

# **Micro Niche Finder User Manual**

**Version 4.6.x**

**We encourage you to visit the Micro Niche Finder Blog at  
<http://www.micronicheblog.com>  
for late breaking news, articles, updates, bug fixes and more!**

**And, follow Micro Niche Finder on Twitter at  
<http://twitter.com/micronichetool>**

**Need help or support, or just not sure about a feature?**

**Submit a Support Ticket at**

**<http://www.jamesjonessupport.com/help/index.php? m=tickets& a=submit>**

**Or visit the Micro Niche Finder Knowledge Base at**

**<http://www.jamesjonessupport.com/help/index.php? m=knowledgebase& a=view>**

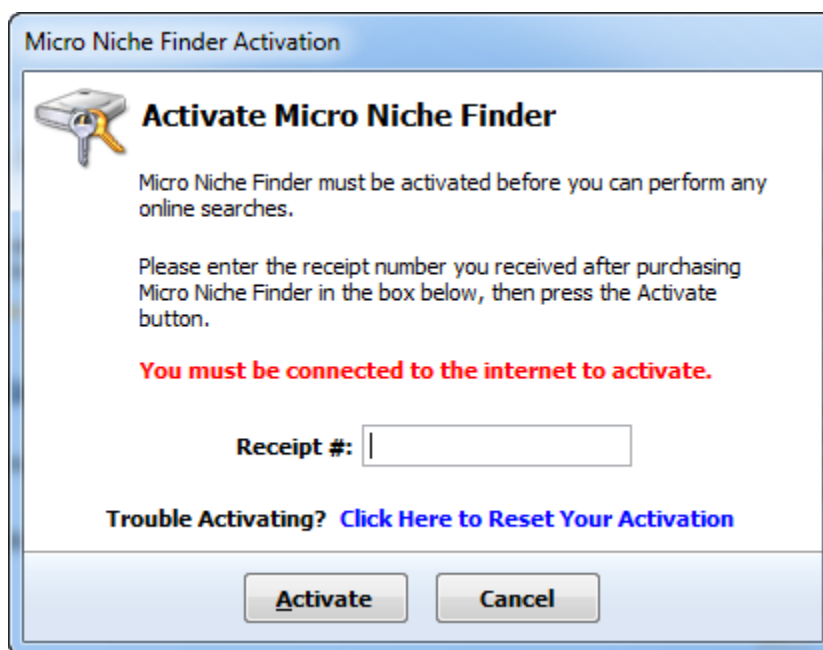
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## ACTIVATING MICRO NICHE FINDER

If this is the first time you are using Micro Niche Finder, you will see an activation screen (Figure 1). You can activate your Micro Niche Finder software by entering your ClickBank Receipt Number (the receipt number may appear as Order Number on your ClickBank Purchase Confirmation). This receipt number was emailed to you after you purchased Micro Niche Finder. The receipt number is normally 8 or 9 digits long and is a mix of letters and numbers. If you did not receive your receipt number, you may use the following link to request that it be emailed to you:

<http://www.micronichetool.com/userlookup/form.php?whichForm=email>

The image shows a software activation window titled "Micro Niche Finder Activation". Inside the window, there is a sub-header "Activate Micro Niche Finder" next to a key icon. Below this, a message states: "Micro Niche Finder must be activated before you can perform any online searches." This is followed by instructions: "Please enter the receipt number you received after purchasing Micro Niche Finder in the box below, then press the Activate button." A red line of text reads: "You must be connected to the internet to activate." Below this is a text input field preceded by "Receipt #:". At the bottom of the window, there is a link that says "Trouble Activating? Click Here to Reset Your Activation" and two buttons labeled "Activate" and "Cancel".

Micro Niche Finder Activation

**Activate Micro Niche Finder**

Micro Niche Finder must be activated before you can perform any online searches.

Please enter the receipt number you received after purchasing Micro Niche Finder in the box below, then press the Activate button.

**You must be connected to the internet to activate.**

Receipt #:

Trouble Activating? [Click Here to Reset Your Activation](#)

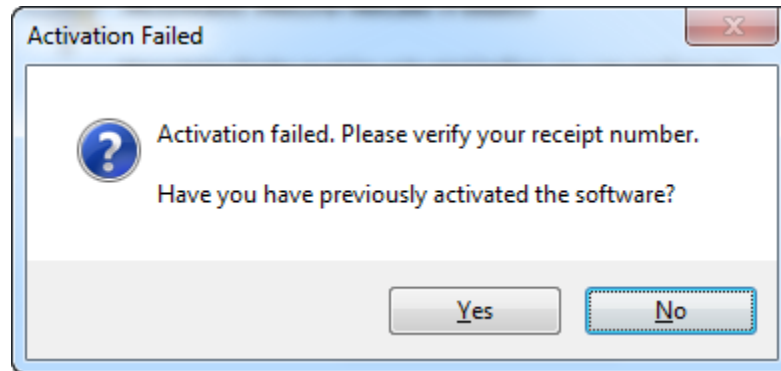
**Activate** **Cancel**

*The Activation Window*

You must be connected to the internet, *and* Micro Niche Finder must be allowed to access the internet in order for activation to work correctly.

If activation succeeds, you will be returned immediately to the Micro Niche Finder "Home" page, and you're ready to begin using Micro Niche Finder!

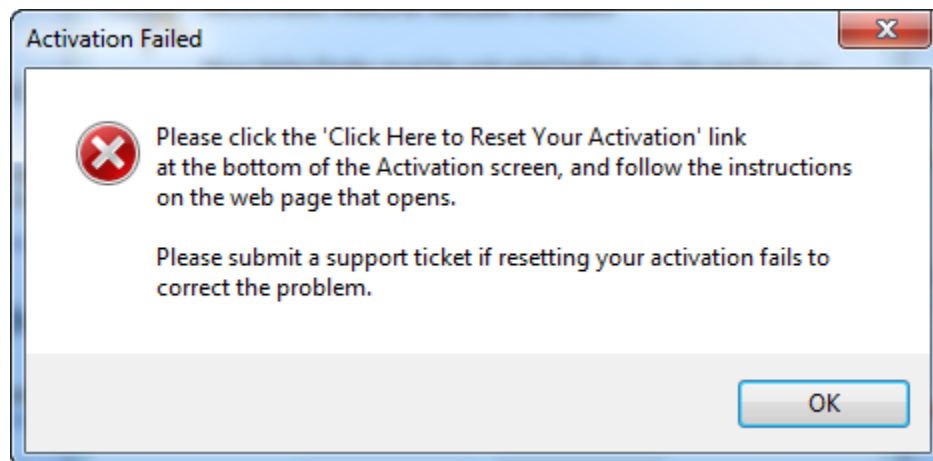
If the activation fails, you will see the following message:



*Activation Failed Message*

If this is the first time you have installed Micro Niche Finder, answer **No** on the message. If you have previously activated Micro Niche Finder, *on any computer*, please answer **Yes**.

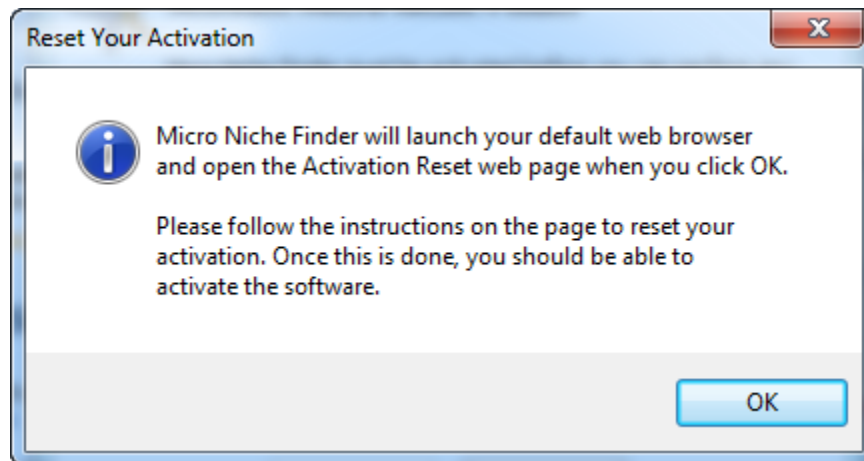
If you answer **No** to the message above, you will see the following message:



*Activation Failed (not previously activated)*

If you are unable to activate after resetting the activation, please ensure your firewall is set to allow Micro Niche Finder to access the internet.

If you answered **Yes** to the original message, you will see the following message:



*Activation Failed (previously activated)*

Please be sure to follow the instructions and attempt to reset your activation prior to submitting a Support Ticket. The activation process is usually successful after performing the steps required to reset your activation status.

## UPDATING MICRO NICHE FINDER

If there are updates available for Micro Niche Finder, a message will appear on the Home page under the “**Welcome to Micro Niche Finder**” heading. You will see the following statement in red letters: “**A program update is available!**” Click the download link next to the message to update your Micro Niche Finder software. The picture below is a snippet of the home page – this is the link you are looking for:



### *Program Update Available*

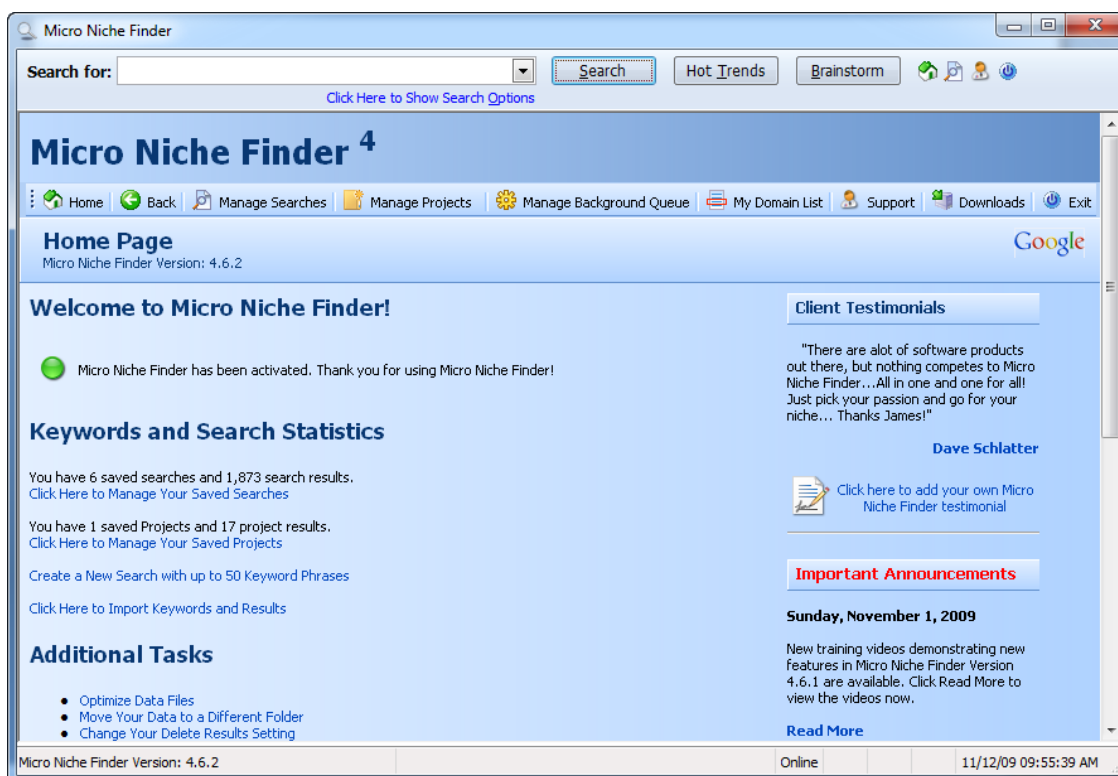
Once you click the download link, Micro Niche Finder will download the new update. You will need to select the location for the update file to be saved.

**Micro Niche Finder must be closed prior to running the update. We also recommend turning off the Background Download Service prior to installing updates.**

When you are ready to install the update, double-click on the update file. The update will be installed via a standard installer. At the end of the update, you may need to restart your computer. If you are prompted to restart your computer, please do so prior to running Micro Niche Finder.

# 1. HOME PAGE

The Home Page Screen is the first screen you'll see when you open Micro Niche Finder:



*Micro Niche Finder's "Home" Page*

The Home Page provides the following information and features:

**Version Number** -- The version number is important if you have a support issue. This number is located directly under the words "Home Page" in the top left portion of your screen, and in the lower-left corner of the program window (in the status bar). Micro Niche Finder is revised (updated) on a regular basis for enhancements and bug fixes. Many times, a problem can be fixed simply by downloading the latest update. For this reason, ***if you ever need to contact support always include the version number.***

**Activation Status** -- If you have successfully entered your receipt number and activated Micro Niche Finder, this screen will state that Micro Niche Finder has been activated. Otherwise it will warn that you need to activate it before proceeding. This information is found under the "Welcome to Micro Niche Finder!" heading.

Micro Niche Finder must be activated before you can perform searches. If you see **Micro Niche Finder has not been activated**, this means you may have entered your receipt number incorrectly or there may have been other problems with the Activation. Please see the previous section (1. Activation) for instructions on activating the software.

The following nine sub-sections describe the other features available on the Home Page.

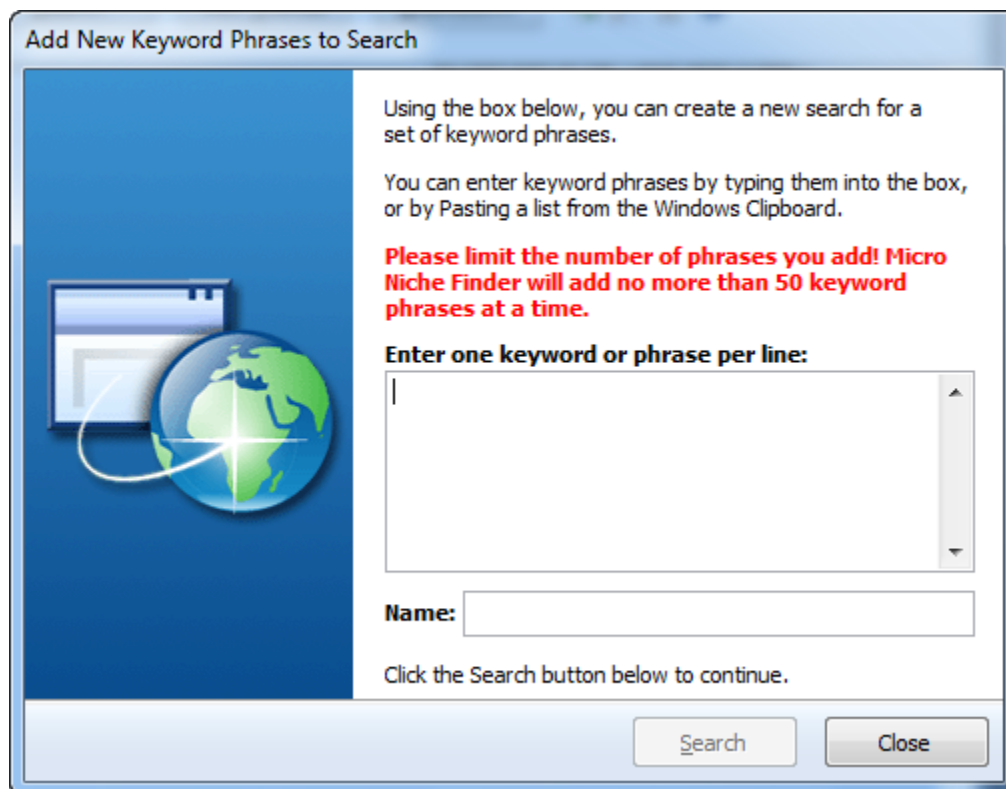
## 2.A. KEYWORD AND SEARCH STATISTICS

If you have performed searches in the past, stats about those searches and any projects you may have saved are displayed right under the heading.

Below the statistics, there are links to their associated pages:

1. **Click here to Manage Your Saved Searches** - this is a link to your Saved Searches (for more details, see **Saved Searches** Section later in this manual).
2. **Click here to Manage Your Saved Projects** – this is a link to your Saved Projects (for more details, see the **Saved Projects** section later in this manual).
3. **Create a New Search With Up To 50 Keyword Phrases** – Usually, searching with Micro Niche Finder consists of entering one “seed” phrase and then working with the result phrases returned from the search. With this new functionality, new in Version 4.6.2, you can enter up to 50 individual phrases. Your search results will contain results only for the phrases you enter.

