

**TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#2: LEARN WHAT PROSPECTS
ACTUALLY SEARCH FOR**

KEY QUESTION:

Are you speaking to prospects
in their language?



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*“Good marketing makes the company look smart.
Great marketing makes the customer feel smart.”*

- Joe Chernov, former VP of Marketing at HubSpot



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Example Product Plan

Name: The iMicroVac

Messaging: “The micro robot vacuum for tight spaces”

Oops!

No one searches for “micro” robot vacuum!

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	—	—		—	—
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

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Example Product Plan

Name: HyperPV Panels

Messaging: “*Lightweight photovoltaic panels with 80% greater energy efficiency*”

Oops!

If you want to reach the layman, call them “solar panels” (180x more traffic!)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> solar panels	165,000 	High	100	\$2.23	\$11.97
<input type="checkbox"/> photovoltaic panels	880 	High	100	\$2.34	\$9.10
Idea					
<input type="checkbox"/> solar energy	40,500 	Medium	35	\$2.63	\$9.98
<input type="checkbox"/> solar power	27,100 	High	98	\$2.87	\$9.92
<input type="checkbox"/> solar	74,000 	Low	16	\$3.22	\$9.51
<input type="checkbox"/> solar panel cost	27,100 	High	100	\$2.14	\$9.69
<input type="checkbox"/> solar panels for sale	18,100 	High	100	\$1.79	\$8.16
<input type="checkbox"/> solar panel price	8,100 	High	100	\$2.32	\$9.89
<input type="checkbox"/> solar power system	6,600 	High	100	\$2.19	\$8.00
<input type="checkbox"/> solar cell	8,100 	High	100	\$1.87	\$7.04
<input type="checkbox"/> solar panels for home	14,800 	High	100	\$2.40	\$9.53
<input type="checkbox"/> buy solar panels	2,400 	High	100	\$2.55	\$11.14
<input type="checkbox"/> solar panels for your home	4,400 	High	100	\$1.80	\$6.65
<input type="checkbox"/> solar shingles	9,900 	High	100	\$1.78	\$8.20
<input type="checkbox"/> flexible solar panels	6,600 	High	100	\$0.65	\$8.89

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If your product language doesn't match your target customers' search language, then what?

Only one good solution: Change YOUR language