

NICHE
(AND PUBLIC DOMAIN)
RESEARCH
WITH A SPIN

A Look at the Power of Twitter and Google Alerts

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Niche (and Public Domain)

Research With a Spin

I'm always on the lookout for new, effective ways to research niche markets and search for Public Domain content, and you definitely want to add some of these sneaky methods to your toolbox of web tools. The first tools I want to introduce to you are all connected with Twitter...one of my favorite, new communication tools. If you're not on Twitter, you're honestly missing out on a great opportunity to meet new people, build relationships, drive traffic to your sites, and conduct some amazing research on your niche of choice.

First of all, I've been experimenting with three different approaches to using Twitter for market and Public Domain research. It is amazing how powerful this social media site really is...and it's growing daily. Using Twitter's site definition, "Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**" Of course, it IS fun and important to stay in touch with friends, family and colleagues, however...it's a BIG world out there and chances are that there are MANY others who are discussing the same interests as you are. The research tools I'm going to share in this section will help you do just that...to connect with like-minded people who you don't know yet to learn from and build new relationships around your niche or interest. See the value in that? Thought so! It's powerful!


Summize


<http://www.summize.com>


Summize is a website that tracks ALL the ongoing conversations from Twitter and is actually owned by Twitter. What makes it so valuable for research is that you can search their archives using your keywords. The results Summize will


return to you are those that include your keyword up until the time you performed the search...even if it was just a minute ago.


Realtime results for "**public domain**" 0.04 seconds

 [sigmaman](#): As it stands now, the only material going into the **public domain** today are works made by the US Govt and whatever works people donate.
about 4 hours ago · [Reply](#) · [View Tweet](#)

 [sigmaman](#): A strong **public domain** benefits the arts and culture.
about 4 hours ago · [Reply](#) · [View Tweet](#)

 [sigmaman](#): Because of the way copyright law has been retooled over the past 50 years, the **public domain** has been truly pushed aside. This needs to end.
about 4 hours ago · [Reply](#) · [View Tweet](#)

 [sigmaman](#): By limiting copyright to 50 years, the **public domain** would actually have a place in the modern world.
about 4 hours ago · [Reply](#) · [View Tweet](#)

 [publicdomainip](#): New blog post: Sources of **Public Domain** Materials
<http://www.thepublicdomainunleashed.com/pd/archives/73>
about 6 hours ago · [Reply](#) · [View Tweet](#)

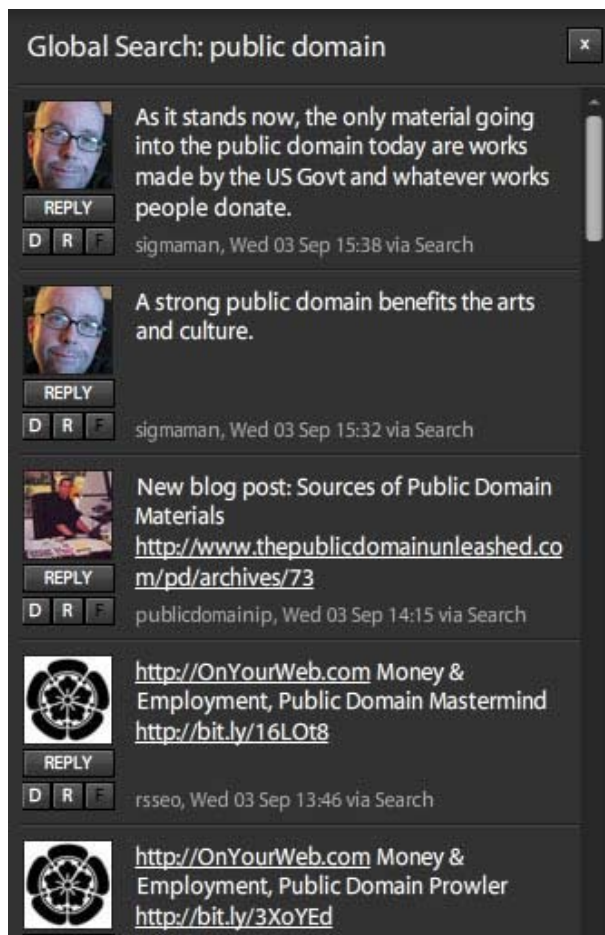
Above you'll see my search results for the keyword "Public Domain" and you'll notice that there are both discussions and links related to the Public Domain...very cool! Of course the results pictured above are a fraction of the results returned. With Summize, you cannot tell how many results there actually are, but I have gone back over 30-days worth of results (many, many pages) and there was no end in site.

