



How to Find the Best Deals When Shopping Online (Internet Bargain Hunting For Beginners) Product Analysis

Google Adwords Analysis

As seen below, you can expect to pay between \$1.67 and \$2.29 a click for traffic on the term "discount deals" with a ranking in the top 3 positions.

You can expect to pay between \$0.69 and \$0.91 per click for traffic on the term "discount shopping" with a ranking in the top 3 positions.

Lastly, you can expect to pay between \$1.09 and \$1.48 a click for traffic on the term "online shopping" with a ranking in the top 3 positions.

Overall, on the top three terms in this market you can expect to pay between \$1.09 and \$1.48 per click.

Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions
discount deals		\$1.67 - \$2.29	1 - 3
discount shopping		\$0.69 - \$0.91	1 - 3
online shopping		\$1.09 - \$1.48	1 - 3
Search Network Total		\$1.09 - \$1.48	1 - 3

Based on the cost per click illustrated in the above image you can expect between 55 and 69 clicks a day for the term "discount deals" with a daily cost between \$100 and \$160.

You can expect between 63 and 78 clicks a day for the term "discount shopping" with a daily cost between \$50 and \$80.

Lastly, you can expect between 869 and 1,087 clicks a day for the term "online shopping" with a daily cost between \$950 and \$1,610.

Cumulatively you can expect to get between 986 and 1,234 clicks per day at a daily cost of between \$1,080 and \$1,840.

<u>Estimated Clicks / Day</u>	<u>Estimated Cost / Day</u>
55 - 69	\$100 - \$160
63 - 78	\$50 - \$80
869 - 1,087	\$950 - \$1,610
986 - 1,234	\$1,080 - \$1,840

You can find additional keyword data for free by going to <https://adwords.google.com/select/KeywordToolExternal>

Keyword Food

Here are a few keywords to get you started looking for potentially profitable keywords to target by both pay per click advertising as well as search engine optimization (think article marketing).

- cheap deals
- online shopping
- compare prices
- price comparison
- compare price
- discounts deals
- deals buy
- discount shopping
- shopping comparison
- deals coupons
- discount deals
- cheapest deals
- bargain deals
- price comparison websites
- online shopping websites
- deals reviews
- shopping comparison sites
- shopping comparison engines
- discount shopping sites
- discount shopping websites

Potential Titles

You could use these potential titles for your book. I recommend that you actually mix, match and add some of your own flare to the title so that you end up with one that is 100% unique to you, your business and your product.

- Master Online Shopping
- The Best Deals Online
- Searching The Internet For Bargains
- Online Bargain Hunting
- Know A Deal When You See It

Market Research

<http://www.time.com/time/business/article/0,8599,1134823,00.html>

<http://moneycentral.msn.com/content/Savinganddebt/Finddealsonline/P109865.asp>

<http://www.marketwatch.com/story/how-to-find-the-best-holiday-deals-online-2009-12-02>

<http://www.butterscotch.com/tutorial/Finding-The-Best-Deals-Online>

<http://www.sheknows.com/articles/shopping/shopping-online.htm>

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