When you click this link, the following window will appear:



**Add New Keyword Phrases to Search**

Using the box below, you can create a new search for a set of keyword phrases.

You can enter keyword phrases by typing them into the box, or by Pasting a list from the Windows Clipboard.

**Please limit the number of phrases you add! Micro Niche Finder will add no more than 50 keyword phrases at a time.**

**Enter one keyword or phrase per line:**

**Name:**

Click the Search button below to continue.

*Create a New Multi-Phrase Search*



Enter the keyword phrases you want to search (or paste them into the box from the Windows Clipboard), enter a name for the search (the name will appear as the “phrase” on the Manage Searches page and Search Results page), and click the Search button.

4. **Click Here to Import Keywords and Results** - this link allows you to import keywords from a comma-delimited file (see the **Importing Keywords and Results** section later in this manual).

## 2.B. ADDITIONAL TASKS

Click on the following links to perform the specified functions:

**Optimize Data Files** – Optimizing your data files helps ensure your data files are saved to disk properly, and also helps prevent data corruption. We recommend clicking this link periodically to ensure the best possible data management.

**Move Your Data to a Different Folder** – Click this link if you would like to change the location of your Data Files.

**Change Your Delete Results Setting** – Click this link to change the Delete Confirmation settings for Search Results and Project Results.

**Check for Program Updates** – Click this link periodically to check for software updates.

**Micro Niche Finder Support on the Web** – Click this link to go to the on-line Support Site.

## 2.C. BACKGROUND DOWNLOAD SERVICE

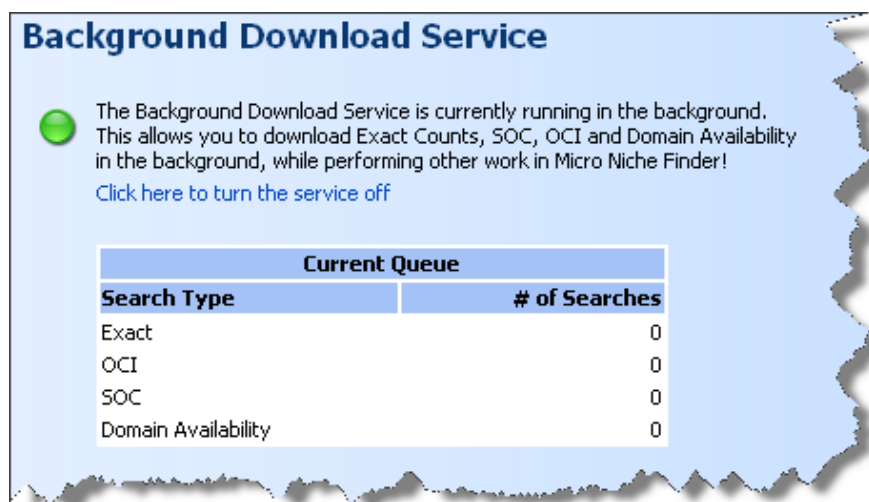
The background download service is designed to allow you to download Exact Match Counts, OCI, and SOC in the background, even when Micro Niche Finder isn't running. It is installed with Micro Niche Finder (version 4.1.0 and later) as a Windows service, which means it runs in the background whenever your computer is running. ***You must be connected to the internet and the service must be allowed to access the internet in order for the Background Download Service to function properly.***

The service is set to pull information at a slow interval to minimize the risk of being blocked by Google. It can pull up to 3 separate results each minute. For this reason, we recommend using the service during "down time" - for example, with the background downloader you can set Micro Niche Finder up to do 500 or more SOC searches, exit Micro Niche Finder, go to bed, and when you get up the next morning the results will be ready for you to work with in Micro Niche Finder.

If you add requests to the service "queue", please be aware that performing additional queries (like clicking the **Get Exact Match** or **Get SOC** links) within the program or performing normal Google searches in your web browser will greatly increase your odds of being blocked by Google. Also, please keep this in mind if you are on a home or office network. Google tends to block based on IP address, which will be the same *for all PC's on a network*.

The service attempts queries at a "reasonable" rate in order to minimize the odds of a block, and any additional queries will increase the burden on Google's servers.

You can turn off (or completely remove) the service by clicking the **Click here to turn the service off** link on the Home Page in Micro Niche Finder:



**Background Download Service**

 The Background Download Service is currently running in the background. This allows you to download Exact Counts, SOC, OCI and Domain Availability in the background, while performing other work in Micro Niche Finder!

[Click here to turn the service off](#)

| Current Queue       |               |
|---------------------|---------------|
| Search Type         | # of Searches |
| Exact               | 0             |
| OCI                 | 0             |
| SOC                 | 0             |
| Domain Availability | 0             |

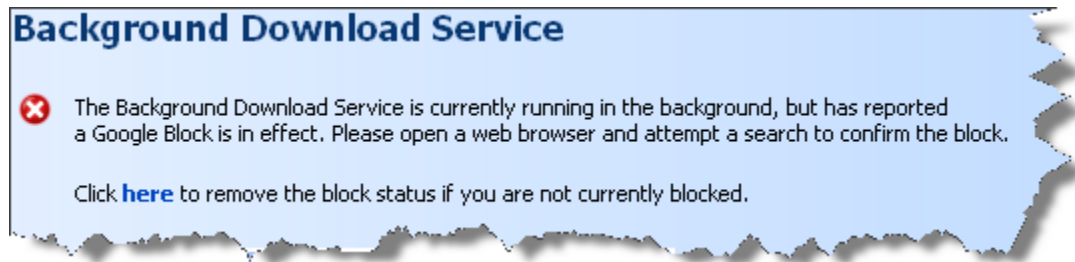
*Background Download Service (Home Page)*

This section also provides a running total of the number of "queued" items you have set for downloading in the background.

If you find the queue count is not changing, the Background Download Service may be hung. We recommend turning the service off, then turning it back on. Wait about one minute after turning it back on. If the queue count is changing, the service is running properly.

If your computer goes into 'sleep' mode, you must Turn Off the service then turn it back on in order for the Background Download Service to "wake up".

If the service detects a Google block is in effect, a brief message will appear on the "Home Page" (under Background Download Service) about the block. The service will automatically pause itself for 10 minutes before attempting to perform another query:



*Google Block Message*

## 2.D. CURRENT PROGRAM SETTINGS

The following information is provided on this section of the Home Page:

**Data Folder** - displays the current location of your Data Files. Please make note of this information in the event you need to contact our support staff.

**Program Path** - displays the current location of your Program Files (typically, **C:\Program Files**, though it may appear as **C:\Program Files (x86)** on 64-bit versions of Windows)

**Your Receipt #** - displays your purchase receipt number. This is important information in case you need to contact our support department.

## 2.E. CLIENT TESTIMONIALS

Each time you refresh the Home Page, a new Client Testimonial appears. These are comments submitted by other Micro Niche Finder users. If you would like to submit your own testimonial, simply click the link and follow the instructions.

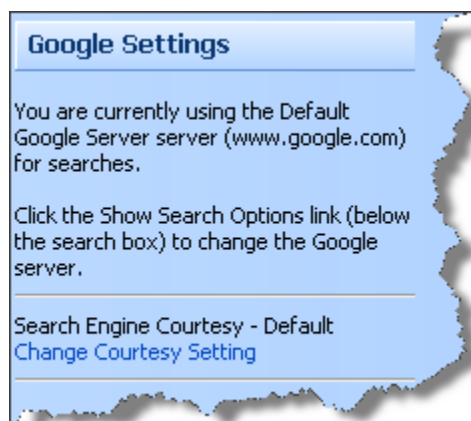
**Please, do not use the Testimonial function to submit support tickets. Support requests sent via the Testimonial Submission form will be ignored.**

## 2.F. IMPORTANT ANNOUNCEMENTS

This section is where James (the creator of Micro Niche Finder) will post various useful information for all Micro Niche Finder users. It may pertain to a new update that is available, a new posting on the Micro Niche Finder blog or just an interesting tip for using the product. Click the **Read More** link to view further information on the selected topic.

## 2.G. GOOGLE SETTINGS

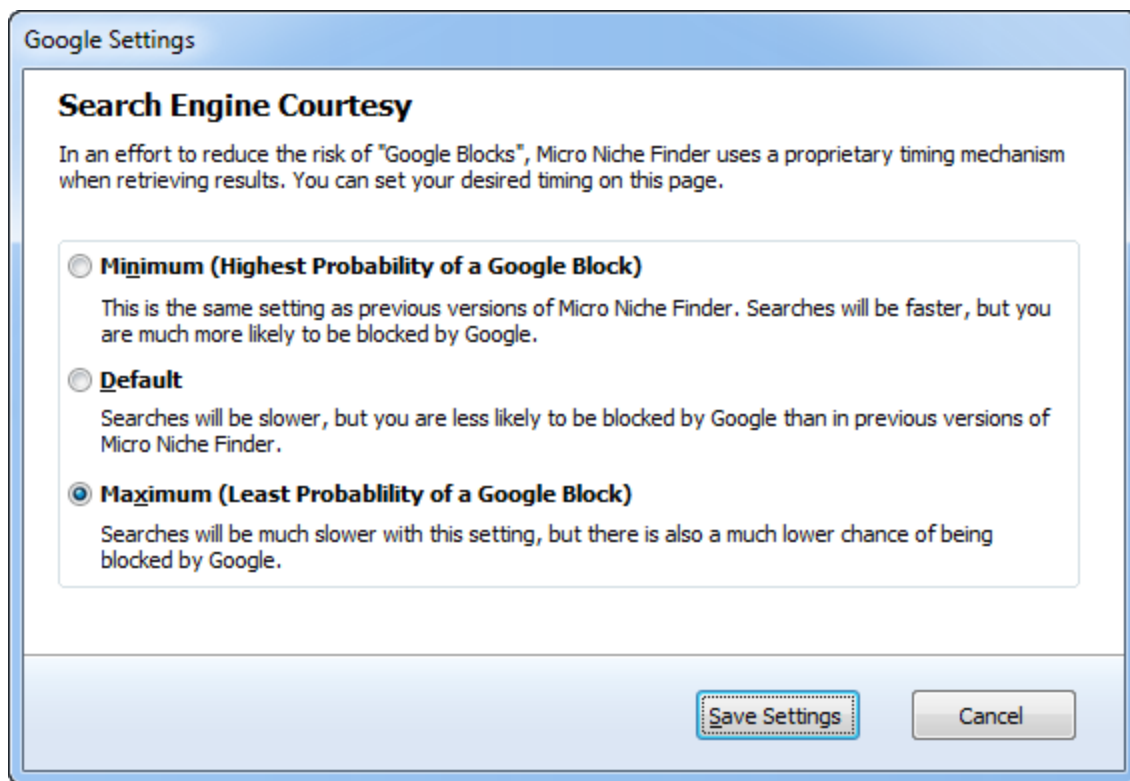
This section displays settings relevant to Micro Niche Finder's use of Google:



*Google Settings*

First, the name of the **Google Server** you are currently using is displayed. To change to a different Google Server, click the *Show Search Options* link on the Micro Niche Finder Search Bar (at the top of the Micro Niche Finder program window). Changing the Google Server is especially useful if you are investigating international niche markets or if you are not primarily located in the USA (the Default Google Server is the US Google Server).

Second, the Google **Search Engine Courtesy** setting is displayed. In an effort to reduce the risk of "Google Blocks," Micro Niche Finder uses a proprietary timing mechanism when retrieving results; you control the setting for this mechanism. Click the **Change Courtesy Setting** link to access the Search Engine Courtesy screen:



*Search Engine Courtesy Screen*

Here, you can set your desired timing delay to one of three settings:

1. **Minimum** – Searches will be faster, but there is a higher likelihood of being blocked by Google.
2. **Default** – Searches will be slower, but there is a lesser likelihood of being blocked by Google.
3. **Maximum** – Searches will be *much* slower (one minute wait between searches), but there is a very small likelihood of being blocked by Google.

Like the Background Download Service, all of these settings are additionally dependent upon your outside use of Google (via web browsers, third-party browser toolbars, and other SEO-software).

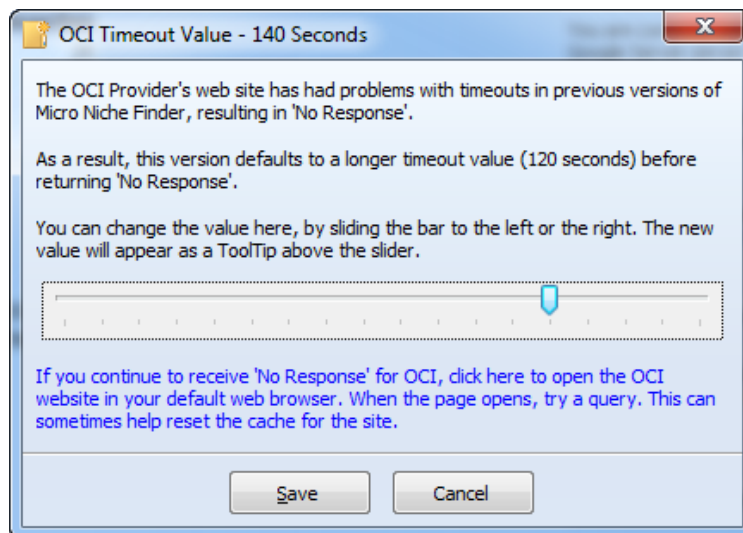
## 2.H. OCI TIMEOUT SETTING

In earlier versions of Micro Niche Finder, the timeout value for the OCI provider's web site was set to a relatively low "wait" period. This was done to prevent Micro Niche Finder from "hanging" while waiting for a response from the OCI provider's web site. Unfortunately, this resulted in many No Response results for OCI. Version 4.6 provides this section of the home page so you can set your own timeout value for OCI:



### *OCI Timeout Setting*

If you are receiving a lot of No Response results for OCI, click the link in this section to increase or decrease the timeout value. The OCI Timeout screen will appear:



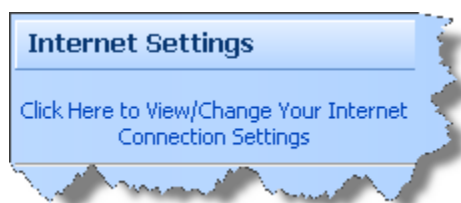
### *OCI Timeout Value Screen*

The title bar of the OCI Timeout Value window will show your current setting (in the picture above, it is 140 seconds). To change the timeout value, click the slider bar to the left (to decrease) or the right (to increase), then click the Save button. The maximum timeout value is 180 seconds (three minutes), and the minimum is ten seconds.

