - blogspot & wordpress.com - they include their name in the URL.. i.e. michellesblog.blogspot.com. You don't have to pay for the URL in this option either - its all free, you just add time..
- ▶ **Paid** options - Loads of places offer hosting - Check the storage and bandwidth allowances and whether you can have more than one domain name on that hosting - We use and recommend - look on Michon International..

DIFFERENT TYPES OF WEBSITES...

- ▶ **Static & stand-alone** pages - dreamweaver, front page, HTML editor.
- ▶ **Dynamic** websites - database driven/CMS (content management systems).. wordpress, joomla, blogspot..plus hundreds more.
- ▶ **Flash** websites - movies with activation points... AVOID!
- ▶ Mixes of **all** the above..

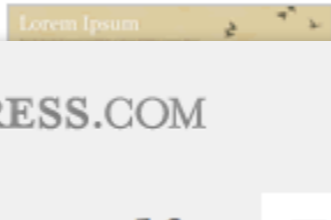
GETTING ONLINE YOUR OPTIONS?...

- ▶ Completely **free** - blogs/ebay etc.
- ▶ **Partly** free - you pay for hosting & domain name, but use free software/templates. OR you pay a monthly fee and get hosting & templates i.e. squarespace.com
- ▶ **Paid** websites - someone else does it all...



Blogger

Create a blog. It's free. [Get started](#)



Beautiful, customizable templates and layouts. [Try](#)



Up to the minute stats



Make money with Ad



Express yourself. Start a blog.

[Sign up now](#)

Nervous? Technically challenged? Go from zero to hero with our [10-step walk-through guide](#).

In seconds, you'll have a blog with amazing [free features](#) like...

Stats to obsess over



Our [stats](#) are designed to give you up-to-the-minute data about your visitors:

how many there are, where they're coming from, which posts are most

Freshly Pressed:



The best of **395,767** bloggers, **445,741** new posts, **355,141** comments, **97,271,412** words posted today on WordPress.com.



My First Encounter With Dementia: Daddy Pat (Part 1)

My Father Doesn't Know Me Anymore

[Posts about family →](#)



Montenegro

Pete and Kimmy

[Posts about food →](#)



We Need More Taxes

Ramblings

[Posts about postaweek2011 →](#)

Wordpress.com

Blogger

Standard

\$12 /MO

Save \$16/year

\$144.00 billed upon purchase

Who's it for? Our Standard Package is appropriate for many small websites and blogs on their own custom domain.

Advanced

Most Popular

\$20 /MO

Save \$26/year

\$240.00 billed upon purchase

Who's it for? Our Advanced Package is great for users wanting additional customization and control.

Business

\$36 /MO

Save \$48/year

\$432.00 billed upon purchase

Who's it for? Our Business Package is perfect for any business requiring data collection and audience tools.

CORE FEATURES

10 10 PAGES MAX

1TB BANDWIDTH

3GB STORAGE

CORE FEATURES

∞ UNLIMITED PAGES

∞ UNLIMITED BANDWIDTH

∞ UNLIMITED STORAGE

CORE FEATURES

∞ UNLIMITED PAGES

∞ UNLIMITED BANDWIDTH

∞ UNLIMITED STORAGE

SQUARE SPACE



DOMAIN NAMES

WEB HOSTING

EMAIL HOSTING

WEB BUILDER

SERVERS

BUSINESS +

Register Your Domain Name Here

1. Enter a **domain name** into the box below.
2. Select an **extension** and click **search** to register.

www. .com.au

[Advanced Bulk Search](#)

Search

best price
\$12
per year

.au min 2yr registration

.com

AU \$9 year

.com.au

AU \$12 year

.net.au

AU \$8 year

CRAZY DOMAINS
Never pay too much!



FREE with every
domain name

FREE



HostGator
we eat up the competition

Toll Free: **1.866.96.GATOR**

Local: **1.713.574.5287**

Now hosting over 5,000,000 domains!