Summize is a very easy website to use...nothing complicated or difficult. Just enter your keyword and click the button...simplicity at its best! However, if you do want to explore more specific ways to conduct your searches and research, just click on the "Advanced Search" link on the search page.

TweetDeck

<http://www.tweetdeck.com>

TweetDeck is fast becoming my personal choice for interfacing with Twitter because of its unique and powerful features that allow you to control the way your Twitter data is managed. In addition to allowing you to track your main Twitter feed, personal replies and direct responses, TweetDeck also allows you to conduct real-time keyword research from the local or global Twitter feeds. These results enable you to connect with discussions related to your keyword while they are happening. Imagine if there was someone in another part of the world who was looking for answers to questions that you can offer...and further imagine being able to connect with this person in real-time to offer help, build relationships, etc. TweetDeck's Search function enables you to do that in a way very few other tools (if any) can offer.



The image at left shows a search I run on an ongoing basis related to the Public Domain (of course). While the older entries can be found using Summize, the moment anyone using Twitter anywhere in the world posts a comment about "Public Domain", I'm notified of it. Now that's my idea of real-time niche-related research. I am personally using this feature to track numbers of keywords related to the various niches I'm involved with... including discussions on Siberian Huskies (for Kola of course). It's worth your while to make TweetDeck a regular part of your research strategy.

Tweet Beep

<http://www.tweetbeep.com>

Tweet Beep works very similar to TweetDeck's global search function with one big difference...it collects the keyword-related Twitter posts and e-mails them to you in digest form, much like Google Alerts, which we'll be talking about next.



[Alerts](#)

[Profile](#)

[Log Out](#)

[Hide](#)

Add New Alert

Alert Type: Keyword Link to Domain

Keyword alerts are useful for your name, company, product, favorite hobby, or any topic you want to keep track of. Alerts will ignore your own messages. Alerts too broad (like "and" or "the") will be disabled manually by the administrator.

Keyword: Match exact phrase

Check Hourly
 Check Daily

Options

Only if includes URL
 Search only text, not @reply name
Ignore if message contains

Whenever you go to the Tweet Beep website, you'll see the Alert set-up window as picture above. Simply enter your keyword, choose how often you want it to check Twitter, set your other options and enter your Twitter info. That's it! As Tweet Beep begins to search and monitor Twitter based on your keyword, you

will receive an e-mail notification with the posting information you requested. Below is an example of an e-mail based on the keyword “Public Domain.”

☆ TweetBeep.com to me [show details](#) 9:00 PM (32 minutes ago) [Reply](#)

Hi Tony Laidig! Your keyword "Public Domain" has been tweeted 49 times!

From: [@sigmaman](#) on Wednesday, September 3rd at 20:38:02 [\[link\]](#)
As it stands now, the only material going into the public domain today are works made by the US Govt and whatever works people donate.

From: [@sigmaman](#) on Wednesday, September 3rd at 20:32:26 [\[link\]](#)
A strong public domain benefits the arts and culture.

From: [@sigmaman](#) on Wednesday, September 3rd at 20:31:45 [\[link\]](#)
Because of the way copyright law has been retooled over the past 50 years, the public domain has been truly pushed aside. This needs to end.

From: [@sigmaman](#) on Wednesday, September 3rd at 20:30:50 [\[link\]](#)
By limiting copyright to 50 years, the public domain would actually have a place in the modern world.

From: [@publicdomainip](#) on Wednesday, September 3rd at 19:15:36 [\[link\]](#)
New blog post: Sources of Public Domain Materials <http://www.thepublicdomainunleashed.com/pd/archives/73>

From: [@rsseo](#) on Wednesday, September 3rd at 18:46:03 [\[link\]](#)
<http://OnYourWeb.com> Money & Employment, Public Domain Mastermind <http://bit.ly/16LOt8>

From: [@rsseo](#) on Wednesday, September 3rd at 18:46:01 [\[link\]](#)
<http://OnYourWeb.com> Money & Employment, Public Domain Prowler <http://bit.ly/3XoYEd>

From: [@sigmaman](#) on Wednesday, September 3rd at 16:02:13 [\[link\]](#)
Cool, public domain photo: <http://tinyurl.com/5zi8zq>

From: [@dporter](#) on Wednesday, September 3rd at 13:19:58 [\[link\]](#)
JAMA now placing ads for articles in the public domain? - <http://blog.case.edu/ccrhd/>

Now you might have figured out by now that much of the information you'll receive using Summize, TweetDeck or Tweet Beep is the same...it is. I like using all three options however, because the delivery and formatting is different. So I hope that you can see the value in each tool.