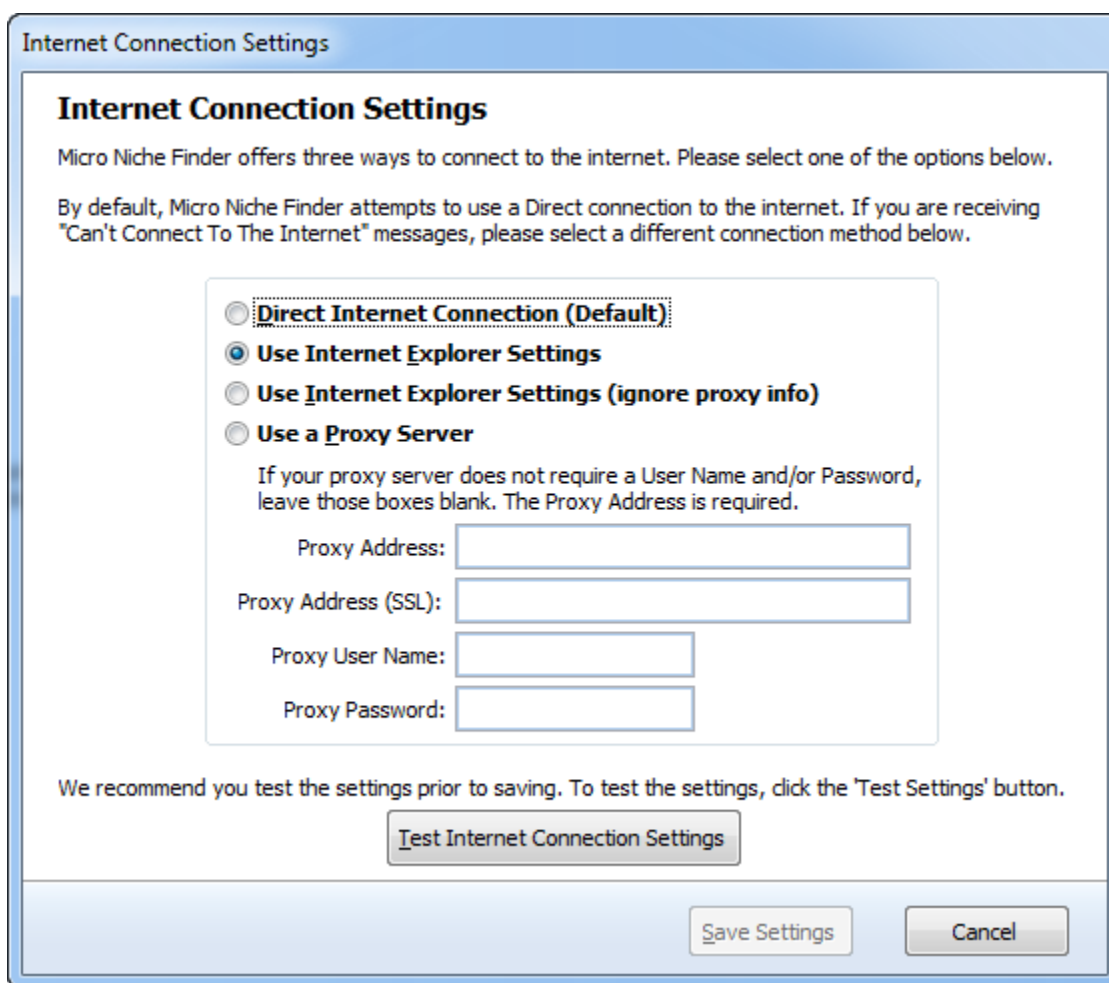
The blue text (just above the Save and Cancel buttons) is a hyperlink which will open the OCI web site in your default web browser. We have found that visiting the site using a web browser can sometimes reset the cache for the website, which improves performance and lowers the chance of getting 'No Response'. The link is included on this window for convenience.

## 2.1. INTERNET SETTINGS

If you are having trouble with the Internet connection settings in Micro Niche Finder, click the link in the Internet Settings section to launch the Internet Connection Settings window:



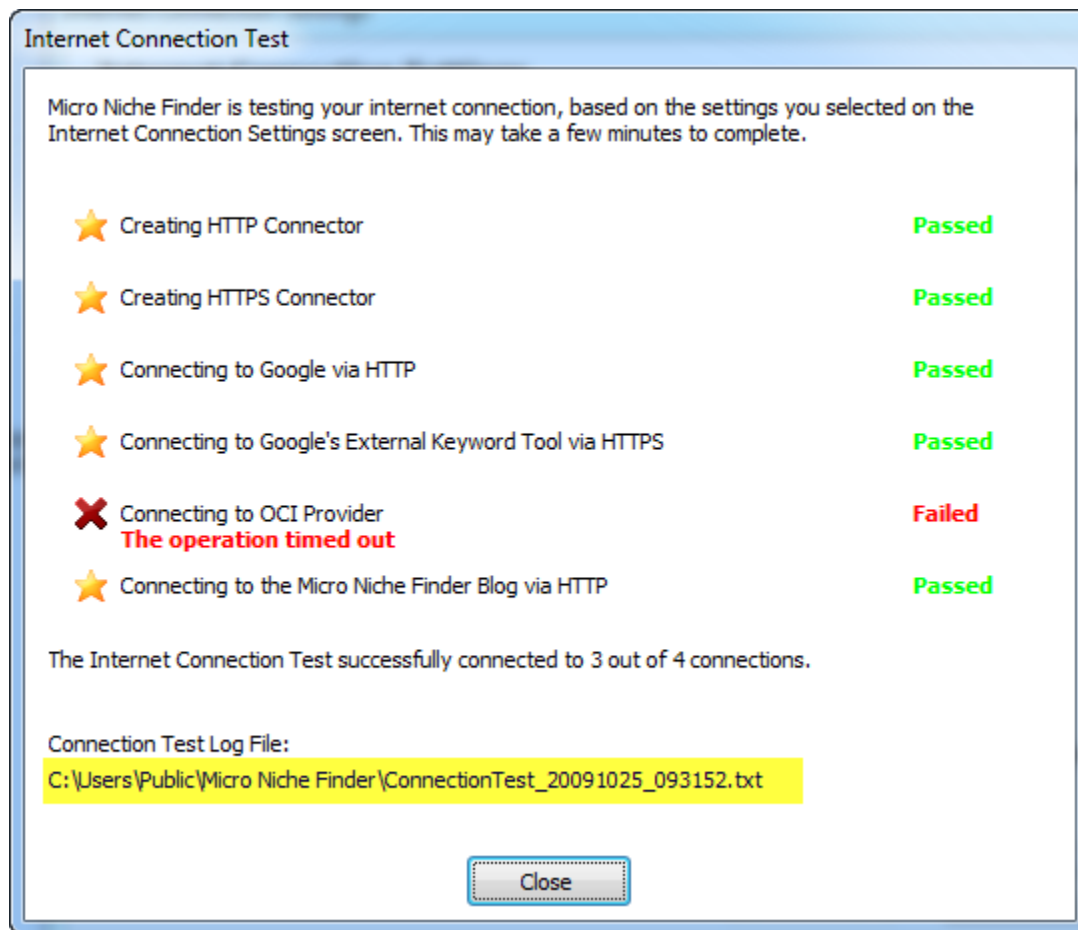
*Internet Settings (Home Page)*

A screenshot of the "Internet Connection Settings" dialog box. The title bar says "Internet Connection Settings". Inside, the title "Internet Connection Settings" is bold. Below it, a paragraph states: "Micro Niche Finder offers three ways to connect to the internet. Please select one of the options below. By default, Micro Niche Finder attempts to use a Direct connection to the internet. If you are receiving 'Can't Connect To The Internet' messages, please select a different connection method below." There are four radio button options: "Direct Internet Connection (Default)" (selected), "Use Internet Explorer Settings", "Use Internet Explorer Settings (ignore proxy info)", and "Use a Proxy Server". Below the proxy options, a note says: "If your proxy server does not require a User Name and/or Password, leave those boxes blank. The Proxy Address is required." There are four input fields: "Proxy Address:", "Proxy Address (SSL):", "Proxy User Name:", and "Proxy Password:". At the bottom, a paragraph says: "We recommend you test the settings prior to saving. To test the settings, click the 'Test Settings' button." Below this is a button labeled "Test Internet Connection Settings". At the very bottom are two buttons: "Save Settings" and "Cancel".

*Internet Connection Settings Screen*

Proxy support in Micro Niche Finder is for physical proxy servers only. Please do not attempt to set up a software proxy.

To test your selected setting, click the Test Internet Connection Settings button. The test window (Figure 14) will appear, and the connection test will start automatically:



*Internet Connection Test Screen*

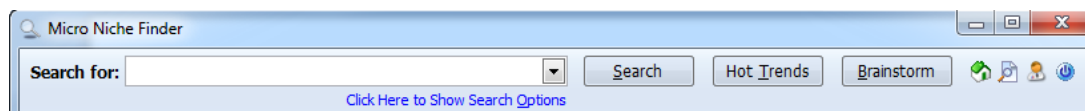
If Micro Niche Finder determines that the test has failed, you will be prompted to send a copy of the test results to our support staff. The location of the test result file is highlighted in the screen above. ***Please do not email the file name.*** We need the ***actual file attached to the email*** message in order to help with your connection settings.

If you do not see a message asking you to send the Connection Test Log File to us, the test has passed. You do **not** need to send us the file unless you are requested to do so.



### 3. FEATURES ACCESSIBLE FROM ANY SCREEN

No matter where you are in Micro Niche Finder, you always have access to the Micro Niche Finder Search Bar:



*Micro Niche Finder Search Bar*

The search bar contains the following items:

**Search for** – enter your search term and press the Search button. You can also click the drop-down box (the down arrow) to select from a list of past searches.

**Hot Trends** – click this button for a list of search phrases that are hot right now (according to Google.) Currently, Google returns 40 Hot Trends results.

**Brainstorm** – click this button for a random list of hot product ideas. Use this function if you're stuck for new ideas. Brainstorm can be a terrific source for additional keywords using the Dig functionality and LSI search functionality to expand on the initial Brainstorm results.

**Home Icon** – click this icon to return to the Micro Niche Finder Home Page.

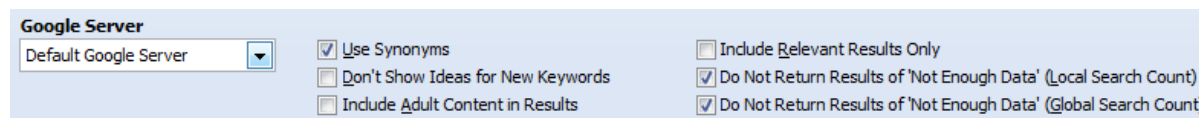
**Manage Searches Icon** – click this icon to go directly to the Manage Searches page.

**Support Icon** – click this icon to go to the Support page.

**Power Icon** – click this icon to exit Micro Niche Finder.

**Search Options Link** – click the *Click Here to Show Search Options* link (or press Alt+O on your keyboard) to access additional search options. Search options provide a quick way to filter results prior to saving them in Micro Niche Finder.

Additional Search Options available are:



*Search Options*

**Google Server** – The server you select will be the base server for search results. The Default Google Server is [www.google.com](http://www.google.com) (also considered the United States server).

**Use Synonyms** - This means 'bed and breakfast' may be suggested as a synonym for the keyword 'hotel.' If you uncheck the box, the search will suggest only keywords that contain at least one of the terms that you entered.

**Don't Show Ideas for New Keywords** - Check this box if you only want to see data about the keyword you entered (keyword suggestions will not be created). This will return one result.

**Include Adult Content in Results** - Check this box if you want to see potential content for adults only. Please note that the results returned from Google are out of our control. There is a possibility you may see graphic (adult) terms in your search results *even when this box is not checked*.

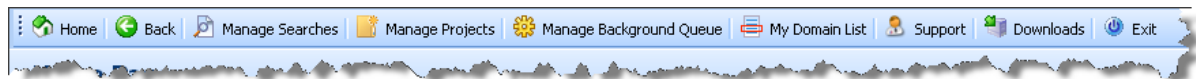
**Include Relevant Results Only** - Checking this box will ensure only relevant results are returned from the External Keyword Tool. Relevant results are the first set of results on the External Tool site. Checking this box will usually result in fewer search results.

**Do Not Return Results of 'Not Enough Data' (Local Search Count)** - If this box is checked, Micro Niche Finder will ignore search results if the External Tool returns 'Not Enough Data' for Local Search Count. This will usually result in fewer search results.

**Do Not Return Results of 'Not Enough Data' (Local Search Count)** - If this box is checked, Micro Niche Finder will ignore search results if the External Tool returns 'Not Enough Data' for Global Search Count. This will usually result in fewer search results.

Using the Search Options properly will help filter your search results quickly, saving valuable time for finding niche markets.

In addition to the Search Bar, the Micro Niche Finder toolbar is accessible on every page:



*Micro Niche Finder Toolbar*

The toolbar provides quick access to some of the most frequently used features. The toolbar includes buttons for the following options:

**Home** – click this link to return to the Micro Niche Finder Home Page.

**Back** – click this link to return to the previous screen or search result set.

**Manage Searches** – click this link to view and manage a list of your past saved searches (for more details, see **Saved Searches** Section later in this manual).

**Manage Projects** – click this link to view and manage your search projects (for more details, see **Manage Projects** Section later in this manual).

**Manage Background Queue** – click this link to manage your Background Download Queue (please see section 2.C of this manual for a description of this functionality).

[Exact](#)
[OCI](#)
[SOC](#)
[Domain Availability](#)

---

### Exact Match Queue

[\[Return to Top\]](#)

There are no outstanding requests in the Exact Match Queue.

---

### OCI (Online Commercial Intent) Queue

[\[Return to Top\]](#)

[Click here to remove all OCI Queue requests](#)

| Phrase         | Delete |
|----------------|--------|
| curious george | X      |
| can crusher    | X      |

---

### SOC (Strength of Competition) Queue

[\[Return to Top\]](#)

[Click here to remove all SOC Queue requests](#)

| Phrase         | Delete |
|----------------|--------|
| curious george | X      |
| daisies        | X      |

---

### Domain Name Availability

[\[Return to Top\]](#)

[Click here to remove all Domain Availability Queue requests](#)

| Phrase      | Delete |
|-------------|--------|
| can crusher | X      |

### *Manage Background Queue Page*

For each query type (Exact Match, OCI, SOC and Domain Name Availability), the outstanding requests are listed. To delete a single request from a query list, click the X next to the phrase. To remove all the requests from a query type, click the **Click here to remove all** link above the request list. To refresh the list of outstanding requests, click the **Manage Background Queue** link again. Once a request is no longer visible, that means that the request has been answered – go to the **Manage Searches** page and select the relevant search to view the results.

**My Domain List** – Version 4.6.0 introduced a new set of functionality for determining if a domain is available for search results. Clicking the **My Domain List** button on the toolbar will open the My Domain List page. From this page, you can select domains you would like to purchase via bulk registration. Bulk registration saves you both time **and** money!

**Support** - click this link to view available support options and resources.

**Downloads** – click this link to go to the website where you can access all the Micro Niche Finder bonus items.

**Exit** - click this link to exit Micro Niche Finder.

## 4. GETTING STARTED

Micro Niche Finder is extremely easy to use. All you have to do is enter a “base keyword phrase” into the search box (located on the top left corner of the Micro Niche Finder window) and click the **Search** button. Micro Niche Finder will go to work finding possible niche market keywords using your entered phrase as a starting point.



### *Getting Started (Search)*

A base keyword phrase can be a:

**Pre-term** – a word or phrase that people use in combination with their specific keyword phrases. Micro Niche Finder will return up to several hundred possible niche market keywords. A pre-term is especially helpful when you don’t know exactly what it is you’re looking for. See the table below for some suggested pre-terms.

**Product name** - the name of a product you would like to promote. Micro Niche Finder will return narrow keywords related to the product.

**Broad keyword phrase** – a word or phrase that has general meaning (such as car, credit card, fishing, etc.) Micro Niche Finder will return all sorts of niche keyword possibilities.

Here’s a list of some **Pre-terms** to get you started:

|           |                          |         |        |
|-----------|--------------------------|---------|--------|
| Alleviate | Directions               | Instant | Repair |
| Best      | Do It Yourself Eliminate | Learn   | Revise |
| Build     | Fast                     | Make    | Solve  |
| Control   | Get Rid Of               | Prevent | Sooth  |
| Correct   | Help                     | Relieve |        |
| Create    | How To                   | Remedy  |        |
| Cure      | Increase                 | Remove  |        |

Another way to begin your search is to click the **Hot Trends** or **Brainstorm** buttons to return a list of keyword results.

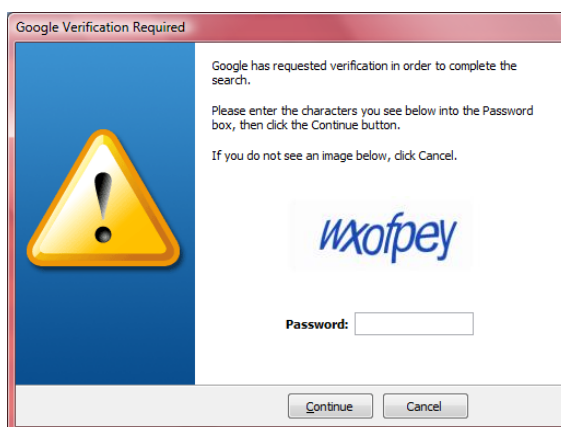
**Hot Trends** – returns a list of search phrases that are ‘hot’ right now, according to Google. Currently, Hot Trends returns up to 40 results (depending on your Search Options).

**Brainstorm** – returns a random list of 25 ‘hot’ product ideas. Use this function if you’re stuck for new ideas. These results can be good starter phrases for LSI Keyword searches.



