Imagine that: basically the highest-quality market research data that has ever been made available, continually refreshed in real time and based on massive sample sizes. Wouldn't you be mad not to take advantage of this data? Of course, and I am going to show you how.

To access the industry data yourself, you basically have two choices. Either you purchase SEO software that directly interacts with industry data sources; or you make use of the (now relatively limited) free keyword-analysis tools online.

On the forum (www.seo-expert-services.co.uk), I maintain a comprehensive and up-to-date list of all the most important SEO tools and software, including those appropriate for keyword-popularity research. Via the forum, you can obtain a special discounted price on the software I most frequently use.

However, for the purposes of this section, I will work with the current best free resource: www.digitalpoint.com/tools/suggestion/. The Digital Point tool allows you to check for recent combinations of search words (and their derivatives) on the search engines, returning search frequencies for each. The data you will be accessing is for the most recently completed calendar month.

Bear this in mind if your business is seasonal in nature. For example, if you sell Halloween costumes, you are likely to get an inflated view of search rates if you undertake this analysis in November and thus work on the October data!

Visit the tool and try entering some of the two-, three-, and four-word combinations on your keyword list. Make a note of the resulting frequencies. You will notice that you can drill down from phrases into their subcategories (by clicking on a phrase in the results).

> Brad finds that the main subcategory for "business printing" (6,245 results) is "business card printing" (19,254 results). This surprises him more than perhaps it should. More than 50% of all US businesses are now home based, so the SOHO/B2C part of his market is bigger than he could ever have imagined. Consumers, not