LIVE CHAT

HOME

WEB HOSTING

HOSTING

VPS HOSTING

DEDICATED SERVERS

SUPPORT

AFFILIATES



WORDPRESS.ORG

Unlimited Web Hosting
Web Hosting made **EASY** and **AFFORDABLE!**

- ✓ **UNLIMITED** Disk Space
- ✓ **UNLIMITED** Bandwidth
- ✓ **FREE** SiteBuilder ([Try Demo](#))
- ✓ **EASY** Control Panel ([Try Demo](#))
- ✓ **1-CLICK** Script Installs
- ✓ **4,500** Free Website Templates
- ✓ **99.9%** Uptime Guarantee
- ✓ **45** Day Money Back Guarantee
- ✓ **24/7/365** Technical Support
- ✓ **\$100** Google AdWords Credit

Now
20%
OFF!

STARTING AT
\$3.96*
/mo

VIEW WEB HOSTING PLANS

get yourself a website now!



innovative web marketing...
because there's more to
this than meets the eye

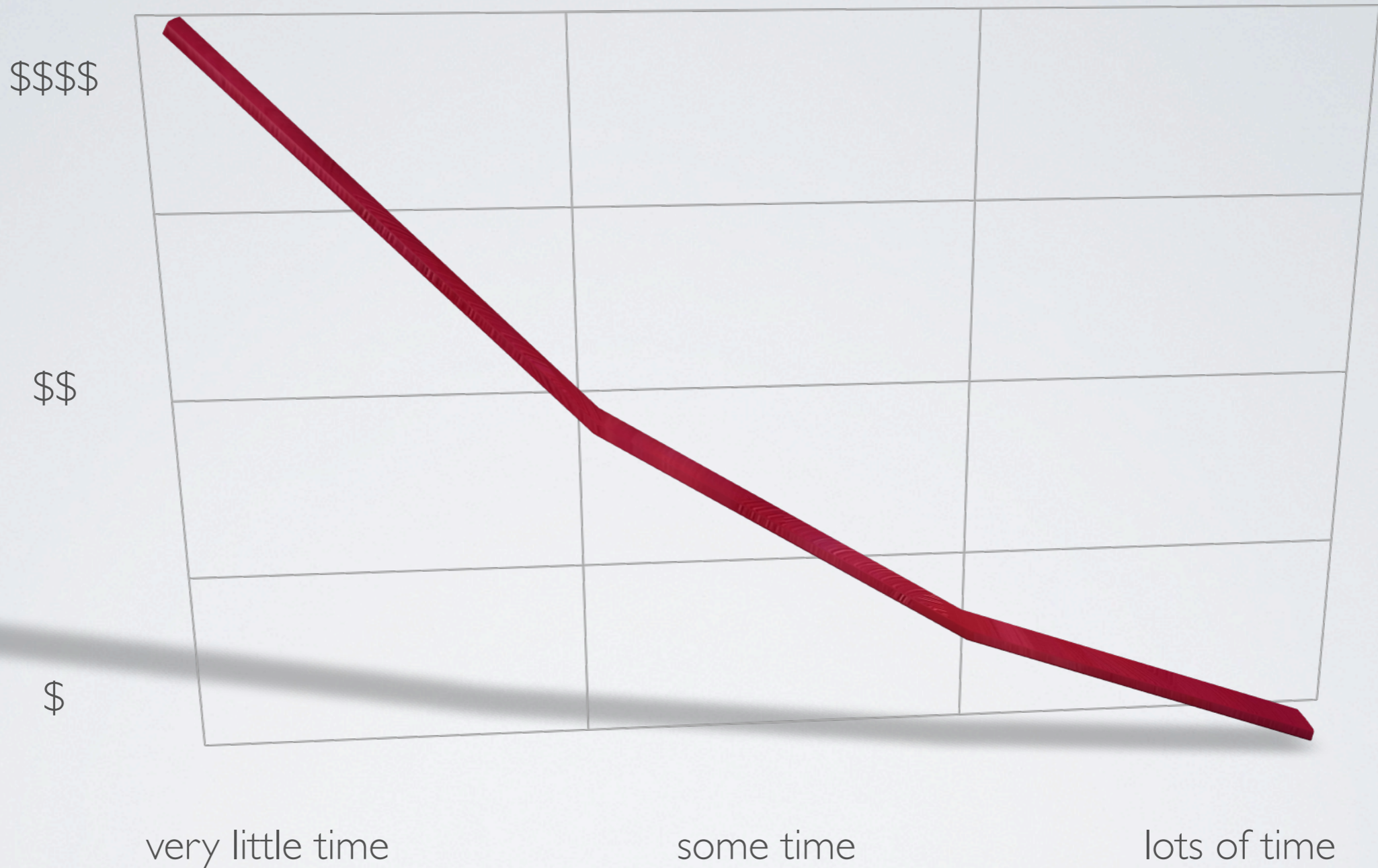
HIRE A **WEB** DESIGNER

GETTING ONLINE TIME Vs MONEY

