

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Get In Touch With Your Competition © 2004

By Sonia Colon

Get In Touch With Your Competition © 2004

by: **Sonia Colon**

We all know that competition is an ugly word but competitors are a fact of life in business. If your business can't compete with other businesses, don't start it. You have to have some type of an edge.

You may have an excellent product or service, but if everyone else is selling a product or service similar to yours, just how much of the market can you expect to capture?

You will have to learn everything there is to know about your competition and understand their marketing strategies.

The best way to research your competition is to locate those you consider the largest threat to your potential business. Take the time to make a note of and acquire a feel for how your competitors deals with their customers, then answer these questions:

What appeals to you most about their website, introduction, setup etc.?

How large of an inventory do they carry?

Are their products display eye-catching?

What is their Alexa, Google, Yahoo, and AOL ranking?

Are their testimonials positive?

Are their prices in line and competitive with yours?

What do they offer that you could not?

Do they offer discounts?

Do they offer a return policy?

Do they offer any special services, such as free delivery?

Which areas could do with some improvement and could you improve in these areas? Do they keep their online store up-to-date?

What means of promotion do they use (flyers, coupons, free gifts, etc.)?

Next, create a profile of each main competitor. Know how they advertise, why their customers shop there, what areas need improving, and how successfully you can expect to compete with them.

You may also develop ideas for improving and promoting your own business. Your success will lie in assessing and understanding your competitor's strengths and weaknesses.

Evaluate and compare your own strengths and weaknesses to stay in touch with the competition and succeed in your business.

Sonia Colon owns and operates Jimson Products. She is also a writer & publisher of "My Jimson Products Ezine". Subscribe by visiting her site at

. Sonia Colon is also a

Senior Independent Candle Consultant, Visit:

to join her

team and be part of a generous financial rewards program!

Understand the Keywords that Your Target Market Uses

By Mike Sam

Understand the Keywords that Your Target Market Uses by Mike Sam

Understanding for which keywords there is heavy competition can help you identify gaps where there is little or no competition. These gaps provide opportunities for marketing your site for substantially lower costs than would otherwise be achieved. For instance, it is often the most obvious terms that attract the most heated competition, while the less obvious terms have little, if any, competition. By matching these gaps with an understanding of which keywords customers actually use, it is possible to locate these significant opportunities.

Once you know the best keywords, the next step is to see what your competitors are currently doing with them. If your sites of your competitors rank higher than yours, or offer more enticement for the customer to visit, then it is more likely that they will be attracting the customers and not you.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!