Google Alerts

<http://www.google.com/alerts>

Google Alerts is much like Tweet Beep (Tweet Beep is based on the Google Alerts concept) in that you can set keyword parameters and then have the results e-mailed to you on a daily basis. The BIG difference is that Google Alerts is scanning the news channels and blogs for up-to-date-postings that are related to your keyword! Having access to this information can give you a huge edge in your market research because it connects you to information and people that, before Google Alerts, you would have never known of.

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type: ▾

How often: ▾

Your email:

Google will not sell or share your email address.

Setting up an Alert is simple...enter your search terms, the type of results you want returned, how often and where you want the results e-mailed to...that's it! You can create as many Alerts as you wish. Again, much like Tweet Beep, the results you receive by e-mail are presented in digest form for easy

review. Below is a day's listing for "Public Domain." Notice that there are links to each result for quick access.

Google News Alert for: "public domain"

[RNC Holds a News Teleconference on the Convention Schedule](#)

CQPolitics.com - Washington,DC,USA

We anticipate those nights going as planned just with modifications of the program that you certainly have in the **public domain**. So I would like to say that ...

[See all stories on this topic](#)

[Public 'entitled to accountability'](#)

Irish Times - Dublin,Ireland

FARMERS MAY not be happy with the decision to have the money they receive in EU payments put into the **public domain**, but other professions have had to come ...

[See all stories on this topic](#)

[Details Of The Palin Vetting Process](#)

CBS News - New York,NY,USA

Palin also submitted tax returns for more than seven years and prior public disclosures including articles she had written that aren't in the **public domain**. ...

[See all stories on this topic](#)

[Sarah Palin: Shooting Star?](#)

Washington Post - United States

"We had a surprise and we chose the surprise rather than sort of methodically moving it out into the **public domain** and playing the game you normally play ...

[See all stories on this topic](#)

[NSSF saga exposes folly of our politics](#)

Daily Nation - Nairobi,Kenya

For Mrs Lumbasyo, the information in the **public domain** is that she has presided over the slow and painful turnaround of the Fund. Taking over an institution ...

[See all stories on this topic](#)

[Conveyancing legal services website launched](#)

M Consulting - Birmingham,UK

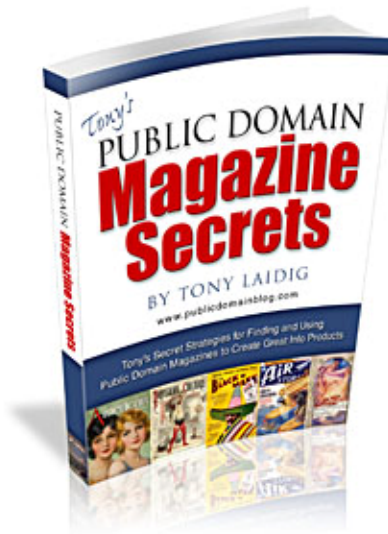
The new service entered the **public domain** on September 1st 2008 and will provide a law firm marketing boost to 170 solicitors featured on the site. ...

Conclusion

Emerging tools like the ones I shared in this report are making it easier than ever to connect with the information and the audience related to whatever niche(s) you're involved with. Having instant access to this information, along with the increased ability to build relationships with your target audience makes using each of these tools a no-brainer. Not only will you expand your reach into your niche market, but you will also further establish yourself as an expert in your field. Do yourself a huge favor and begin using these tools today! And once you get on Twitter, make sure you follow me. I'd love to interact with you and get to know you better! You'll find me at <http://www.twitter.com/tonylaidig>.

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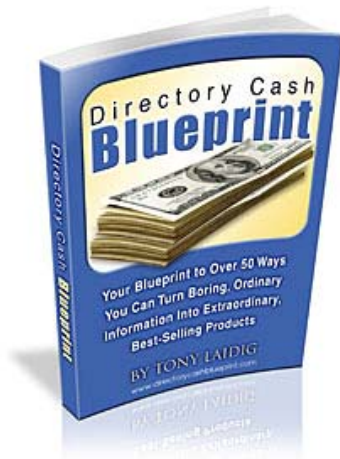
EVERY issue of ANY magazine whose copyright was not renewed in the 28th year of first publication is NOW in the Public Domain!

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from magazines, journals and periodicals
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“Got the toolbar. Great Tool!! Thank you!!”

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“I LOVE THE TOOLBAR.”

“Thanks again for a great tool...if only I had time to execute all the ideas that are flowing from this!”

“Very cool tool!”

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