- ▶ Totally **free** = a LOT of your time to set up..
- ▶ **Partly free** (i.e. monthly payments) = Moderate amount of your time to set up..
- ▶ **Fully paid** = Your time to advise web developers..

Getting Online

Money
to
spend
getting
online



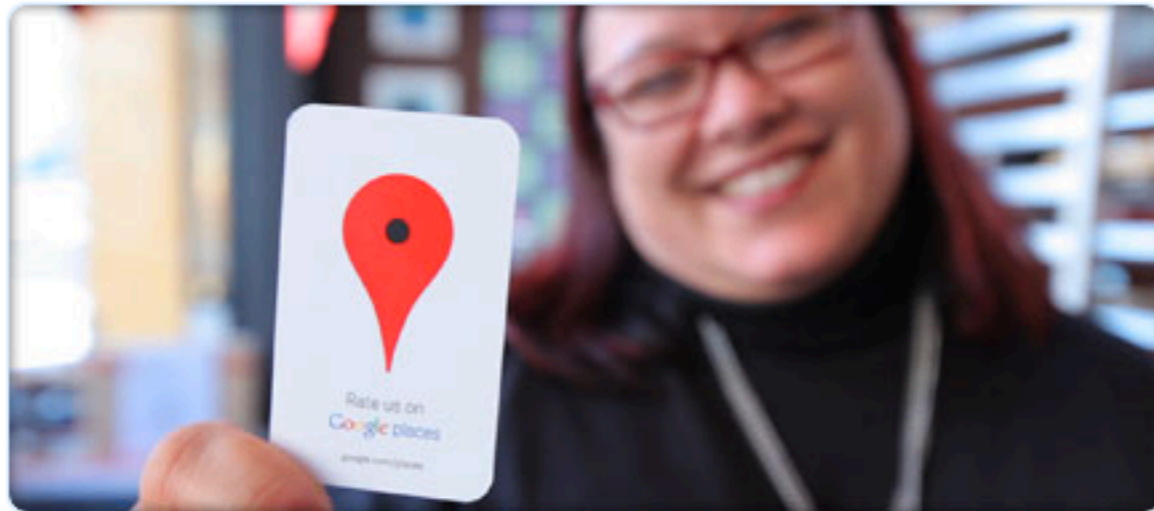
Time to spend getting online

Google places

Connecting you with the places you love

 Rate and share places on Google

 Get your business found on Google



Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

Start rating 

Get started 

GOOGLE PLACES

Michon, Int.
visible in a global market

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country:

Company/Organization:

Street Address:

City/Town:

State:

Postal Code:

Main phone:
Example: (02) 1234 5678 or 0412 345 678

Alternate phone: Mobile phone:

Fax: TTY/TDD:

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com

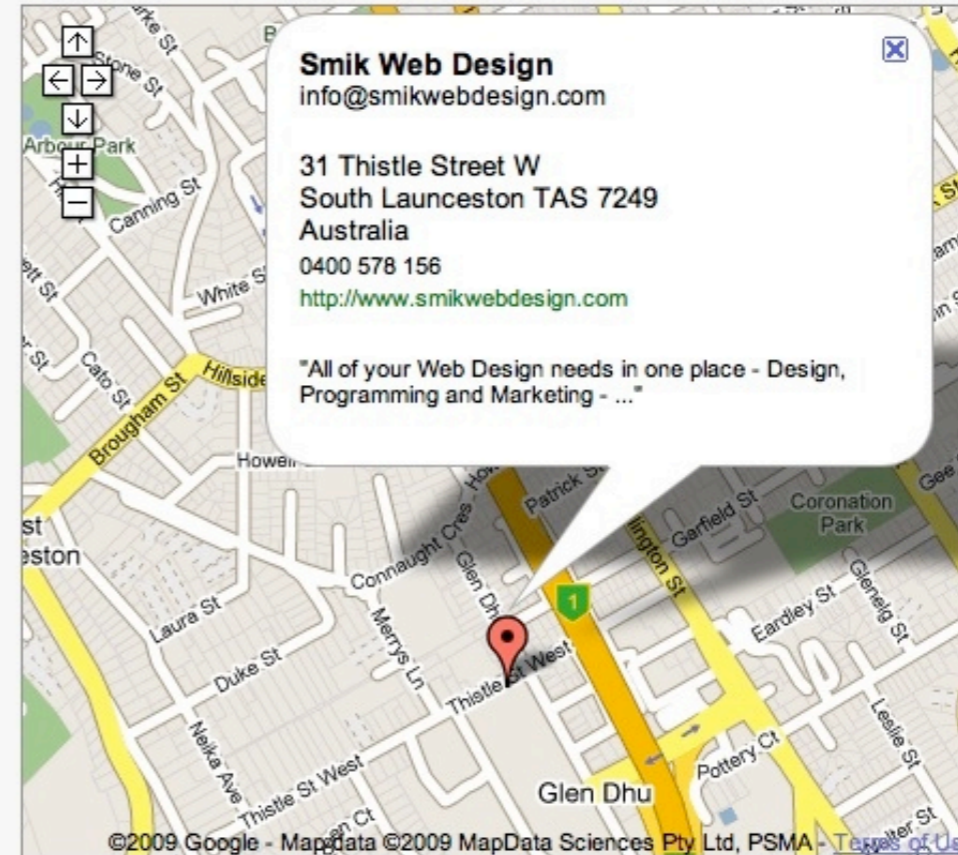
Description:
200 characters max, 63 characters left.

Category:

Category:

Category:

[Add another category](#)



[Fix incorrect marker location](#)

Next

Please enter in some additional details about your business. If people know when you're open or can see some pictures of your business, they're more likely to visit you. All of this information is optional and can be entered in at a later time if you're in a hurry to see your business appear on Google Maps.

If you'd like to skip this step, please scroll to the bottom of the page and click on the 'Submit' button.

Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> Closed	

- Are your hours split during a single day, such as 9-11am and 7-10pm?
- I'd like to enter two sets of hours for a single day.

Payment options

Specify how customers can pay at your business.

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa |
| <input checked="" type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover | <input checked="" type="checkbox"/> Paypal |
| <input type="checkbox"/> Invoice | <input type="checkbox"/> MasterCard | |

Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

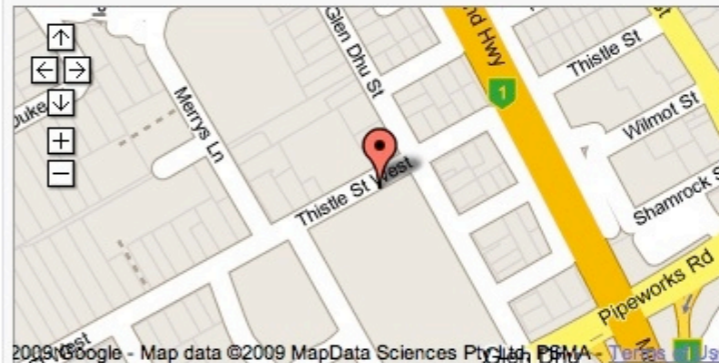
Photo Added.

