

Quick Income Blueprint



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Chapter Seven:

The Internet Marketing Version of Day Trading

Have you dabbled in day trading? Are you a news junkie? Do you follow trends like a bloodhound on the scent? Then this is the technique for you.

Before we talk about the technique, I want to introduce you to something Google has come up with. Yes, Google again! What did we do before Google, I ask you?

It's called Hot Trends

(<http://www.google.com/trends/hottrends>), and here is what Google themselves have to say about it:

“Hot Trends reflects what people are searching for on Google today. Rather than showing the most popular searches overall, which would always be generic terms like "weather," Hot Trends highlights searches that have sudden surges in popularity. Our algorithm analyzes millions of web searches performed on Google and displays those searches that deviate the most from their historic traffic pattern. The algorithm also filters out spam and removes inappropriate material.

For each search, Hot Trends shows related searches, a search-volume graph, and the top cities. We also display news, blog, and web results to help give context about why a search may be appearing on the Hot Trends list today. Hot Trends is updated hourly. You can also choose a date in the past to see what the top Hot Trends for that date were.”

Did you see that? EVERY HOUR. You can practically see it in real time - and, you can see it in specific geographic locations, so you’re not going to be duped by some spike in searches from the middle of nowhere.

This is how HotTrends look like:

The screenshot shows the 'Hot Trends (USA)' interface. At the top, it displays the date 'Feb 23, 2009' and 'Updated 35 minutes ago'. Below this is a list of 100 trending keywords, numbered 1 through 100. The keywords are arranged in four columns. Some keywords are underlined, indicating they are clickable. The list includes terms like 'jerry lewis', 'heath ledger death', 'megan mylan', 'oscar pictures', 'inspiration cafe', 'adrian brody', 'how did heath ledger die', 'kunio kato', 'sean penn', '18th street gang', 'spielzeugland', 'julie and julia', 'sophia loren', 'man on wire', 'the boat that rocked', 'watch the 2009 oscars online', 'sophia loren', 'michael crichton', 'what does jai ho mean', 'roy scheidt', 'sofia lauren', 'smile pinki', 'best supporting actress 2009', 'ar rahman', 'stan winston', 'sophia lauren', 'sean penn academy award', 'sydney pollack', 'oscar result', 'kate winslet oscar', 'old dogs', 'michael creighton', 'robert doqui', 'sean penn oscar wins', 'george clooney oscar', 'sherlock holmes movie', 'best actress', 'boom goes the dynamite', 'jennifer aniston oscars', 'gina riversmith', 'public enemies trailer', 'richard jenkins', 'a.r rahman', 'spicoli', 'domo arigato mr roboto', 'the witness from the balcony of room 306', 'intolerable cruelty', 'muscular dystrophy', 'reese witherspoon oscar', 'oscar fashion', 'nicole kidman oscar', '2008 oscars', 'jai ho translation', 'sean penn acceptance speech', 'how many oscars has meryl streep won', 'oscar video', 'michael douglas', 'whatever works', 'angie harmon', 'bill maher documentary', 'i ll be seeing you', '500 days of summer', 'meryl streep academy awards', 'best actor', 'shirley maclaine', 'mickey rouke plastic surgery', 'dustin lance black', 'meryl streep oscars', 'nhem an', 'sofia loren', 'jerry louis', 'departures movie', 'charlton heston', 'matilda ledger', 'oscar photos', 'oscar winners 2009', 'christopher walken', 'danny boyle', 'academy award winners', 'la maison en petit cubes', 'a.r rahman', 'gemase simmons', 'shawn penn', 'resul pookutty', 'the betrayal', 'slumdog millionaire', 'best actor oscar 2008', 'best picture', 'leopard skin pillbox hat', 'jai ho slumdog millionaire', and 'robert deniro'.

This is the data retrieved from Google USA. It lists 100 keywords that have shown the highest jump in demand for the hour when I took the screenshot. The list gets updated every hour. The keywords are listed in a descending order of demand growth.

