

## Module 3 – 4 The Internet Mind That Knows it All (Google) September 14, 2015

When you type a search term in Google there is more data than you may realize. If you add a space, you will get a list of words that are the most commonly searched for terms that start with your word.

Use the technique to learn more about topics that you know very little about.

Again he talks about staying away from keywords that aren't specific to our interest. Rescue and misinformation and legislation etc. are not topics that are specific to Pit Bull owners who want to take a walk without their dog pulling.

He also saw DogTime.com – Neat niche product and it is the Facebook Interest set. The problem is that Pit Bulls are a small part of this magazine and hence the top level domain name doesn't help us narrow down to Pit Bull Owners.

He also found Caesar's Way. TV show with 10,000,000 followers. Too broad and has too many kinds of dogs being talked about.

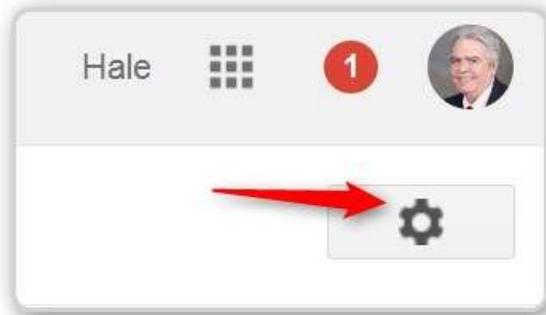


#1 – I typed a space and the drop down of words appeared.

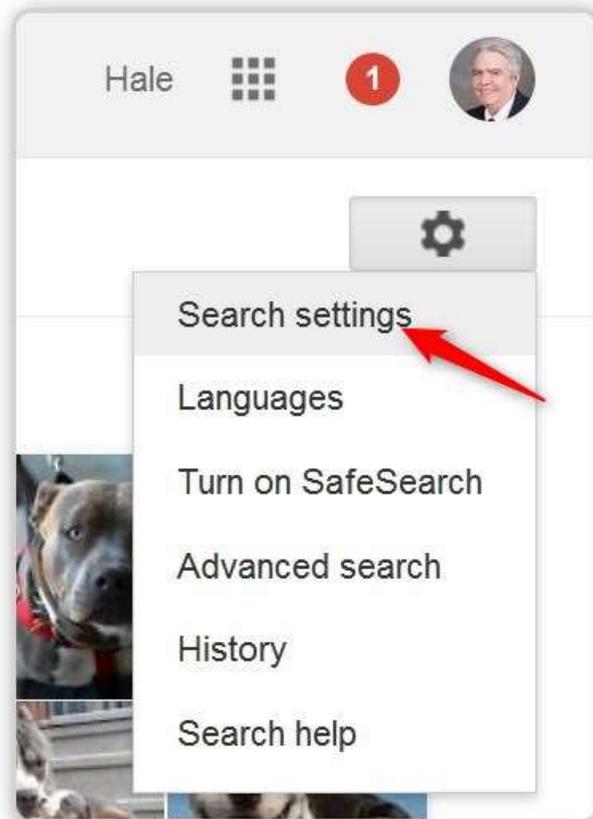
**ASIDE \*\*\*\*\***

An aside. We can get more than the standard 4 or 5 words.

After you make your first search you will see a small gear over on the right side of the page.



Click on the gear and you get this screen



We want Search Settings

### Google Instant predictions

When should we show you **results as you type**?

- Only when my computer is fast enough.
- Always show Instant results.
- Never show Instant results.



Change this setting to “Never show instant results”

Click the SAVE Button at the bottom of the screen.

Now you get 10 words in the drop down.



**End of ASIDE \*\*\*\*\***

Now you can add an “a” and see what pops up.

Then remove the “a” and add a “b’ and see what shows up.

GREAT RESEARCH TOOL

# Transcript

The Internet Mind That Knows It all

All right and welcome to the next video where we basically talk about and of course reveal the Internet

mind that knows it all. As you probably guessed by now that would be Google. And how does Google really

relate to Facebook and Facebook targeting. Well

what I wanted to give you is a way to explore and expand

the way that you do research about a niche that you may not know much about. If this is something that

you are exploring for the first time and simply are clueless about any particular deep keywords

that are

used by people who are very familiar with this niche, then Google is definitely a good way to look up this

information. Because you can also see what people are searching and see if this is something that you can

use inside the Facebook audience.

Sometimes websites or organizations or forums or anything of that nature are so big and popular that you'll also find them on Facebook

Interests. So let's look into what that

really looks like. So for example pit bulls right so we would write something like pit bull and then just space

and see and you know and write letter a right and then pit bull attacks.