- Add a photo from your computer

Smik Web Design

31 Thistle Street W
South Launceston TAS 7249
Australia

0400 578 156
<http://www.smikwebdesign.com>



[Fix incorrect marker location](#)

Alternate phone: (03) 6344 3491
Email address: info@smikwebdesign.com
Description: All of your Web Design needs in one place - Design, Programming and Marketing - we do it all. Let us make getting online simple for you.
Payment types: Check, Cash, Paypal
Categories: Website Designer Internet Marketing Service
Photos:



How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 3 ways:

-  **By phone**
We'll call you at this phone number 0400 578 156
-  **By SMS**
We'll send you an SMS at the following:
Mobile number: + 61
Carrier:
-  **By postcard (2-3 weeks)**
We'll send you a postcard in the mail to this address

Smik Web Design
31 Thistle Street W
South Launceston TAS 7249
Australia

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

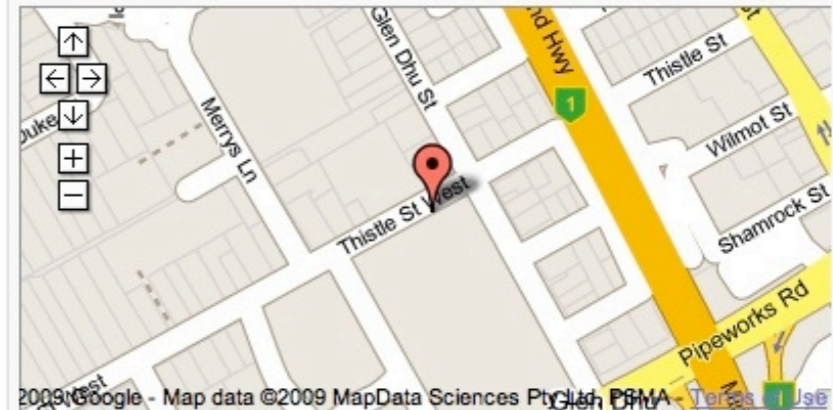
By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Finish

Smik Web Design

31 Thistle Street W
South Launceston TAS 7249
Australia

0400 578 156
<http://www.smikwebdesign.com>



Alternate phone: (03) 6344 3491
Email address: info@smikwebdesign.com
Description: All of your Web Design needs in one place - Design, Programming and Marketing - we do it all. Let us make getting online simple for you.
Payment types: Check, Cash, Paypal
Categories: Website Designer Internet Marketing Service
Photos:





website design launceston

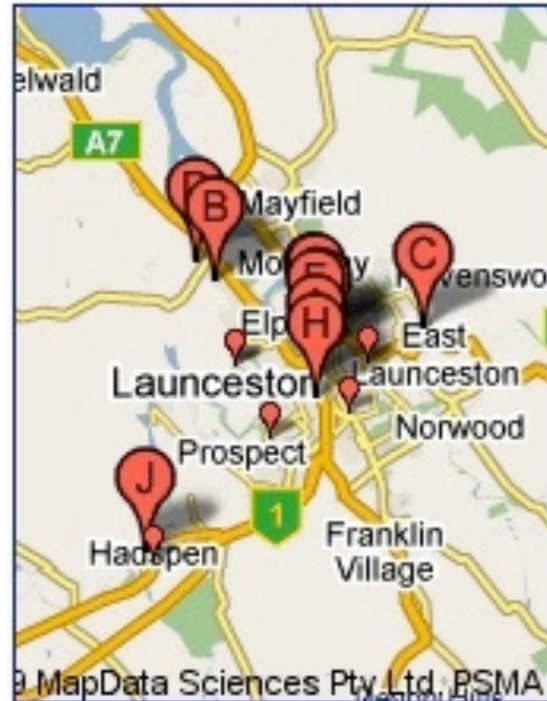
Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 100 of about 6

Local business results for **website design** near **Launceston TAS, Australia**



- A. [bgdesign](#) - [www.bgdesign.com.au](#) - +61 418 139 160 - [More](#)
 - B. [Wizard Web Design](#) - [www.wizarddesign.com.au](#) - +61 402 137 367 - [More](#)
 - C. [C9](#) - [www.c9.net.au](#) - +61 418 150 039 - [More](#)
 - D. [Advanced Design Online](#) - [www.adocentral.com.au](#) - +61 419 236 439 - [More](#)
 - E. [Datalive Software Pty Ltd](#) - [www.datalive.com.au](#) - +61 3 6323 0028 - [More](#)
 - F. [Scarab Design Advertising Agency](#) - [www.scarab.com.au](#) - +61 3 6331 5005 - [More](#)
 - G. [at+m integrated marketing](#) - [www.atmmarketing.com.au](#) - +61 418 996 015 - [More](#)
 - H. [Smik Web Design](#) - [www.smikwebdesign.com](#) - +61 3 6344 3491 - [More](#)
 - I. [Accent Signs](#) - [www.accent signs.com.au](#) - +61 3 6331 6602 - [More](#)
 - J. [Imagination Corporation](#) - [www.imaginationcorp.com](#) - +61 3 6393 7208 - [More](#)
- [More results near Launceston TAS, Australia »](#)