## 5. SEARCH SCREEN

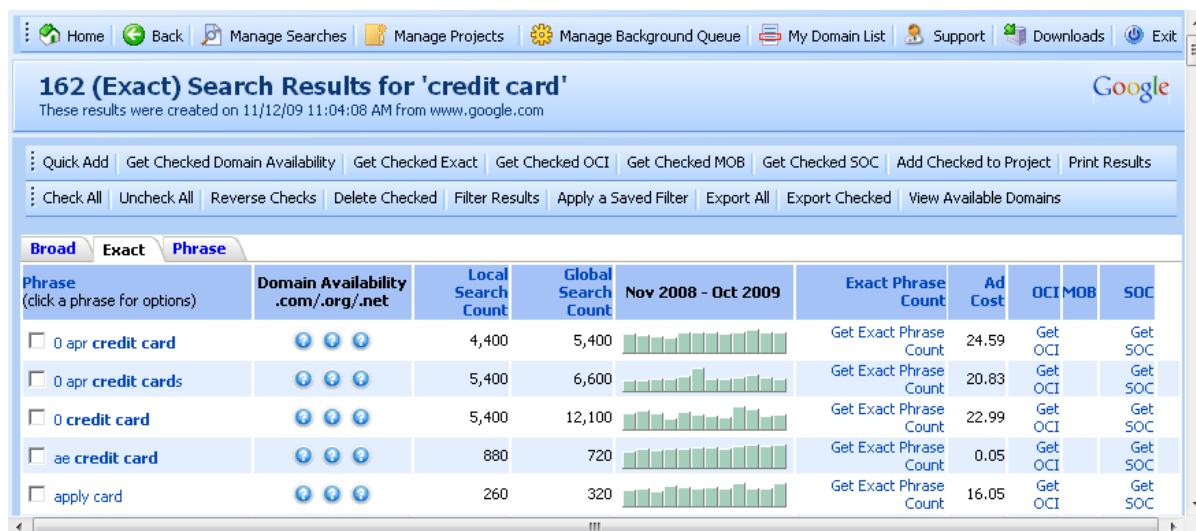
After entering a search term and clicking the **Search** button, you will see a Google Verification screen like the one displayed here:



*Google Verification (CAPTCHA) Screen*

On this screen, you must type in the characters that you see displayed. For the above example, you would type in “wxofpey” into the Password field and click Continue. This screen will appear from time to time as you use Micro Niche Finder: Google determines the frequency.

Then, the Micro Niche Finder Search Results screen is displayed showing the preliminary results of your search:



*Search Results Page*

## 5.A. SEARCH RESULTS – COLUMN DEFINITIONS

On the Search Results screen, you will see the following column headers:

| Phrase<br>(click a phrase for options) | Domain<br>Availability<br>.com/.org/.net | Local Search<br>Count | Global Search<br>Count | Oct 2008 - Sep 2009 | Exact Phrase<br>Count | Ad<br>Cost | OCI | MOB | SOC |
|----------------------------------------|------------------------------------------|-----------------------|------------------------|---------------------|-----------------------|------------|-----|-----|-----|
|----------------------------------------|------------------------------------------|-----------------------|------------------------|---------------------|-----------------------|------------|-----|-----|-----|

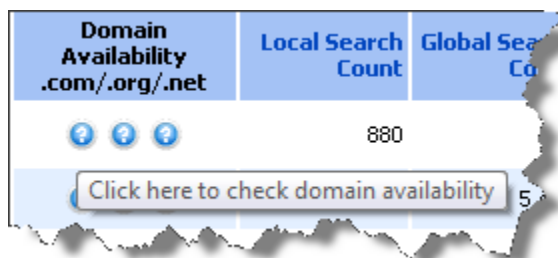
*Search Results Column Headers*

**Phrase** – these are the niche keyword or keyword phrases that are returned based on the term you entered. Micro Niche Finder will return up to two-hundred different phrases for every base term you enter.

Clicking the **Phrase** column header will cause Micro Niche Finder to sort the results in ascending alphabetical order by *Phrase*. Clicking the **Phrase** column header a second time will sort the results in descending alphabetical order by *Phrase*.

**Domain Availability** - A new feature in Version 4.6.0 is the ability to determine if a domain name is available for the phrase. When search results are listed, the Domain Availability column will contain an icon for each type of top-level domain which can be searched for via Micro Niche Finder (currently .com, .net, and .org).

If you see a blue icon with a question mark in this column, it means the domain name availability has not yet been checked. To check for availability, click one of the icons (Micro Niche Finder will automatically check all three TLD's).



*Domain Availability Column*

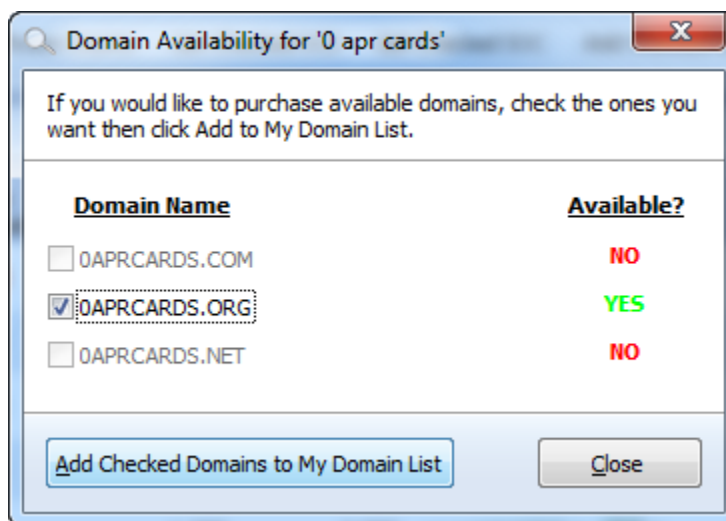
After checking, Micro Niche Finder will change the display for each icon to either a green icon with a checkmark, or a red icon with an X :



*Domain Availability Icons*

A green icon means the domain name is available. Red means the domain name is not available. In the example above (the phrase is **0 apr cards**) we can see the domain **0aprcards.org** is available. Neither **0aprcards.com** nor **0aprcards.net** is available.

Clicking the red or green icons will launch the **Domain Availability** screen for the phrase (Figure 25):



*Domain Availability Screen*

From the Domain Availability screen, you can add domains you might want to purchase to **My Domains List**. Micro Niche Finder makes it simple to bulk register domains with My Domains List. To add potential domains to My Domains List, check the domains you would like to add, and click the Add Checked Domains to My Domain List button. You can only add domains which are currently available. More information about Domain Name Availability can be found in Section 9 of the manual.

**Local Search Count** – This column shows the approximate number of monthly search queries on the Google server used for the search matching each keyword result. This statistic applies to searches on Google and the search network in the most recent month that Google has data for. If Google does not have sufficient data for a particular keyword, you'll see the phrase **Not Enough Data** in this column. There are three possible variations of the local search count: **Broad**, **Exact** and **Phrase**. The values in this column default to the **Exact** Search Count, but you can use the links just above the Phrase column header to view any of the three types of Search Counts:

**Broad** - these search counts include searches in which all of the words from the search phrase were used, but not necessarily in the same order.

**Exact** – these search counts include searches in which the searcher entered the phrase exactly as it appears in the first column.

**Phrase** - these search counts include searches in which all of the words from the search phrase were used, in the same order, but possibly with additional words.

*When searching for your niche market, think of these counts as the demand in the market.*



Clicking the **Local Search Count** Column header will cause Micro Niche Finder to sort the results in ascending order by *Search Count*. Clicking the **Local Search Count** Column header a second time will sort the results in descending order by *Local Search Count*.

**Global Search Count** – This column shows the approximate *average* monthly number of search queries matching each keyword result for *all* Google servers. This statistic applies to searches performed on Google and the search network over a recent 12-month period. It includes traffic in all countries and languages. If Google does not have sufficient data for a particular keyword, you'll see **Not Enough Data** in this column. There are three possible variations of the global search count: **Broad**, **Exact** and **Phrase**. The values in this column default to the **Exact** Search Count, but you can use the links just above the Phrase column header to view any of the three types of Global Search Counts:

**Broad** - these search counts include searches in which all of the words from the search phrase were used, but not necessarily in the same order.

**Exact** – these search counts include searches in which the searcher entered the phrase exactly as it appears in the first column.

**Phrase** - these search counts include searches in which all of the words from the search phrase were used, in the same order, but possibly with additional words.

*When searching for your niche market, think of these counts as the demand in the market.*

Clicking the **Global Search Count** Column header will cause Micro Niche Finder to sort the results in ascending order by *Global Search Count*. Clicking the **Global Search Count** Column header a second time will sort the results in descending order by *Global Search Count*.

It may be possible for the Local Search Count to be higher than the Global Search Count. Local is a monthly count, while Global is an *average* count based on a 12-month period.

**Search Trends Graph** - This column shows a keyword's fluctuation in traffic over a recent 12-month period. Each bar represents a different month. If Google does not have sufficient data for your targeted country and language, the trend column will be blank.

**Exact Phrase Count** – these are the number of web pages that are indexed in Google for the given exact phrase. This is the count returned by Google when a searcher enters a search phrase with quotes. This count is returned by clicking the **Get Exact Phrase Count** link for each phrase (you must click the link to get this data because Micro Niche Finder retrieves it from a different source than the ones used for general searches.) The counts are saved and automatically displayed the next time you search for the same term within Micro Niche Finder.

*When searching for your niche market, think of these counts as the competition in the market.*

Clicking the **Exact Phrase Count** column header will cause Micro Niche Finder to sort the results in ascending order by *Exact Phrase Count*. Clicking the **Exact Phrase Count** column header a second time will sort the results in descending order by *Exact Phrase Count*.

**Ad Cost** – these are the approximate costs for the top ad position in Google Adwords for the given phrase.

Clicking the **Ad Cost** column header will cause Micro Niche Finder to sort the results in descending order by *Ad Cost*. Clicking the **Ad Cost** column header a second time will sort the results in ascending order by *Ad Cost*.

**OCI** – these values represent the Microsoft OCI (or **O**nline **C**ommercial **I**ntention) index. They show the likelihood of a searcher making a purchase based on the search phrase he entered. If an OCI is .5 or greater, it means there is strong commercial intent on the part of the searcher. To retrieve an OCI value, click the [Get OCI](#) link for that phrase.

Clicking the **OCI** column header will cause Micro Niche Finder to sort the results in ascending order by *OCI*. Clicking the **OCI** column header a second time will sort the results in descending order by *OCI*.

**MOB** – these values represent the *exclusive* Micro Niche Finder **M**easure **O**f **B**acklinks index. This column provides an estimated number of backlinks required to land on the first page of Google search results. We determine this number by checking the number of InLinks for the top ten pages in the Google search results for the Exact Phrase Match of the search phrase (a search with quotes around it). We then calculate the MOB based on a subsection of the results.

MOB can be an excellent resource in combination with SOC to determine a market's viability.

**Please note: MOB requires an Exact Match Phrase Count. To retrieve an MOB count, you must first retrieve the Exact Match Phrase Count. Since this is a new feature in Version 4.6.0, if you want to retrieve MOB for previous search results, you will need to re-retrieve the Exact Match Phrase Count in order to activate the MOB functionality for the previously downloaded results.**

**Caution about MOB:** MOB is *extremely* Yahoo intensive (meaning it has to make a lot of data pulls from Yahoo) so you should **use it sparingly** in order to avoid getting temporarily banned by Yahoo. You should only check MOB when the *search counts, exact phrase count, and SOC* indicate that you have a potential good market. It's pointless to spend time retrieving MOB for phrases with fewer than 250 searches or very high SOC since those are not good markets anyway.

Clicking the **MOB** column header will cause Micro Niche Finder to sort the results in ascending order by *MOB*. Clicking the **MOB** column header a second time will sort the results in descending order by *MOB*.

**SOC** –these values and icons represent the **Strength Of Competition** score. To retrieve an SOC value, click the [Get SOC](#) link for that phrase. The icon that appears next to the SOC score represents how strong the existing competition is for the given phrase:

-  **Strong Competition** - a difficult market to grab a foothold in Google.
-  **Moderate Competition** - a moderately easy market to rank in Google.
-  **Light Competition** - should be relatively easy to rank for this term in Google.

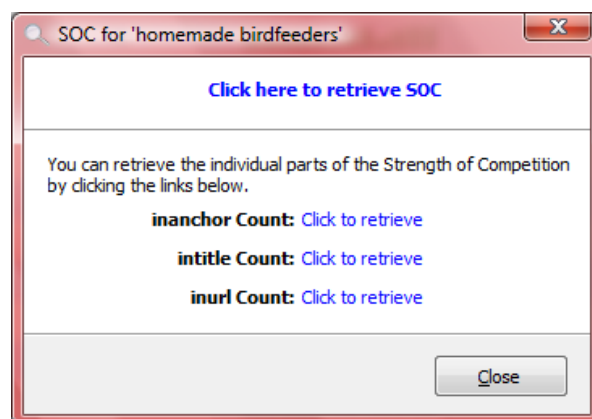
SOC is calculated by determining how many sites have done a minimum amount of SEO (Search Engine Optimization) for a given keyword phrase. In calculating SOC, we look at the following factors:

***inAnchor Count*** – How many sites are linking to the target site with the keyword phrase as the anchor text?

***intitle Count*** – How many sites use the Keyword phrase as part of the title of the page?

***inurl Count***– How many sites use the keyword phrase as part of the URL?

To view the values used in the SOC calculation, click the calculated SOC score. The following window opens:



*SOC Screen*

To view the values for each of these factors, click the corresponding [Click to retrieve](#) link.

Clicking the **SOC** column header will cause Micro Niche Finder to sort the results in ascending order by *SOC*. Clicking the **SOC** column header a second time will sort the results in descending order by *SOC*.

**Caution about SOC:** SOC is extremely Google intensive (meaning it has to make a lot of data pulls from Google) so you should **use it sparingly** in order to avoid getting temporarily banned by Google. You should only check SOC when *Search Counts* and *Exact Phrase Count* indicate that you have a potential good market. It's pointless to spend time retrieving SOC for phrases with fewer than 250 searches since those are not good markets anyway.

## Note about SOC, inanchor, intitle and inurl in Version 4.6.0

We have changed the way Micro Niche Finder retrieves SOC, inanchor, intitle and inurl counts in this version.

***Due to these changes, the maximum value for any of these counts is 1,000.***

Use *SOC* in conjunction with *Exact Phrase Count* (and *MOB*, if necessary) to determine how difficult it will be to penetrate a niche market:

### So, What is a Potentially Good Market?

I knew you were going to ask that! ☺

As a general rule of thumb, I look for a keyword phrase with:

**Search Count** of at least 1000 and

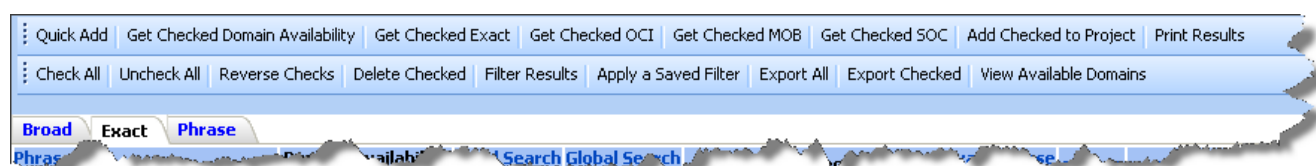
**Exact Phrase Count** of less than 100,000

But, I'll go over that number for **Exact Phrase Count** if the **Search Count** is high and **SOC** is good. For example, if I see a **Search Count** of 5000 and an **Exact Phrase Count** of 200,000, then I will look at **SOC**. If the **SOC** is green, I will then check the **MOB** and if that shows 20 or less links I would consider that a good market to target.

That's because the **SOC** is indicating that even though there are many competitors, they are fairly weak and someone should be able to grab a foothold in Google with some good SEO techniques (i.e., backlinks).