Now again you have to keep in mind, actually let's do pit bulls and space

and look, remember pit bulls and

parolees? If I didn't know about that show f

or example then one of the perfect ways that I would find that

it is right pit bulls and space and even before we get anywhere, Google shows us the most relevant and

popular searchers inside its search box by simply saying that pit bulls and parolees is one of the top ones

and seems to be number four as well. So immediately if we don't know about pit bulls and parolees, we

would come back to interests on Facebook and write you know pit bulls and parolees and find this interest

immediately and that happens t

o be a pretty good one as we saw using Facebook audience' insights. Now

let's keep going and maybe instead of an A you know try to write letter B and see what we come up with.

Now again remember we're trying to stay away from things like bands and stuff li

ke that because that's a

different cause. We are looking for people who are into this breed raising it you know and training it and

all that stuff. So something that I like is walking and breeds. So let's start with breeds and see what that

gives us and th

en we can see that let's see American pit bull terrier. That's a little bit general because it

says dogtime.com and then it has a subsection dig breeds and then it has subsection American pit bull. So

that's a little too broad because remember we're really

are only able to put in the root domain sometimes.

So for example if we go to Facebook and write dog time, there you go, you see it's there meaning people

are interested in this particular domain. We would have never come across this thing unless we woul

d

have done research with the Internet mind that knows it all and it's a pretty cool it keyword because it's

a very small, very nichey group of people. However in our case it's too broad because dog time covers a

lot of breeds. So if we kind of keeps scrol

ling, we see Caesar and Caesar has a lot of connections or Cesar

Milan you know dog whisperer, he has a lot of connections with pit bulls actually. There's a bunch of

stories and all that stuff so if you happen to know that you'll obviously try this domain

. If you don't you

can always click on the website and see what this is all about. You immediately see, you know that basically

he has a whole article of course about how pit bulls got a bad rap and blah blah blah and we can

immediately go and see if this

is something that we can, look up Caesar's, wait maybe without the

apostrophe because there you go. Caesars way nine plus thousand people now Caesar Milan himself has

ten million plus people. That's something that you don't want to go because it's too broad

d. But Caesar's

way may be a very good keyword for you to try. But again a little too broad because he obviously covers

a lot of different dogs and a lot of different breeds and he's not specific to pit bulls. He actually has pit

bulls and he has adopted t

hem but that could be something that's you know is useful for you and that you

might use Caesar's Way.com or as it's shown on Facebook Caesar's Way

Caesar's way, there we go without

the dot com.

So but again these are just a few examples how you can use G

oogle which has nothing to do with Facebook

but because Google is essentially a research library if you will, you are able to look up all kinds of

information to look up the interests that you would never be able to come up with because you just don't

know

enough about this niche. So you do the research, you add these very very you know pit bull 411, I

wonder if that is in there. Let's see, pit bull 411 or pit bull 411 or pit bulls, no space. You have to keep

playing around with this because sometimes these

basically websites if you will come up with the dot

com, sometimes they come up by themselves without. So you got to see all kinds of combinations in order

to see if it's in Facebook if it's big enough, in Facebook. Again, you do the research enough, you'

ll be able

to find the key words that other people don't even know about. They would never come up across them,

would never find them unless they did this research so the Internet mind that knows it all can certainly

help you get started and certainly allo

w you to put in the keywords that nobody else may know about.

Now remember we actually started this research if you remember in the audience insights using pit bulls

and parolees.

If I didn't know about this show just by hearing about it here and there I wouldn't be able to find it unless I come to Google and illustrate to you you know what we saw by just putting space and seeing this thing. And it was this specific phrase, pit bulls and parolees that really gave birth to essentially the demographics that we started to use and all other suggestions that Facebook gave us. So it's a very very helpful tool to go out to Google and maybe try like pit bull organizations right. Pit bulls org I wonder if that's available. Pit bulls org or maybe... Oh there it is, we already chose it that's why. So there you go look. Without knowing even remembering that we already add it because it came up in the suggestions tool, this is something that also came up in Google. So like you see Google is very very helpful if you do not know anything about pit bulls, you know pit bulls research and Google would have helped you a long the way. It certainly would've gotten you started and this applies to essentially every niche, every product, everything out there because like I said the internet mind that knows it all, literally does know it all. It's a great tool to use and I just wanted to share this with you so you can add it to your tool arsenal and you know if you're stuck or anything of that nature or don't know where to begin it's a great way to do that. All right so with that, I'll end this video and I'll see you in the next one.