



## Product Training Guide

# Market Mapper

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## Standard Topics:

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### Overview

Market Mapper is a company search engine plain and simple. Market Mapper will allow you to create lists of companies and their websites that are highly targeted as well as extremely up-to-date. You can use Market Mapper to build lists of companies by industry, industry/location, or based on the appearance of unique keywords on their website. For example if you wanted to build a list of companies that offer webinars Market Mapper can build you that list by looking at

Market Mapper relies on the Internet for all of its information; an active Internet connection must exist for Market Mapper to search at any time.

### Terminology

#### Search Terms (also called Starting Point Terms)

- These are search terms that must be found on the company's home or about page.
- Use basic Boolean terms (AND / OR) to improve searching

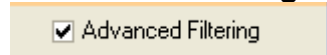
**Example 1:**

civil engineer – Poor  
"civil engineer" – OK  
"civil engineer" AND "public works" – Good

**Example 2:**

Hr consultant – Poor  
"Hr consultant" – OK  
"Hr consultant" AND quickbooks AND certified - Excellent

### **Advanced Filtering Options (check advanced filtering in search setup to enable)**



#### **Filter Keywords (Homepage Terms)**

- These should be phrases consisting of more than two words
- Add these phrases and terms from the HOMEPAGE and ABOUT page of a website that matches the type of company you are looking for.
- A special feature of the Homepage Terms is the ability to use the 'S' operator when creating phrases.

**Example 1:**

"civil engineer" S "public works" = The phrase "civil engineering" must be in the same sentence as "public works" on a site's homepage or about page.

**Example 2:**

"Hr consultant" S "Hr software" S certified = "Hr consultant" must be in the same sentence as "hr software" and certified again this sentence must be on the home or about page of a web site.

**Note:** The 'S' operator only works in the Homepage Terms and Exclude Terms areas.

#### **Filter Excludes (Excludes Terms)**

These are the opposite of Homepage Terms, if an exclude term is found on the HOMEPAGE or ABOUT page of a website that site will NOT be included in the results.

## Creating a search plan

### Step 1.

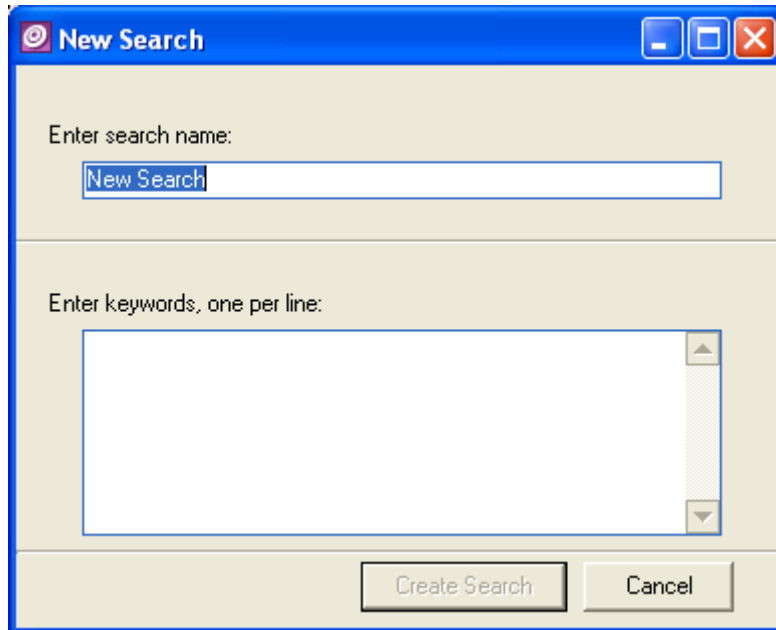
Click the New Search... button on the top toolbar.

### Step 2.

Enter a name for your search plan

### Step 3.

Enter one or more keywords to your list of terms  
Click Next



The image shows a 'New Search' dialog box. The title bar is blue with a magnifying glass icon and the text 'New Search'. Below the title bar, there are two sections. The first section is labeled 'Enter search name:' and contains a text input field with the text 'New Search' inside. The second section is labeled 'Enter keywords, one per line:' and contains a multi-line text area. At the bottom of the dialog, there are two buttons: 'Create Search' and 'Cancel'.

## Searching

Click the Start button on the top toolbar

You will be prompted with two search choices:

**Calibration Search** – After you run your search initially and revise your search based on the results, you will want to use this search multiple times until you feel the results are 95%+ accurate. Calibration search will get the first 50 results.

**Full Search** – This search should only be used after you have run the Calibration search several times and revised your search to where you feel you are getting accurate results.

That said, if this is the first time you are running a search choose Calibration Search.

## Refining Your Search

The most important part of creating a Market Mapper search is the refinement process. The refinement process begins after your initial Calibration Search is finished and you have some results in the results window. To refine your search double-click on the website for the first result in the results tab. This will

launch the companies' web page inside Market Mapper Browser. Look at the text on the homepage and about pages for phrases that will be found on other companies' websites. Also look for simpler terms that can be added to the Search Terms. In either case you can easily add terms by highlighting a word or phrase with your mouse and click the the appropriate 'Add' button on the top of the browser window. Repeat this process for several companies and than click the Start button and choose Calibration Search.

This entire refinement process should be repeated until you believe the results tab contains 95%+ accurate results.