## 5.B. SEARCH RESULTS – ADDITIONAL OPTIONS

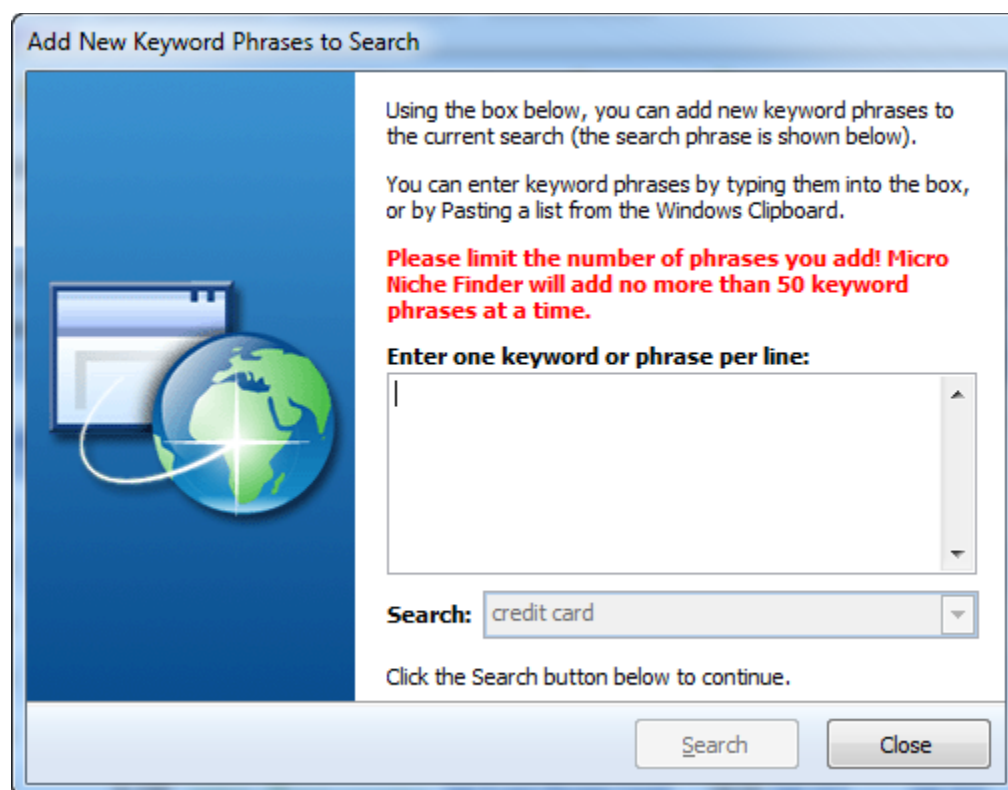
On the Search Results screen, there are additional options for manipulating and viewing your results:



*Additional Options for Search Results*

**Note:** As of Version 4.1.0, the **Refresh from Web** link is no longer available. An alternative method to view the “latest” results is to delete the search from the Manage Searches page, then execute the search again.

New in Version 4.6.2 is **Quick Add** – Quick Add allow you to add up to 50 new keyword phrases to the existing search results. You may want to add relevant phrases that were not returned from the initial search. When you click the Quick Add button, the following screen will appear:

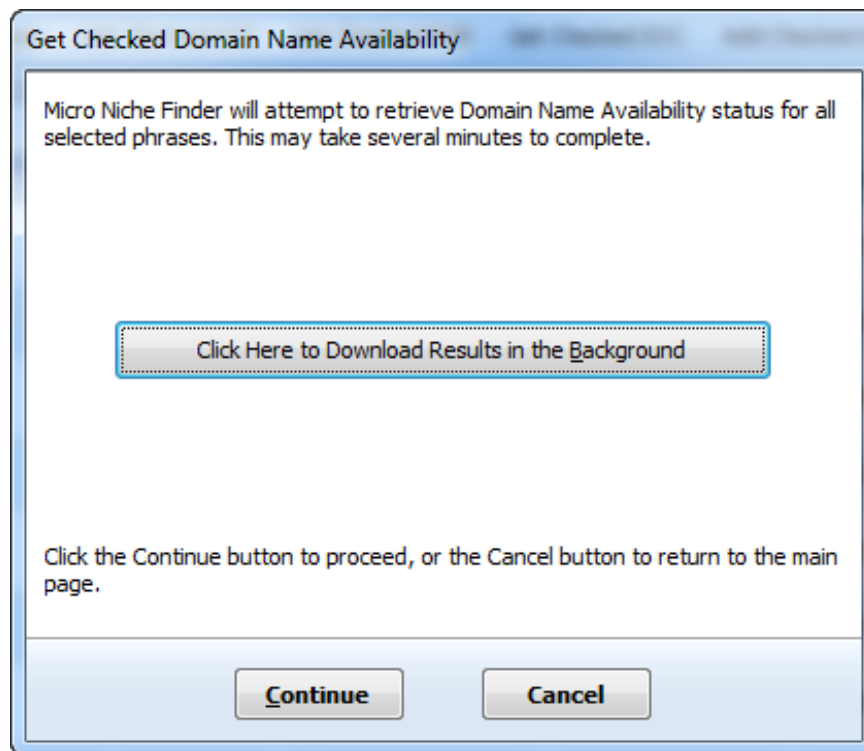


*Quick Add*

Enter up to 50 keyword phrases (one per line) in the box, or Paste them from the Windows Clipboard, then press the Search page.

The following six features work with the check boxes found to the left of each phrase. By checking the boxes next to the phrases you wish to work with you can perform the following tasks:

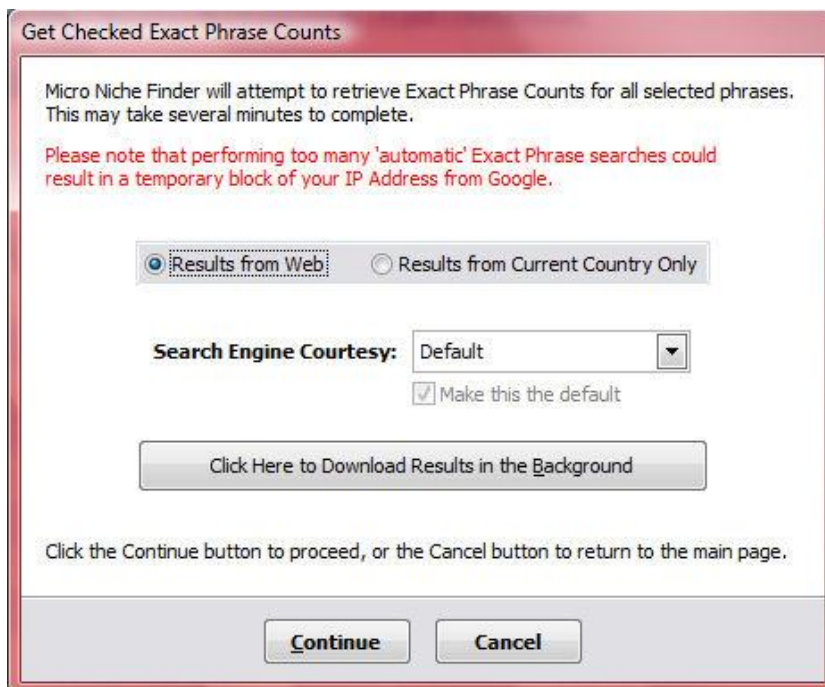
**Get Checked Domain Availability** – retrieves and displays the Domain Name Availability for all the checked phrases. The following screen appears when you select this function:



*Get Checked Domain Availability Screen*

The **Click Here to Download Results in the Background** button allows you to run the selected queries through the Background Download Service (please see section 2.C of this manual for a description of this functionality).

**Get Checked Exact Phrase Counts** – retrieves and displays the Exact Phrase Counts for all the checked phrases. The following screen appears when you select this function:

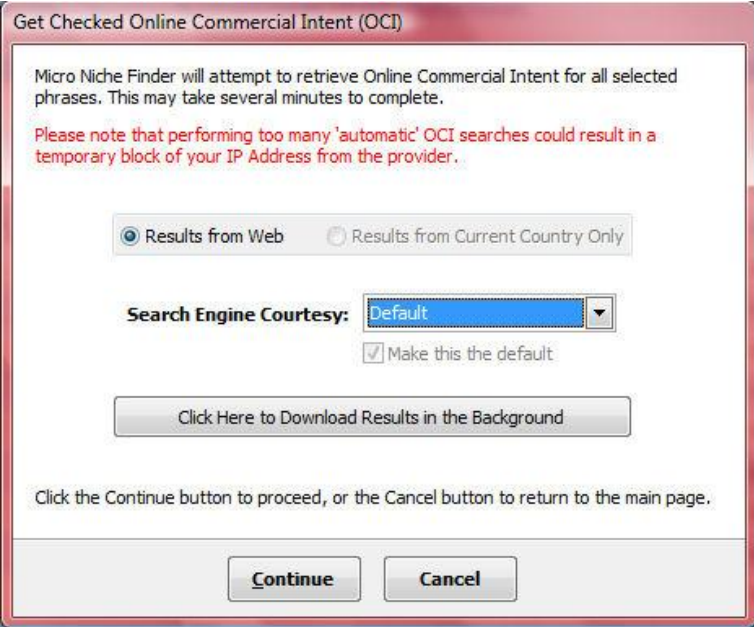
The image shows a Windows-style dialog box titled "Get Checked Exact Phrase Counts". Inside the dialog, there is a message: "Micro Niche Finder will attempt to retrieve Exact Phrase Counts for all selected phrases. This may take several minutes to complete." Below this, a red text warning states: "Please note that performing too many 'automatic' Exact Phrase searches could result in a temporary block of your IP Address from Google." There are two radio buttons: "Results from Web" (which is selected) and "Results from Current Country Only". Below these is a section labeled "Search Engine Courtesy:" with a dropdown menu currently set to "Default" and a checked checkbox labeled "Make this the default". A button labeled "Click Here to Download Results in the Background" is positioned below the dropdown. At the bottom of the dialog, there is a line of text: "Click the Continue button to proceed, or the Cancel button to return to the main page." and two buttons: "Continue" and "Cancel".

*Get Checked Exact Phrase Counts*

The **Search Engine Courtesy** value defaults to the setting you chose on the Home Page. If you wish, you may change it for this search. To make this setting your new default, check the **Make this the default** checkbox. For a detailed description of the Search Engine Courtesy setting, see section 2.D of this manual.

The **Click Here to Download Results in the Background** button allows you to run the selected queries through the Background Download Service (please see section 2.C of this manual for a description of this functionality).

**Get Checked OCI** – retrieves and displays the **Online Commercial Intent** index for all the checked phrases. The following screen appears when you select this function:



*Get Checked Online Commercial Intent (OCI) Screen*

The **Search Engine Courtesy** value defaults to the setting you chose on the Home Page. If you wish, you may change it for this search. To make this setting your new default, check the **Make this the default** checkbox. For a detailed description of the Search Engine Courtesy setting, see section 2.D of this manual.

The **Click Here to Download Results in the Background** button allows you to run the selected queries through the Background Download Service (please see section 2.C of this manual for a description of this functionality).



**Get Checked MOB** – retrieves and displays the **Measure Of Backlinks** score for all the checked phrases. The following screen appears when you select this function:

Get Checked Measure of Backlinks (MOB) Counts

Micro Niche Finder will attempt to retrieve Measure of Backlinks (MOB) for all selected phrases. This may take several minutes to complete.

**Please note that performing too many 'automatic' MOB searches could result in a temporary block of your IP Address from Yahoo.**

Search Engine Courtesy: Maximum ☒ Make this the default

Any checked results which do not contain a 'Get MOB' link will not be processed. You will need to retrieve the Exact Phrase Count in order to activate any 'empty' MOB results, or for any MOB which contains a numeric value.

Click the Continue button to proceed, or the Cancel button to return to the main page.

Continue Cancel

*Get Checked Measure of Backlinks (MOB) Screen*

Since MOB requires an Exact Phrase Count, the Get Checked MOB window will retrieve MOB counts only for the checked results which contain an active Get MOB link. It will not re-retrieve an existing MOB count. To re-retrieve an MOB count, you must first re-retrieve the Exact Phrase Count.

Retrieving MOB counts can take up to 30 seconds per result, so retrieving a large number of MOB counts is not recommended. MOB should only be retrieved when the other data suggests a potentially good market.

**It is a waste of your time and resources to retrieve MOB counts for highly competitive phrases (red SOC).**

There is currently no option for retrieving MOB with the Background Download Service.

**Get Checked SOC** – retrieves and displays the **Strength Of Competition** score for all the checked phrases. The following screen appears when you select this function:



*Get Checked Strength of Competition (SOC) Screen*

The **Search Engine Courtesy** value defaults to the setting you chose on the Home Page. If you wish, you may change it for this search. To make this setting your new default, check the **Make this the default** checkbox. For a detailed description of the Search Engine Courtesy setting, see section 2.D of this manual.

The **Click Here to Download Results in the Background** button allows you to run the selected queries through the Background Download Service (please see section 2.C of this manual for a description of this functionality).

**Add Checked to Project** – adds the checked phrases to either a new or an existing search project (for more details, see **Manage Projects** Section later in this manual).

**Print Results** – creates a printer friendly HTML file of the current results. You may then print the results from your browser. This function does not print “checked” results. All results on the Search Results page will be included.

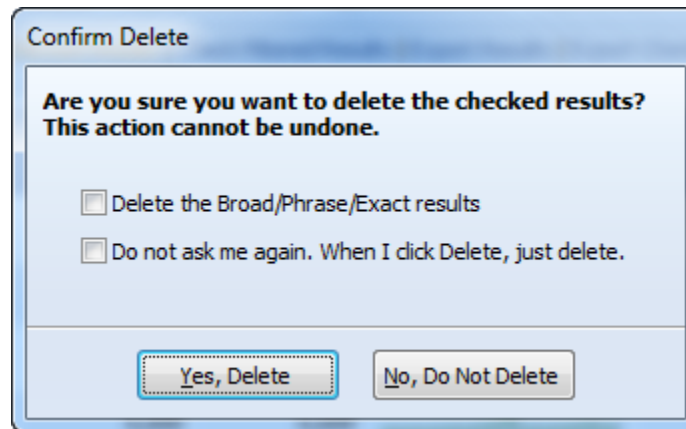
The second row toolbar on the Search Results page contains the following nine buttons:

**Check All Results** – checks all the phrases in the current result set.

**Uncheck All Results** –unchecks all the phrases in the current result set.

**Reverse Checks** –reverses the current checks, i.e., checked phrases become unchecked and unchecked phrases become checked.

**Delete Checked Results** – deletes the currently checked phrases. When you click Delete Checked Results, you will see the following confirmation window:



Previous versions of Micro Niche Finder immediately deleted the currently checked phrases, but only for the subsection of results that were currently visible (Broad or Exact or Match).

Check the **Delete the Broad/Phrase/Exact results** checkbox on the confirmation window if you want to delete the checked phrases from all three subsets of results data.

The confirmation window will appear every time you click **Delete Checked Results** unless you check the **Do not ask me again...** check box on the confirmation window.

If you select the **Do not ask me again...** check box, but later decide you want the Delete Confirmation prompt to appear, you can change the Delete Confirmation settings by clicking the *Change Your Delete Results Setting* link (under Additional Tasks) on the Micro Niche Finder Home page.

**Filter Results** – checks all the results that match the filtering criteria you provide. The following screen is displayed when you click the **Filter Results** link:

Filter Results (Search Term: credit card)

Select the column you want to filter followed by the criteria. Some criteria selections may require a value to be entered in the Value text box. If a value is required, you will see [value] in the criteria.

After making your selections, click the Check Filtered Records button to select (check) the filtered results and return to the results page. Click the Delete Filtered Records button if you want to automatically remove the records from the Results page.

To quickly check results that match our Quick Niche Guideline, click the 'easy' button.

**Column:**

- Result Phrase
- Domain Availability
- Local Search Count
- Global Search Count
- Trend Data
- Exact Phrase Count
- Ad Cost
- Commercial Intent (OCI)
- Measure of Backlinks (MOB)
- Strength of Competition (SOC)

**Criteria:**

Value:

**Check Filtered Records** **Delete Filtered Records** **Close**

### *Filter Search Results*

The Filter Results page has been completely rewritten in Version 4.6.2. It includes *many* more options than previous versions, making it easier than ever to quickly filter the results page.

In the **Column** box, select the field you want to base your filter against. In the **Criteria** box, select the operator you want to use. If the criteria selection contains **[value]** you will need to enter a value in the **Value** box.

Not all options require the Value to be entered.