4 MINUTES LATER...



launceston running club

Search

About 20,200 results (0.40 seconds)

[Advanced search](#)

Everything

Maps

Videos

More

The web

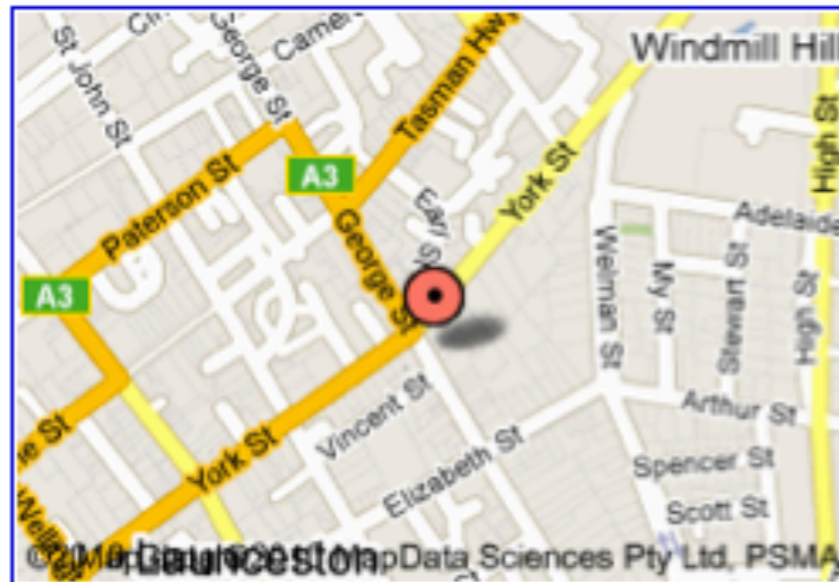
[Pages from Australia](#)

More search tools

[Launceston Athletic Club](#) ☆

11 Sep 2010 ... **Launceston Athletic Club**. ... 23rd October 2010 - **Club dinner ***** ... to all the volunteers who assisted with the **running** of the three races ...

www.launcestonathleticclub.com/ - [Cached](#) - [Similar](#)



Launceston Athletic Club ☆

[Place page](#)

George St
Launceston TAS 7250
0400 578 156

[Get directions](#) - [Is this accurate?](#)

[Write a review](#)

[Launceston Six & Twelve Race - Launceston Athletic Club](#) ☆

On Sunday 22nd February 2009 the **Launceston Athletic Club** will be hosting ... There will also be a relay option (teams of three, **running** 2 hours each), ...

www.launcestonathleticclub.com/6hourrace/?paged=2 - [Cached](#)

Google Places Stats

Dashboard

Coupons



✓ **Attract new customers by creating a coupon for your business**
 Creating a coupon is free, and only takes a few minutes. You can create as many coupons as you want.
 Coupons will appear along with your business listing in Google Maps. [Learn more.](#)

