

Ezine Cheat Sheet

- 1. Type in your keyword or product name in the search box on the lower left hand side.**
- 2. Scroll down to the newest results to start identifying possible authors expending a lot of effort.**
- 3. Look for author names that appear more than once. Write these names down.**
- 4. Search for each author name and see:**
 - a. How long they have been writing in this niche and what angle they use for their content.**
 - b. What categories they have been submitting too.**
 - c. If their resource box stays consistent.**
 - d. Locate most viewed articles and grab keywords for testing.**