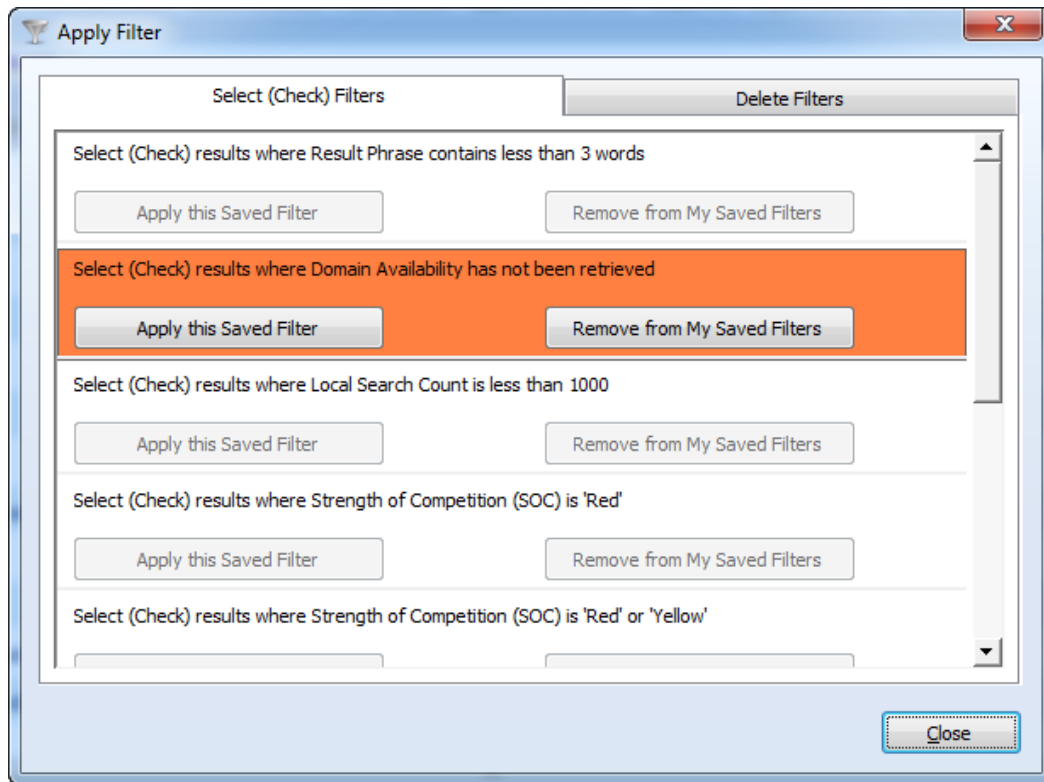
If you want to “check” the records on the Search Results page for the records that match the filter, click the **Check Filtered Records** button.

To delete the records on the Search Results page for the records that match the filter, click the **Delete Filtered Records** button. The Delete Confirmation window may appear, depending on your Delete Confirmation settings.

You may be prompted to “Save this filter?” If you answer Yes to the prompt, the filter column, criteria, and (optionally) value will be saved for future use.

Version 4.6.2 introduces the “easy” button. If you want to quickly determine which records match the Niche Guideline (shown on page 27 of this manual), click the Easy button. Records which match the Niche Guideline will automatically be “checked” for you on the Search Results page.

**Apply a Saved Filter** – This is a new feature in Version 4.6.2. When you save a filter (on the Filter Results screen) you can apply the same filter to other search results. When you click the **Apply a Saved Filter** button, the following window will appear:



*Apply a Saved Filter Screen*

There are two types of filters which can be applied: Check Filters and Delete Filters. Check filters will “check” the records on the Search Results page which match the filter condition. Delete filters will delete the records which match the filter condition.

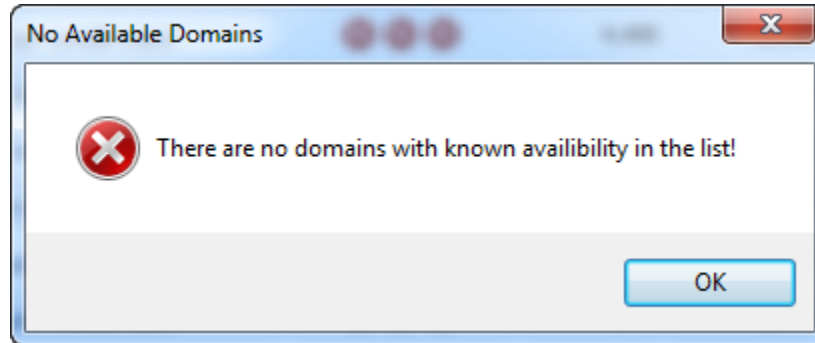
To apply a filter, hover over the filter you want to apply and click the **Apply this Saved Filter**. If you decide you no longer want a saved filter to appear in the list, click the **Remove from My Saved Filters** button.

**Export All** – exports all of the current results. You may export to the following formats: CSV, DBF, XML, XLS, TAB.

**Export Checked** - exports only the checked results. You may export to the following formats: CSV, DBF, XML, XLS, TAB

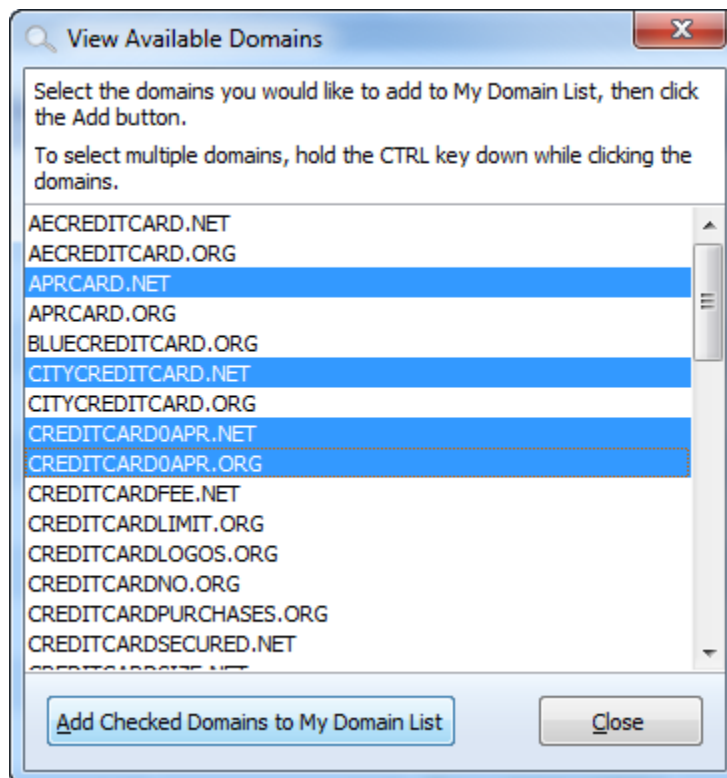
**View Available Domains** – this button (new in Version 4.6.2) allows you to quickly view the available domains for current set of Search Results, and quickly add domains you would like to purchase to the My Domains List.

If there are no known available domains on the page, you will see the following message when you click the **View Available Domains** button:



*No Available Domains Message*

If there is at least one available domain, the View Available Domains screen will appear:



*View Available Domains Screen*

Select the domains you would like to add to My Domains List on this screen, then click the **Add Checked Domains to My Domain List** button. You can easily select multiple domains using the CTRL key on your keyboard as you click domains.

## 5.C. SEARCH RESULTS – PHRASE-SPECIFIC OPTIONS

Micro Niche Finder offers several more options that are specific to a single phrase. To view these options, simply click on one of the phrases listed in the Phrase column. This is the box of options (popup) that appears:



*Search Phrase Popup*

If you click on the original search phrase in the search results, the Narrow Dig and Broad Dig options will not appear in the popup, because this would simply run the same search again.

**Narrow Dig** – zooms in on a keyword phrase to find more specific results. To see what phrase Micro Niche Finder will search, hover over the Narrow Dig link until the tooltip appears. A Narrow Dig will perform a new search, using the selected phrase as the “seed: for example, if you search for the phrase **aloe vera** then click the result phrase **aloe vera lotion**, Narrow Dig will perform a new search for the phrase **aloe vera lotion**.

**Broad Dig** – finds wider-ranging terms related to the base keyword phrase. To see what phrase Micro Niche Finder will search, hover over the Broad Dig link until the tooltip appears. Broad Dig will remove the original search phrase: for example, if you search for the phrase **aloe vera** then click the result phrase **aloe vera lotion**, Broad Dig will remove “aloe vera” and perform a new search for **lotion**.

**Google Suggest Keyword Search** – returns a Google Suggest list of keywords. Google Suggest is a feature that analyzes your keyword phrase and offers relevant suggested search terms. This is another source for keywords that you may not find in your other searches. **This feature is extremely Google-intensive.** Please use this function sparingly to reduce the risk of being blocked by Google.

**LSI Search** - LSI (or Latent Semantic Index) is a term used to describe a theoretical process in which a search engine determines the subject of a webpage based on the commonality of keywords within the text. For our use, this simply means that your website should talk about your main topic in a variety of ways using different keywords throughout. For example, if your web page is about pasta, then you should include keywords within the text that are relevant to pasta: cooking, dining, Italian food, pizza, spaghetti, wine, etc.

Selecting this option from the list on the popup will return a list of LSI keyword phrases that go with the phrase you selected. You can use this list two different ways:

1. As you construct your webpage, be sure to use at least 7 of the listed LSI keyword phrases. This will strengthen your LSI and give your webpage more favorable Google search results.
2. In your search for a niche market, this function will give you additional keywords that may or may not come up in other keyword searches within Micro Niche Finder.

**Google Trend** – returns a Google Trend Chart that displays the search volume for the phrase (where available.)

**Google Search** – returns Google search results for the phrase.

**Google Exact Phrase Search** – returns Google search results for the phrase in quotes.

**Google News Search** – returns Google News search results for the phrase.

**Unlicensed (Commercial) Content** – returns content related to the keyword phrase that is free to use or share commercially.

**Unlicensed (Non-Commercial) Content** – returns content related to the keyword phrase that is free to use or share non-commercially.

**ClickBank Marketplace Search** – searches the ClickBank Marketplace for Affiliate products related to the exact phrase.

**Search for Affiliate Programs** – searches Google for Affiliate products related to the phrase.

**Amazon Search** – searches for the keyword phrase on Amazon.

**Google Product Search** – returns Google Shopping search results for the phrase.

**DomainTools Lookup** – performs a Domain Name Search to determine if a Keyword Phrase is available as a .com Domain Name.

**E-Zine Articles** – searches [www.ezinearticles.com](http://www.ezinearticles.com) for the keyword phrase. It is useful to find out how many competing articles there are for the keyword phrase.



**Adword Ads** – retrieves and displays a count of Google Adword Ads for the selected phrase.



Select the [Click Here to Open in Your Web Browser](#) link to view the ads themselves.

**Copy Phrase** – copies the current phrase to the Windows clipboard for access in other applications.

**Copy All Phrases** – copies all phrases to the Windows clipboard for access in other applications.

**Copy Checked Phrases** – copies checked phrases to the Windows clipboard for access in other applications.

**Check All | Uncheck All** – checks or unchecks all phrases.

**Check From This Point** – checks the current record and all records following it on the results page.

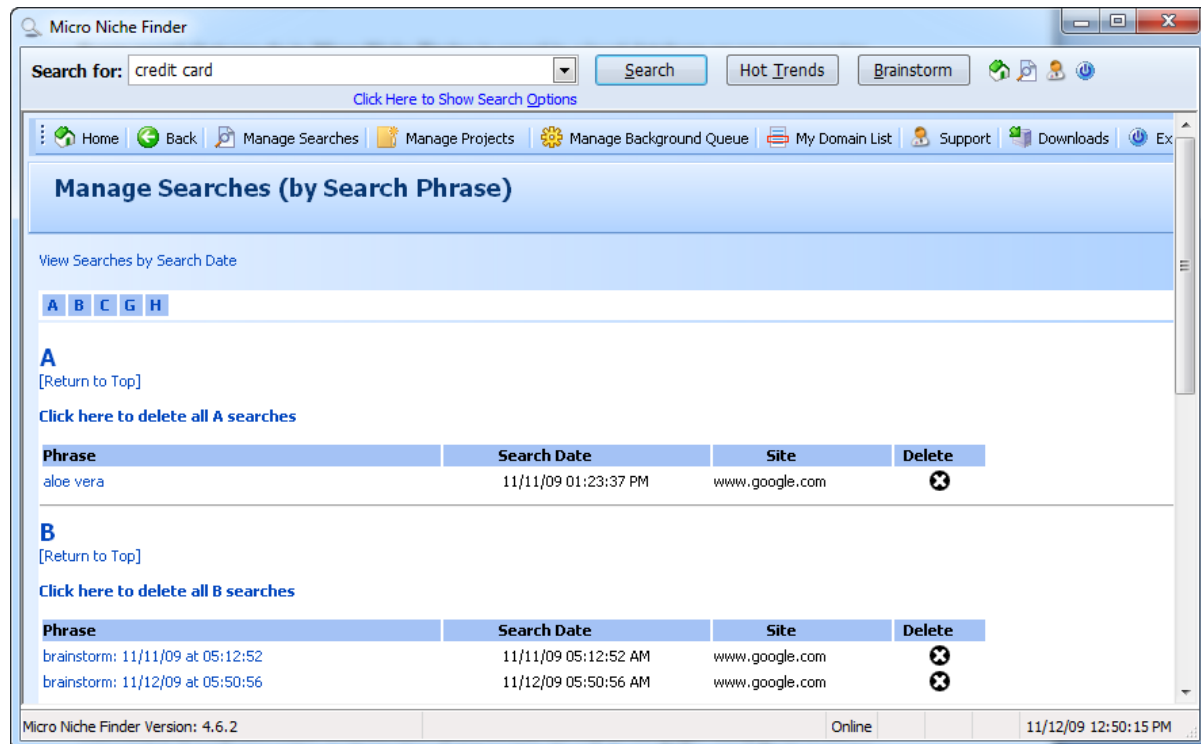
**Check To This Point** – checks the current record and all records preceding it on the results page.

**Uncheck From This Point** – unchecks the current record and all records following it on the results page.

**Uncheck To This Point** – unchecks the current record and all records preceding it on the results page.

## 6. SAVED SEARCHES

Every search that you do in Micro Niche Finder is saved in a local database on your computer. To view these searches on the Manage Searches screen, either click the **Manage Searches** icon on the Home Page or use the [Click here to Manage your Saved Searches](#) link on the Home Page.



### *Manage Searches (by Search Phrase)*

The results are alphabetized with an index provided at the top of the page. Simply click the appropriate letter or number in the index and the related searches will appear. Click any of the search phrases to load the search results from the database.

**Note:** If you perform a search by entering a search term into the Search box or by selecting a prior search from the search dropdown box, Micro Niche Finder will load your prior results from your local database just as if you had clicked the search link from the Manage Searches screen.

You can also delete a Search and its related results by clicking on the Delete link to the right of a particular search phrase.

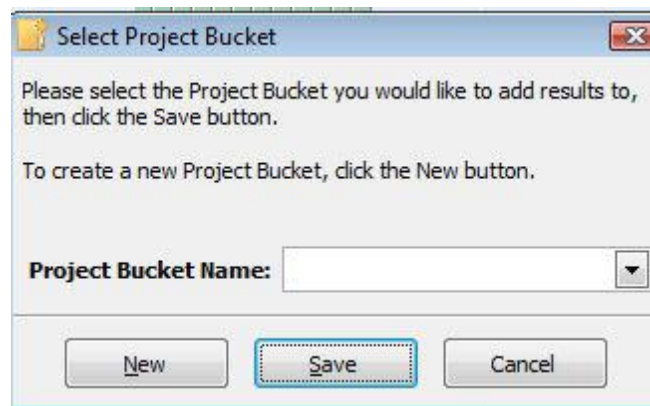
Version 4.6.2 introduces a new feature on the Manage Searches Page: a link to *View Searches by Search Date*. Clicking this link will reload the Manage Searches Page, with the searches listed in descending chronological order (the most recent search you've performed will be at the top of the list).

