

MORE CONTENT SOURCES IN MARKET SAMURAI

By now, you should have watched the video about how to create a Squidoo lens optimized for the target keyword in your niche. You've probably noticed in the video Caro mentioned that you can add an RSS feed to a Squidoo lens where that RSS feed is optimized for your specific keyword.

When you open your Market Samurai today, you'll notice you have a new version of the software. In that new version under the **Find Content** module, you'll see some new content sources plus the ability to create an RSS feed specifically related to your keyword which you'll be able to use in Squidoo and possibly in other Web 2.0 sites that we will focus on in the next few days.

Later on in the challenge, you'll be able to use the RSS feed on your blog as well. So let's take a look.

If you are asked to update your Market Samurai, approve it. This lesson presumes that you already have an updated version of the tool.

Open the project file for your target key phrase. Switch to the tab on *vintage guitar* or any of your main keyword.



Access the **Find Content** module by clicking it.

Keyword Research
Find additional relevant keywords - then analyze the total traffic, visitor values, competition and likely buying intentions around these keywords.

Find Content
Once you know your keywords, Market Samurai saves you time, effort and frustration when it comes to creating content for your web-site.

Now you can find a lot of new sources of content in this module. Added modules include **Wikipedia** in the **Article** section, **YouTube** and **Flock** in **Pictures / Videos** section and a whole section called **News/Misc**. Therefore, you can now search Scribd, Google News, Yahoo News and Yahoo Answer.



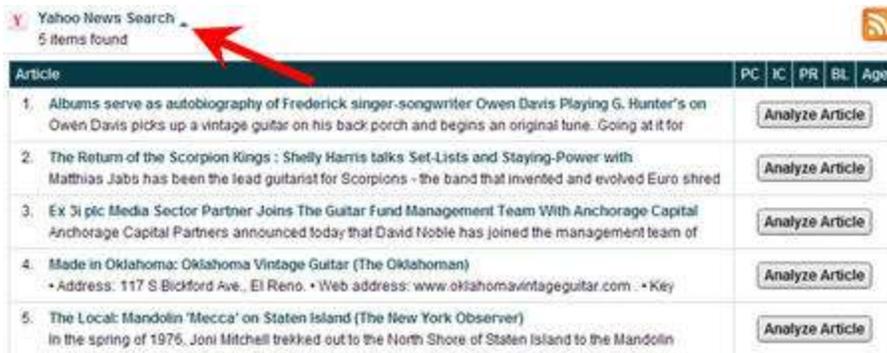
Let's say you want to create an RSS feed to use in Squidoo from specific keyword in Yahoo News.



Make sure you choose **10** for **Number of Results**. Hit **Find Content** to proceed.



In this example, Market Samurai can find 5 news items at the moment. If you click on the *down* arrow, you may see the list of items (title and a short description) of the items.



In this case, you don't see any specific items about *vintage guitar*, so let's move on to find a different feed.

Turn off **Yahoo News** and tick **Yahoo Answers** to see what it brings back. Click **Find Content** again.



You may see that there are a lot more answers from Yahoo Answers related to *vintage guitar*.



Indeed, there are a lot of questions related to *vintage guitar* in Yahoo Answers. Just like the articles and blogs, you can analyze the individual item to see how many times the content has been indexed in Google and whether that particular Yahoo Questions and Answers has any PageRank or somebody links to that page.

At this stage, you should be less interested in that, but on how to find the RSS feed for that particular keyword search in Yahoo Answers.

Notice that next to all of the result for each content source, you will see an RSS feed icon.



When you click on that icon, it copies the feed URL into the clipboard.



The dialog box also shows the URL to that specific feed.

You can then paste that in various places where you can use the RSS feed, like when you are adding **RSS feed module** in the Squidoo lens.

Now those are the new features in Market Samurai.

Hope you have a great rest day yesterday, you've caught up, and now starting to get your head around what you're trying to achieve here in the Thirty Day Challenge.

Good luck for Week 2, which is the promotion phase of your efforts in TDC. Look forward to hear some success stories as you go forward.