

# Alexa Practicum

## Using Alexa to Find Places to Advertise Online

### 1. What is Alexa? Why Alexa?

- a. History -
- b. Why I use Alexa – 3 different ways to use Alexa, but I use it to zero in on finding particular types of websites that I can advertise my home business on.
- c. My philosophy with Alexa – Use to Identify sites used by my Niche Market. What is a Niche?
  1. Niche Market – classic marketing principle.
  2. I want to identify people that think like me and are interested or focused on what I'm focused on.
  3. Someone who is passionate and highly engaged around a certain topic, interest area, activity, or cause. We are looking for Action Takers!

**Key Learning Point-** Learn how people think who are successful with online advertising and marketing.

**Key Benefit-** Save time, money and effort by duplicating a successful process to get the result you want to get.

**\*Caution-** Keep your market “niche” by being specific with your search term. “Golf Travel” works better than “golf” for purposes of your Alexa search.

### 2. How to use Alexa to find Places to Advertise online. Use the 3 Step process outlined below.

- a. **Step 1** - Select key word to search Niche Market websites – make sure “search” is selected above the search box.
- b. **Step 2** - Select summary results – using steps in number 4 below.
- c. **Step 3** - Analyze summary results using **Alexa Site Chart**.

**\*Key Learning Point –** Mouse over the the “site info” to get a pop over box of detailed info.

**\*Key Benefit-** efficiency, productivity and organization to your online marketing.

**\*Caution-** Focus on end result – finding places to advertise to your Niche Market.

### 3. **Step 1** – Conduct Niche Market Analysis – select Key Word to use in search.

**4. Step 2 - Summary Results Analysis.** Select which of Summary Results you'll evaluate in depth. You're looking for initial credibility of the site. Go through each item a – e below and if the site meets the criteria, write down the site name in the column 1 of the **Alexa Site Chart**.

- a. Type of Website: Informational or Product Based
  1. Informational – Good.
  2. Product Related – Selling or promoting products.

b. Ranking –

1. Lower number = more visitors

2. The Magic of site rank 100,00 or higher – good but not a show stopper!

c. Description Summary: Would your Niche Market visit this site?

d. Site Info: Mouse over – site speed and number of sites linking. Is it a site your Niche Market would find Credible?

e. Screen Shot Summary – Look and Feel of the site – is it Credible?

- **Key Learning Point: Determine website type and suitability quickly to maximize productivity. Detailed analysis is performed in next step.**
- **Key Benefit: Allows rapid analysis of numerous sites**
- **Caution: Don't conduct Detailed analysis here. This is to simply identify 8 or 10 sites you'd like to view further.**

**5. Step 3 - Alexa Practicum:** Detailed analysis on selected Alexa sites using the **Alexa Site Chart**. Make notes on site directly on the **Alexa Site Chart**. Use the directions in the chart below to complete the **Alexa Site Chart**.

<b>Column</b>	<b>Action</b>	<b>Reason</b>
Column 1	Record URL exactly as it reads on Alexa	Only way to track exactly where you're advertising.
Column 2	Record Site Ranking	Indication of # of visitors and potential advertising cost.
Column 3	Click on Screen shot to enter actual Site. Determine site information Type: Product or Info	Indication of whether you'll be able to place ad on site or not.
Column 4	Click through several pages of site. Determine site credibility	Records look and feel of site. Is content current, relevant? Is it professional? Would you visit again?
Column 5	Site Advertising: are there Ads? Then find "advertise" link, or "contact us" link.	This is the result we're seeking. This step will determine whether we advertise here or not.
Column 6	Submit Advertising Inquiry via email or phone. Request Rate card. Save site under "my favorites" in advertising folder.	Track advertising inquiries. To whom, date and contact info. Site is now available for future reference.

**\*Key Learning Point: Follow the process outlined here for maximum results. Note source of advertising on site. i.e is it sponsored by Google?**

**\*Key Benefit: Organization and efficiency in your analysis- You Save Time!**

**\*Caution: Don't spend too much time on one site or get distracted on site. Maintain discipline of the Alexa Site Chart to save time and effort.**

**\* B O N U S – When on the site info portion, look below to see "people who visited this site also visited" sites. These are an excellent source of additional sites. Make a note of any sites you might like to visit later.**

**\*D O U B L E B O N U S – Does the site sponsor a Newsletter? Make a note of this and go back later to see newsletter and whether they allow advertising. This is a great way to market your business!!**

8. REPEAT AS NECESSARY- until all of your 8 or 10 Summary sites have been analyzed and your **Alexa Site Chart** is complete.