## 7. MANAGE PROJECTS

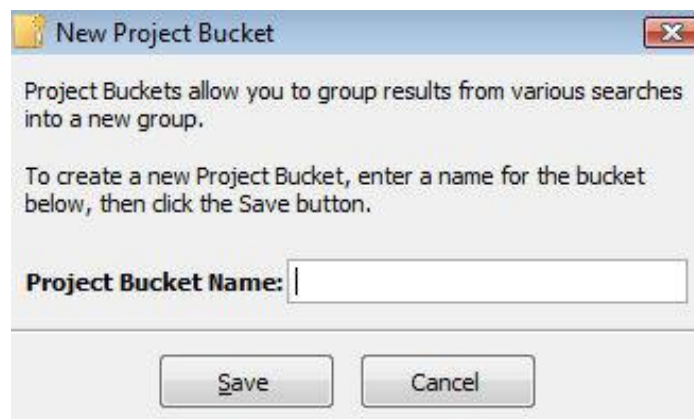
In Micro Niche Finder, a project bucket is a user-defined combination of search results. This is a feature you can use to save various search results for reference at a later time. The advantage of saving your results in a project bucket is that when you create it, you can pick and choose results from one search and then combine those with selected results from another search. You can also add results to an existing project bucket at anytime.

Here's how to add phrases to an existing project bucket and how to create a new project bucket:

1. Perform a keyword search.
2. Check the phrases you wish to include in the project bucket.
3. Click the **Add Checked to Project** button and this screen appears:



4. To add your checked results to an existing project bucket, click the down-arrow for a list of project buckets, select the one you want and click the **Save** button.
5. To create a new project bucket:
  - a. Click the **New** button and this screen appears:



- b. Enter a name in the **Project Bucket Name** field and click the **Save** button.

- c. Back on the Select Project Bucket screen, use the down-arrow to select the project bucket you just created and click the **Save** button.

Project Names are limited to 30-characters.

***If you are performing searches for the same keywords on different Google servers, we strongly recommend you do not place different Google server results in the same project. We recommend keeping the different Google server results in different projects (you may want to add the locale to the project name).***

To view your project buckets, click the **Manage Projects** button and you will see a screen like this:

The screenshot shows a web application interface for managing projects. At the top is a navigation bar with links: Home, Back, Manage Searches, Manage Projects (active), Manage Background Queue, My Domain List, Support, and a dropdown menu. Below the navigation bar is a header section titled "Manage Projects". Under this header, there is a link "Click Here to Create a New Project" and an index letter "T" in a blue box. Below the index, there is a link "[Return to Top]" and a link "Click here to delete all T projects". A table displays the projects, with columns: Project Name, # of Results, Created, Delete, and Rename Project. The table contains one row with the project name "Test", 123 results, and a creation date of 10/29/09 07:03:31 AM. The Delete column shows a trash icon, and the Rename Project column shows a "Rename Project" link. At the bottom of the page, there is a footer with the text: "This page was created on Thursday, October 29, 2009 at 10:26:40. Copyright ©2007-2009 James J. Jones, LLC. All Rights Reserved."

| Project Name | # of Results | Created              | Delete | Rename Project                 |
|--------------|--------------|----------------------|--------|--------------------------------|
| Test         | 123          | 10/29/09 07:03:31 AM |        | <a href="#">Rename Project</a> |

Just like on the Saved Searches screen, the projects are alphabetized with an index provided at the top of the page. Simply click the appropriate letter or number in the index and the related projects will appear. Click any of the project bucket names to load the search results from the database.

Introduced in Version 4.6.0 is the ability to rename a project. To change a Project Name, click the **Rename Project** link.

## 8. IMPORTING KEYWORDS AND RESULTS

This function is used for importing a file of keyword phrases. This file may have been generated by another software package and you may wish to perform Micro Niche Finder analyses against the phrases.

To use the import feature you must first prepare your import file. Your import file must contain only keyword phrases, with a carriage return and line feed after each phrase.

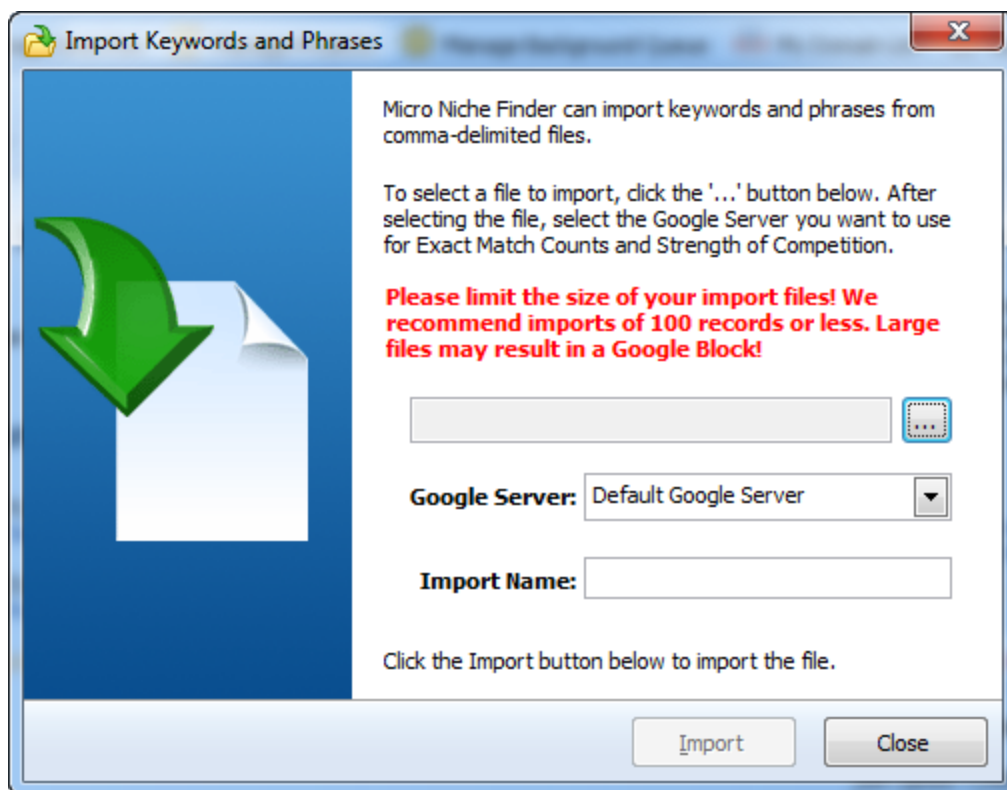
Here is an example of a properly formatted import file:

```
test phrase  
test phrase 2  
test phrase 3
```

This will import three rows of data:

```
test phrase  
test phrase 2  
test phrase 3
```

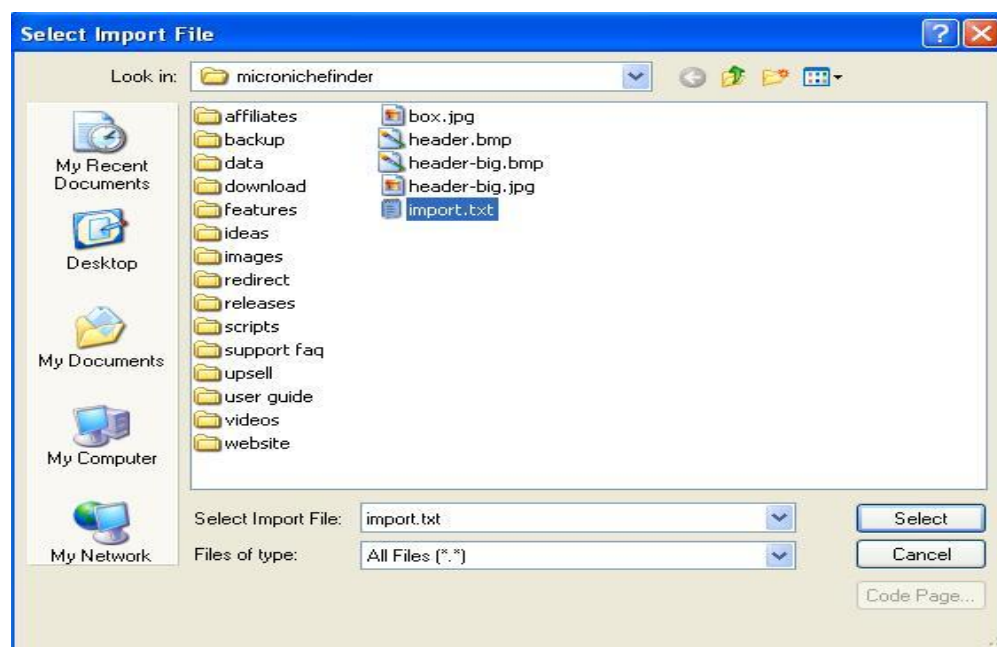
Once your file is formatted correctly, save it as either a **.txt** or **.csv** file. The file name itself may be anything you want. When you are ready to import, click the [Click Here to Import Keywords and Results](#) link on the Home Page. The following screen will appear:



Choose the **Google Server** you wish to use for Search Counts, Exact Match and SOC counts. The default Google Server is the U.S. server (www.google.com).

Use the **Import Name** field to enter a name for this import. If you leave this field blank, then Micro Niche Finder will name the import using the current date and time.

Then, click the ellipsis button (the button with the three periods - ...) to browse to your import file. The following screen will appear:



*Select Import File*

Click on your import file and click the **Select** button. Micro Niche Finder will begin importing your file and you will see a "Loading..." message appear on the import screen.

Depending on how large your import file is, loading may take a few seconds or several minutes. After loading is complete, the Import button will be enabled. Click the **Import** button to complete the import process.

This may take several seconds to complete, and you may be prompted for Google Verification. During the import, Micro Niche Finder retrieves search counts, trend data and ad costs for each of the imported phrases.

Once the import is complete you'll see the results:

**3 (Exact) Search Results for 'imported: 10/29/09 at 10:37:09'**  
 These results were created on 10/29/09 10:37:09 AM from www.google.com

Get Checked Domain Availability | Get Checked Exact Phrase Counts | Get Checked OCI | Get Checked SOC | Add Checked to Project | Print Results | About Result Columns

Check All Results | Uncheck All Results | Reverse Checks | Delete Checked Results | Check Filtered Results | Export Results | Export Checked Results

Broad | Exact | Phrase

| Phrase<br>(click a phrase for options) | Domain Availability<br>.com/.org/.net | Local Search<br>Count | Global Search<br>Count | Exact Phrase<br>Count  | Ad Cost | OCI     | MOB | SOC     |
|----------------------------------------|---------------------------------------|-----------------------|------------------------|------------------------|---------|---------|-----|---------|
| <input type="checkbox"/> test phrase   | 2 2 2                                 | Not Enough Data       | 46                     | Get Exact Phrase Count | 0.05    | Get OCI |     | Get SOC |
| <input type="checkbox"/> test phrase 2 | 1 1 1                                 | Not Enough Data       | Not Enough Data        | Get Exact Phrase Count | 0.05    | Get OCI |     | Get SOC |
| <input type="checkbox"/> test phrase 3 | 1 1 1                                 | Not Enough Data       | Not Enough Data        | Get Exact Phrase Count | 0.05    | Get OCI |     | Get SOC |

Broad | Exact | Phrase

Check All Results | Uncheck All Results | Reverse Checks | Delete Checked Results | Check Filtered Results | Export Results | Export Checked Results

Get Checked Domain Availability | Get Checked Exact Phrase Counts | Get Checked OCI | Get Checked SOC | Add Checked to Project | Print Results | About Result Columns

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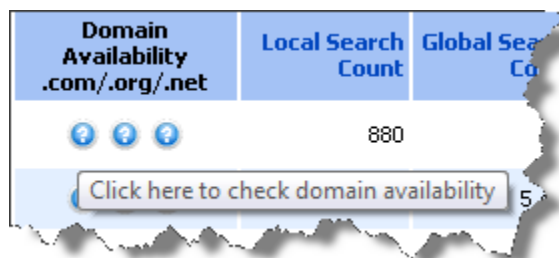
### *Import Results*

All imported results are stored under **imported:** in the Manage Searches screen (unless you enter an Import Name on the Import screen). If there are more than 300 imported keyword phrases they will be stored in groups of 300.

## 9. DOMAIN NAME AVAILABILITY

A new feature in Version 4.6.0 is the ability to determine if a domain name is available for the phrase. When search results are listed, the Domain Availability column will contain an icon for each type of top-level domain which can be searched for via Micro Niche Finder (currently .com, .net, and .org).

If you see a blue icon with a question mark in this column, it means the domain name availability has not yet been checked. To check for availability, click one of the icons (Micro Niche Finder will automatically check all three TLD's).

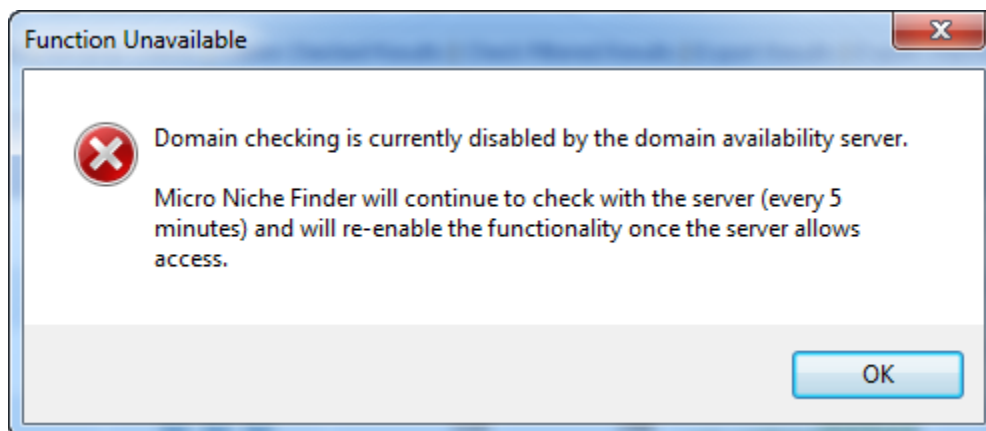


After checking, Micro Niche Finder will change the display for each icon to either a green icon with a checkmark, or a red icon with an X (figure 24).



A green icon means the domain name is available. Red means the domain name is not available. In the example above (the phrase is **0 apr cards**) we can see the domain **0aprcards.org** is available. Neither **0aprcards.com** nor **0aprcards.net** is available.

In the event the domain search server becomes unavailable, you may see the following message:





Once Micro Niche Finder has been notified that the domain search server is available, you will be able to continue checking for Domain Availability.

Clicking the red or green icons will launch the **Domain Availability** screen for the phrase:

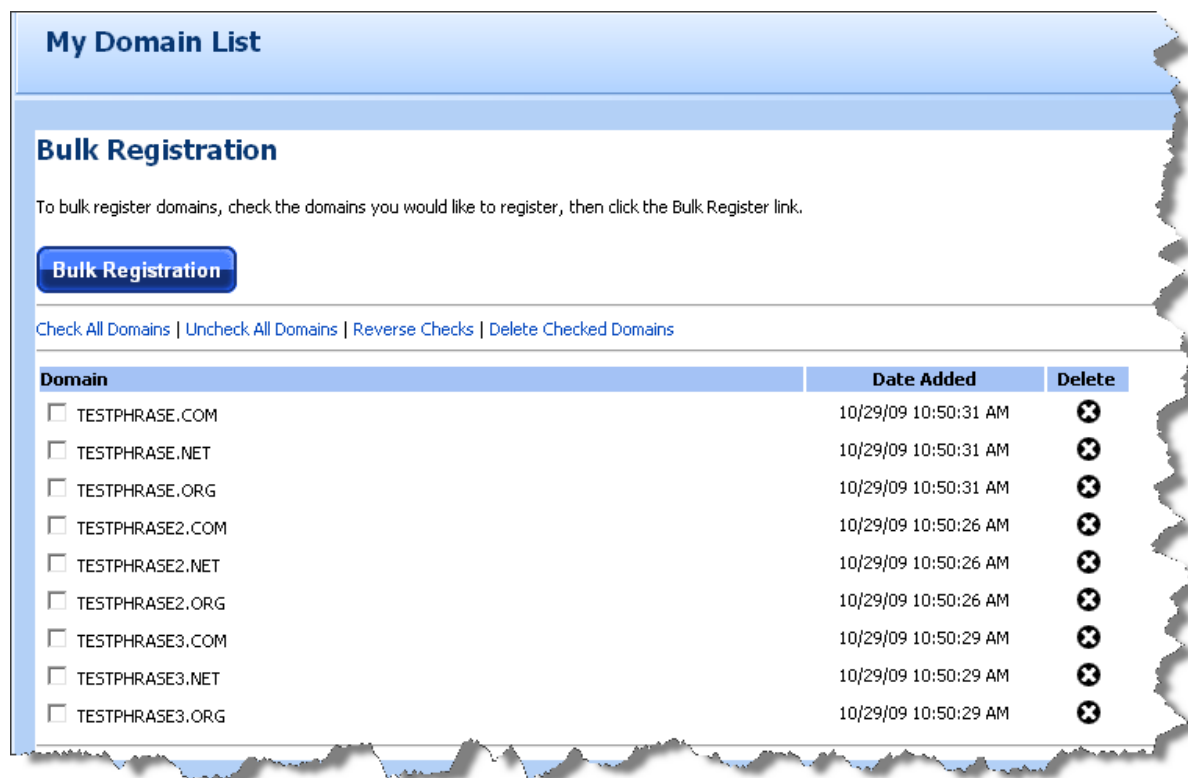
| <u>Domain Name</u>                                | <u>Available?</u> |
|---------------------------------------------------|-------------------|
| <input type="checkbox"/> 0APRCARDS.COM            | NO                |
| <input checked="" type="checkbox"/> 0APRCARDS.ORG | YES               |
| <input type="checkbox"/> 0APRCARDS.NET            | NO                |

From the Domain Availability screen, you can add domains you might want to purchase to **My Domains List**. Micro Niche Finder makes it simple to bulk register domains with My Domains List. To add potential domains to My Domains List, check the domains you would like to add, and click the Add Checked Domains to My Domain List button. You can only add domains which are currently available.