Your businesses

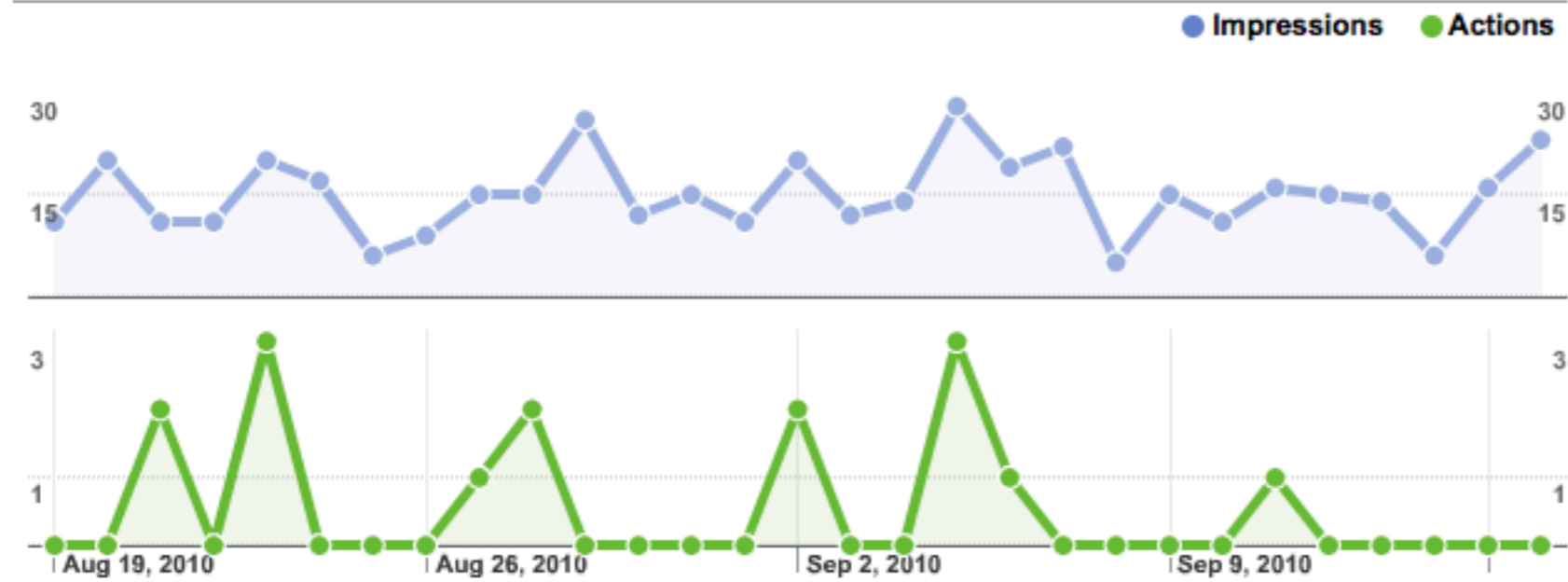
[Add another business](#) - [Upload a data file](#) (if you have more than 10 listings)

View: **All** - [Active](#) (2) - [Pending](#) (1) - Needs Action (0)

Viewing listings 1 - 3 of 3

Business	Status ↓	Impressions (last 30 days)	Actions (last 30 days)
Launceston Athletic Club George Street Launceston TAS 7250 Australia Edit - Delete	Active	 424	 15
See your listing on Google Maps			

Activity



Totals

435 impressions

How many times users saw your business listing as a local search result ?

15 actions

How many times users showed interest in your business listing

2 Clicks for more info on Maps

13 Clicks to your website

Top search queries ?

Query	Impressions
1. symmons plains	64
2. launceston athletic club	33
3. melbern	19
4. hollybank	15
5. accom	14
6. running club	12
7. club	8
8. alkaloids	7
9. sports club	7

Post about events, specials, and more.
Example: "Live music tonight at 7pm!"

Post

Expires in 30 days

160

Your business info

Edit

85 % complete

George Street

Launceston, TAS 7250

0400 578 156

<http://www.launcestonathleticclub.com>

Description: Launceston based Tasmanian running club. 5 - 21km for the seniors and 1.5 - 3k for the juniors. Every one welcome - races every Saturdays March - October. All runs have handicapped start time.

Payment: Check, Cash, MasterCard, Visa

Other Attributes: *not listed*

Email:

Michelle@michoninternational.com

Business Hours: *not listed*

Categories: running club, Sports Club



[Delete this listing](#)

OVERVIEW

- ▶ You must be **online!**
- ▶ Become VERY good friends with **Google**
- ▶ **Keywords** are king
- ▶ Your website options
- ▶ Google **Places**
- ▶ Follow us on **Twitter** ;-) @MichelleF & @becauseIhadtoo
& **Facebook** - Michon International

NEED MORE?

- ▶ **Next workshop** 11th May: Enhancing your Web Presence - dramatically improve your hit rate!
- ▶ michelle@michoninternational.com
- ▶ simon@michoninternational.com
- ▶ <http://www.michoninternational.com>