These keywords have a high buzz factor attached to them. Leveraged correctly, this buzz factor can generate traffic, which can be used to generate ***affiliate commissions and/or AdSense profits.***

Take the time right now to play around with Hot Trends. Google has automatically taken out the searches that happen all the time no matter what, so you've got your finger on the real pulse. Here are some things to keep in mind, and to look at - because not every single one of the 100 words Google has given you can be used for our purposes:

- Look for product keywords. These keywords have to do with things people are most likely to be interested in buying. These keywords could be related to a new product launch, or is a featured product in the recent news.. Most of these keywords are fairly new to the market and hence they have zero/low competition. For these keywords, you will create free marketing campaigns (by the techniques I mentioned in the previous chapters) to promote the products (with your affiliate link)
- Look for information keywords. These keywords are about events, or news, or famous things that people are searching for more information on. (These are going to be monetized using AdSense)
- Check out the information Google gives you for each keyword - the increase in the rate of growth of demand, the cities that are responsible for demand growth and the latest news items and blogs posts related to that keyword. These are going to be

monetized using AdSense.)

- Make sure the rise in demand is not because of a negative news item. For example, a certain toy is a popular search term because of a product recall.
- Make sure the peak search time is as recent as possible.
- Make sure it's not a local peak - i.e., a surge because everyone in Cleveland is interested in one particular thing.
- **Stick to what you know.** If there is a Hot Trend in something you know nothing about, it's going to make it harder on your to be able to activate this technique. There are exceptions to this, of course, but speed is key, so you will do better if you don't put yourself on a learning curve.

Really know your way around Hot Trends, so that when you put this technique to use you can choose your profitable keywords within minutes.

Now, let's start making money from Hot Trends.

[Searching for Product Keywords](#)

This is the one that you're going to monetize using an affiliate program. When you've done your research, you see that the product you're focusing on is coming out with a new model soon.

You want to do a quick search - on a site that offers physical or digital products like [CJ.com](#) or [Performics.com](#) - for any affiliate program that's got a good landing page and decent commissions for your product.

Create a web page for reviews of the product. Make a quick review video. Put it on YouTube, and embed it on your site. Boom, you've got two ways to shoot up in the Google rankings - from a website developed using the techniques we've discussed for domain name and article writing techniques, and from a video on YouTube that's up before anyone else has had time to even learn about the product.

But this all has to be done fast - speed kills.

Searching for Information Keywords

These keywords will help you make money by using AdSense.

For this technique, you're going to want to create a blog - again, I recommend Blogger, as it's run by Google - and choose a name and setup that will make it seem like a news blog. You can call it World Events, or What's Happening World - anything that is generic enough to use over and over again for this technique.

For your template - and again, this is super simple on Blogger - stick your AdSense code in three places:

1. Within posts

2. Sidebar
3. Top of page

You want to get as much AdSense on there as possible, to maximize the possibility of readers clicking on them.

Once you've set up the blog, you're ready to go. As soon as you find a Hot Trend that has to do with a piece of news, get to work posting about it on the blog. You don't even have to write the articles yourself - *simply quote, or copy and paste chunks of, articles already buzzing around the web - from other blogs, from news sources, anything.* The MOST IMPORTANT thing to remember here is to ALWAYS credit your sources.

Let's say your Hot Trend keyword is cross-bred dogs. You've done your research, and you find it comes from all the news about President Obama choosing a non-allergenic dog for his daughters. Once you populate your blog with articles about all the hullabaloo surrounding his choices, your AdSense is going to pick that up and all of your ads are going to be about cross-bred dogs.

To get even more exposure, make sure to use all the social bookmarking sites we talked about a few chapters back, so your articles will be quickly sent to dozens of sites within minutes.

As you can see, both of these techniques, depending on the keywords you find, can be leveraged to bring in money from all kinds of sources.

It might take a while to get the hang of this - but if you can set aside the time to do this at least once a day, it can be your quickie cash friend!

That's it for last chapter,
I hope you enjoy the ride so far,
And I wish you all the best,
Paul Walker