## 9.A MY DOMAINS LIST

My Domains List is a set of available domain names you want to keep. The list makes it easy to bulk register domain names.

To view your My Domains List, click the My Domains List button on the Micro Niche Finder toolbar. The following page will appear:



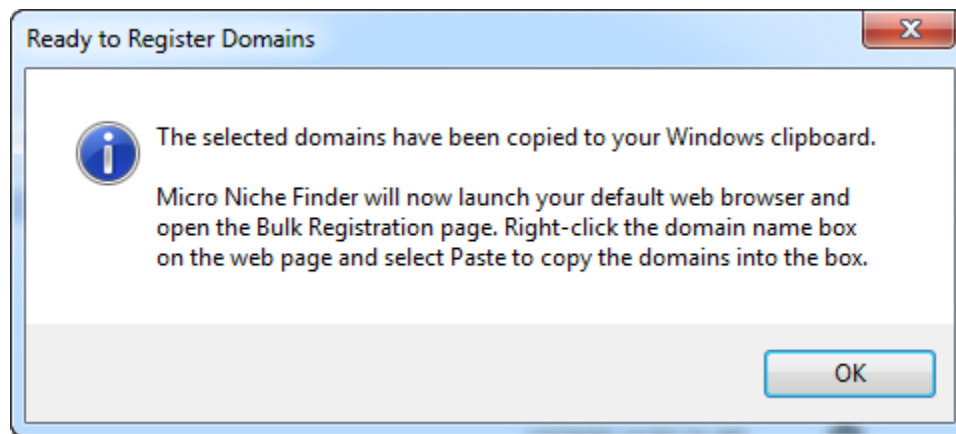
*My Domain List*

The links above the list work in a similar fashion to the links on the Search Results and Project Results pages, making it simple to select the desired domains.

You can delete single domains in the list by clicking the circled X icon in the Delete column. To delete multiple domains from the list, check the domains you want to delete, then click the Delete Checked Domains link.

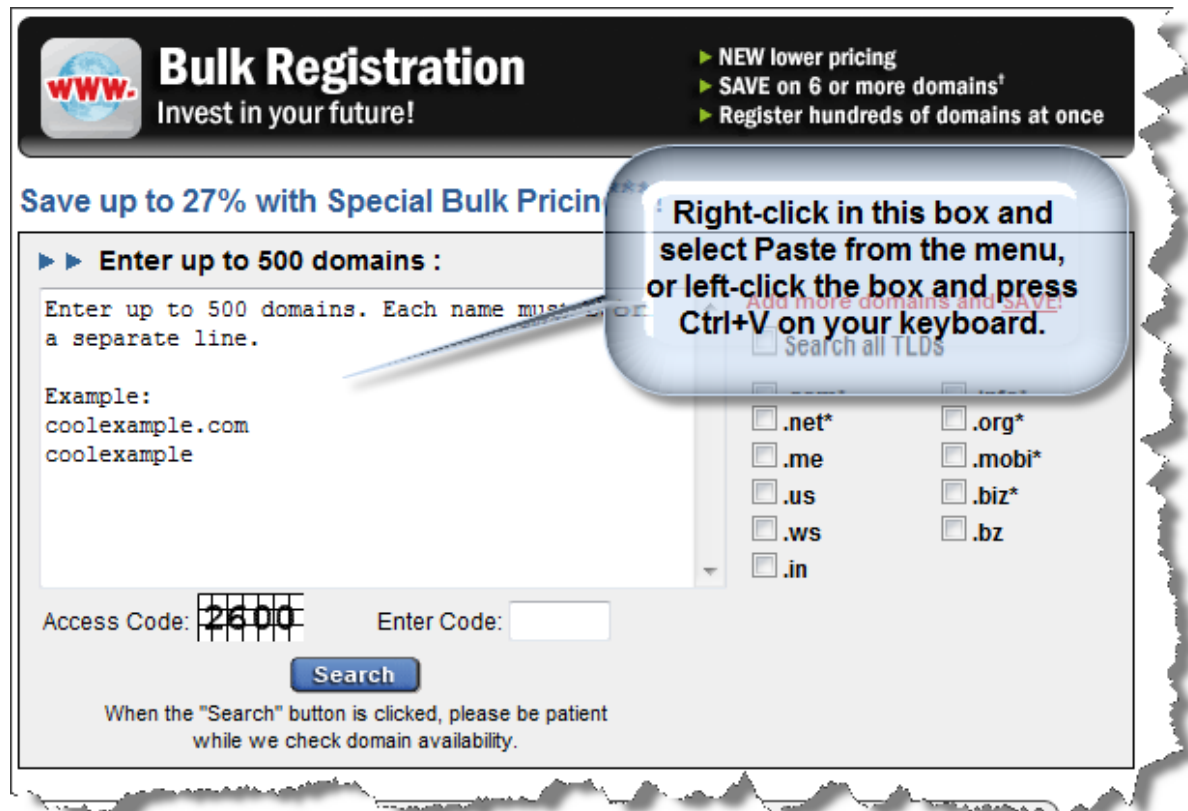
Micro Niche Finder makes it easy to bulk register domains. To bulk register, check the domains you would like to register, and click the Bulk Registration button.

Micro Niche Finder will copy the domains you have checked to the Windows Clipboard, and launch your default web browser to the registrar's bulk registration page. You will see the following message in Micro Niche Finder:



*Ready to Register Domains Message*

At this point, your default web browser will be launched to the registrar's web site:



*Bulk Registration Page*

## 10. MEASURE OF BACKLINKS (MOB)

Measure of Backlinks (MOB) is a new, *exclusive* Micro Niche Finder index.

This column provides an estimated number of backlinks required to land on the first page of Google search results. We determine this number by checking the number of InLinks for the top ten pages in the Google search results for the Exact Phrase Match of the search phrase (a search with quotes around it). We then calculate the MOB based on a subsection of the results.

MOB can be an excellent resource in combination with SOC to determine a market's viability.

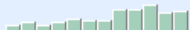
**Please note: MOB requires an Exact Match Phrase Count. To retrieve an MOB count, you must first retrieve the Exact Match Phrase Count. Since this is a new feature in Version 4.6.0, if you want to retrieve MOB for previous search results, you will need to re-retrieve the Exact Match Phrase Count in order to activate the MOB functionality for the previously downloaded results.**

**Caution about MOB:** MOB is extremely Yahoo intensive (meaning it has to make a lot of data pulls from Yahoo) so you should use it sparingly in order to avoid getting temporarily banned by Yahoo. You should only check MOB when the *search counts*, *exact phrase count*, and *SOC* indicate that you have a potential good market. It's pointless to spend time retrieving MOB for phrases which other data indicates are not good markets anyway.

To retrieve the MOB count for a phrase, click the Get MOB link on the Search Results page. It can take up to 30 seconds for the MOB count to appear. Please be patient and, as previously stated in the Caution about MOB, do not click multiple Get MOB links in quick succession or your requests will be blocked by Yahoo.

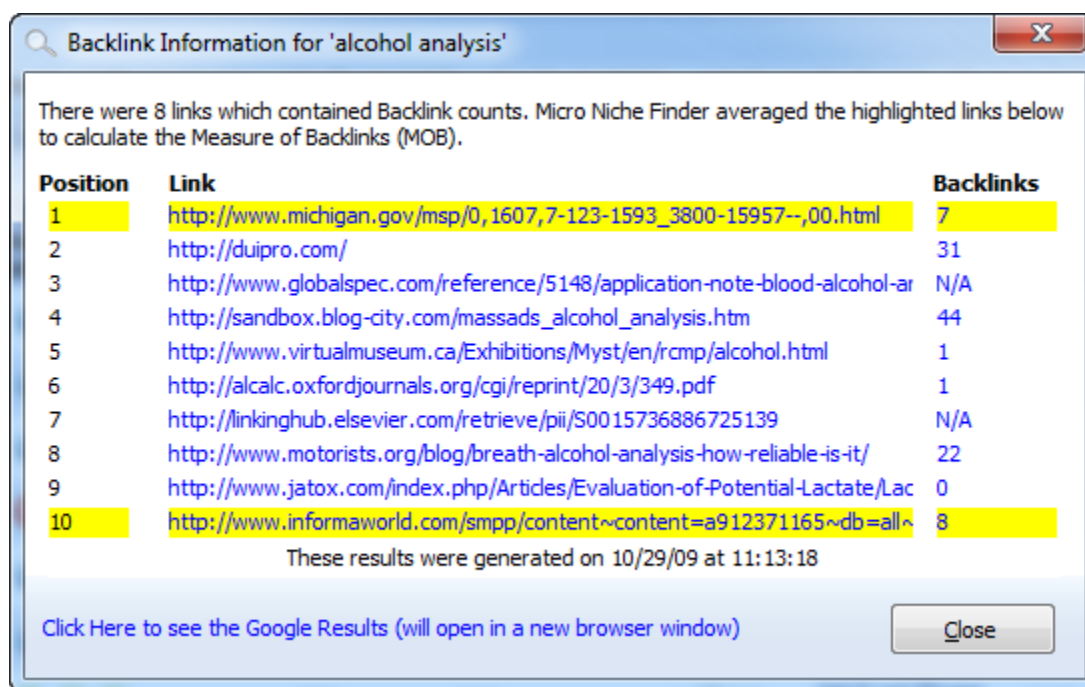
If you click Get MOB and after a few seconds the link resets to Get MOB, then an error has occurred. Hover over the Get MOB link to see a brief message about the error. Errors can be triggered by a network connection issue, an unrecognized response, or a Yahoo block (too many requests over a short time period).

An example of MOB is shown below:

|                                           |                                                                                                                                                                                                                                                             |     |     |                                                                                      |         |      |                                                                                                                                                                             |    |                                                                                       |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|--------------------------------------------------------------------------------------|---------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|
| <input type="checkbox"/> alcohol analysis |    | 110 | 140 |  | 175,000 | 0.84 |   | 69 |  |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|--------------------------------------------------------------------------------------|---------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|

The MOB in the example (highlighted in yellow, to the left of the SOC column) is 8.

The MOB is represented on the Search Results page as a hyperlink. To view additional details about the MOB count, click the MOB count's link. The following window will appear:



Backlink Information for 'alcohol analysis'

There were 8 links which contained Backlink counts. Micro Niche Finder averaged the highlighted links below to calculate the Measure of Backlinks (MOB).

| Position | Link                                                                                                                                                                  | Backlinks |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1        | <a href="http://www.michigan.gov/msp/0,1607,7-123-1593_3800-15957--,00.html">http://www.michigan.gov/msp/0,1607,7-123-1593_3800-15957--,00.html</a>                   | 7         |
| 2        | <a href="http://duipro.com/">http://duipro.com/</a>                                                                                                                   | 31        |
| 3        | <a href="http://www.globalspec.com/reference/5148/application-note-blood-alcohol-ar">http://www.globalspec.com/reference/5148/application-note-blood-alcohol-ar</a>   | N/A       |
| 4        | <a href="http://sandbox.blog-city.com/massads_alcohol_analysis.htm">http://sandbox.blog-city.com/massads_alcohol_analysis.htm</a>                                     | 44        |
| 5        | <a href="http://www.virtualmuseum.ca/Exhibitions/Myst/en/rcmp/alcohol.html">http://www.virtualmuseum.ca/Exhibitions/Myst/en/rcmp/alcohol.html</a>                     | 1         |
| 6        | <a href="http://alcalc.oxfordjournals.org/cgi/reprint/20/3/349.pdf">http://alcalc.oxfordjournals.org/cgi/reprint/20/3/349.pdf</a>                                     | 1         |
| 7        | <a href="http://linkinghub.elsevier.com/retrieve/pii/S0015736886725139">http://linkinghub.elsevier.com/retrieve/pii/S0015736886725139</a>                             | N/A       |
| 8        | <a href="http://www.motorists.org/blog/breath-alcohol-analysis-how-reliable-is-it/">http://www.motorists.org/blog/breath-alcohol-analysis-how-reliable-is-it/</a>     | 22        |
| 9        | <a href="http://www.jatox.com/index.php/Articles/Evaluation-of-Potential-Lactate/Lac">http://www.jatox.com/index.php/Articles/Evaluation-of-Potential-Lactate/Lac</a> | 0         |
| 10       | <a href="http://www.informaworld.com/smpp/content~content=a912371165~db=all~">http://www.informaworld.com/smpp/content~content=a912371165~db=all~</a>                 | 8         |

These results were generated on 10/29/09 at 11:13:18

[Click Here to see the Google Results \(will open in a new browser window\)](#)

Close

### *Backlink Information*

The Backlink Information window provides at-a-glance details about the MOB. This window shows links to the web pages which make up the first ten non-Google related search results from an exact phrase Google search.

For each link, the number of backlinks are shown. If you see "N/A" in the Backlinks column, this means the link does not exist in Yahoo's index. Actual numbers in this column, including zeroes, indicate the number of backlinks to the link.

Clicking the individual links on this window will open the link in your default web browser. Clicking the Backlinks number will open the Yahoo! Site Explorer site, where you can see the actual backlinks.

If you click the Get MOB link and after a few seconds it returns back to Get MOB (instead of showing the MOB count), hover over the Get MOB link to see a brief message. The message will indicate what went wrong with the MOB retrieval.

## 11. ADDITIONAL ENHANCEMENTS IN VERSION 4.6.X

Micro Niche Finder 4.6.0 contains numerous enhancements, including:

### **MULTI-THREADED DOWNLOADING**

Multi-threaded downloading improves performance and responsiveness of Micro Niche Finder, especially with OCI. Clicking Get OCI links on the Search Results page immediately returns focus back to Micro Niche Finder (instead of having to wait for completion of data retrieval).

The Background Download Service has also been updated to use the multi-threaded capabilities of Micro Niche Finder.

**"With great power comes great responsibility."**

With the improved responsiveness due to multi-threaded downloading, you may find yourself tempted to click individual links as quickly as possible. Performing quick, repeated queries will greatly increase the odds of being blocked by Google, Yahoo! or Microsoft.

Please, do not overburden the data providers (Google, Yahoo, Microsoft).

The Get Checked... screens and the Background Download Service were created in an effort to make Micro Niche Finder a good internet citizen and minimize your chances of being blocked. Please use these options as much as possible. While it is slower than clicking individual links, being blocked by Google will prevent you from gathering data for several hours at a time --- costing you time --- and money.

### **PROJECT ENHANCEMENTS**

We have worked hard to improve Project management in Version 4.6.0, and most of these improvements are due to customer feedback.

The Project Results page now features all of the same options as the Search Results page.

You can rename a project from the Manage Projects page.

You can add results from a Project to another Project.

We've added a Delete Duplicates link to the Project Results page, which will automatically remove duplicate phrases from your project.