## **Completing Your Search**

Once you believe that your results tab contains accurate results you may use the Full Search option found by clicking the Start button inside Market Mapper. The full search may take a long time to complete sometimes even days depending on how large of a market you are searching.

Below you will find several other features of Market Mapper that will help you build you search once you've gotten past the basics.

### Results Menu -> Scan for keywords

A great tool to use when you have over 20 accurate results for your search. Located under the top Results Menu this features scans the websites listed as results and provides an analysis of the most popular keywords and phrases. Use the 'Add to..' buttons to add these terms to search, homepage, or exclusion terms.

### Split by Area

A method of directing a company search to only target companies in a geographic range or state. This should only be done after you have created an accurate search plan that you know will bring back the correct type of companies. To use this feature right-click on a search term and choose 'Split by Area' from the popup menu. You will be prompted to enter a zip code and a range in miles and

#### **Step 1.**

Enter a zipcode corresponding to the area you want to target.

#### **Step 2.**

Select a mileage range from the dropdown.

#### **Step 3.**

Click the Search button.

#### **Step 4.**

Click either the Split by City or Split by State button depending on what is appropriate for your search.

#### **Step 5.**

Please wait while Market Mapper reconfigures your search to be location specific, this may take some time.

#### **Step 6.**

You will need to delete the search terms that do not include a location as they will return non-targeting results.

#### **Step 7. +**

Repeat this process for each search term

## Advanced Topics:

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### Settings

#### Terms Enhancement

When this option is checked, Market Mapper will automatically add common business identifiers to your Starting Point terms.

***Example:***

Starting Points of:

“CRM software”

“Marketing automation”

Market Mapper expands your search to include terms such as:

“CRM software [company](#)”

“CRM software [manufacturer](#)”

“Marketing automation [company](#)”

“Marketing automation [Inc](#)”

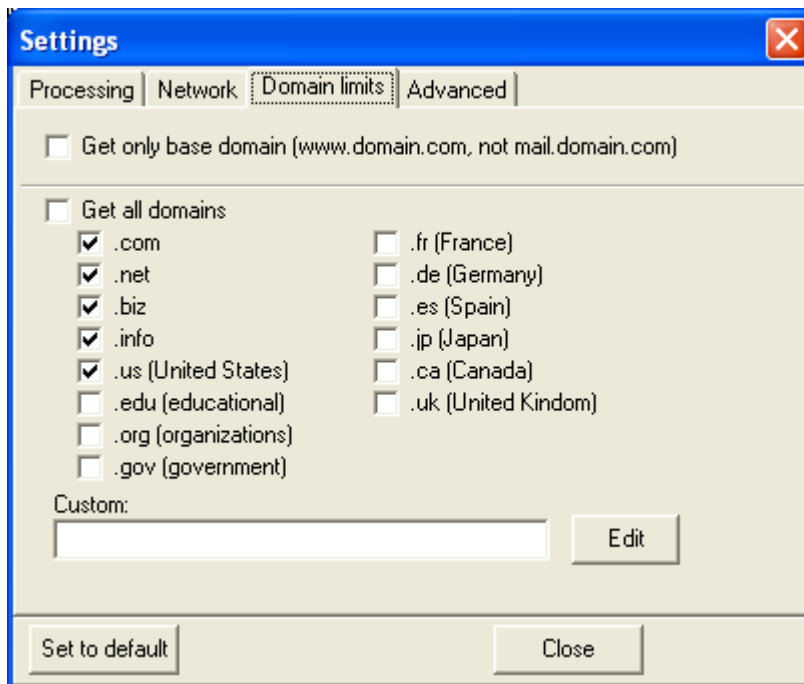
The exact list of enhancement terms is undisclosed but includes; [company](#), [inc](#), [incorporated](#), [manufacturer](#).

## Domain Limits

The domain limits allow you to limit your Market Mapper search to only specific types of websites.

### **Example:**

If you only wanted to target educational institutions or non-profit organizations you would want to check only .edu or .org domains.



Likewise, if you check Get all domains you will override any other checks and search results will be from all domains. This is a very useful and important setting that can greatly improve results by narrowing the scope of the search. In the same way it can severely limit your search, obviously if .edu is the only checked domain searching for software companies will be impossible.

## New Start URL

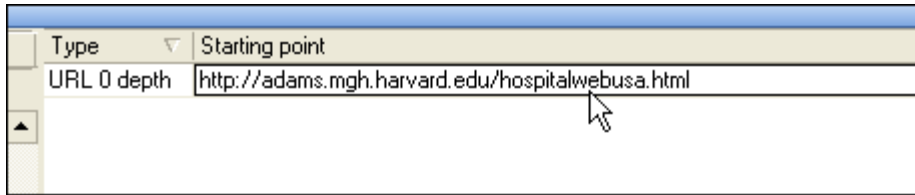
In addition to adding keywords in the Starting Points you can also add the URL of a list of company websites. Market Mapper will examine the websites on the list and try to match them against your Homepage terms.

**Step 1.**

Right-click in the Starting points area and choose New Start Url.

**Step 2.**

Click once in the new Starting point line to type or paste in a website address (URL)



In this example I used Hospital Web USA, a list of over 2000 hospital websites.

**Step 3.**

Make sure you have defined at least (1) Homepage term, for this example I used a single Homepage term of "spiritual care".

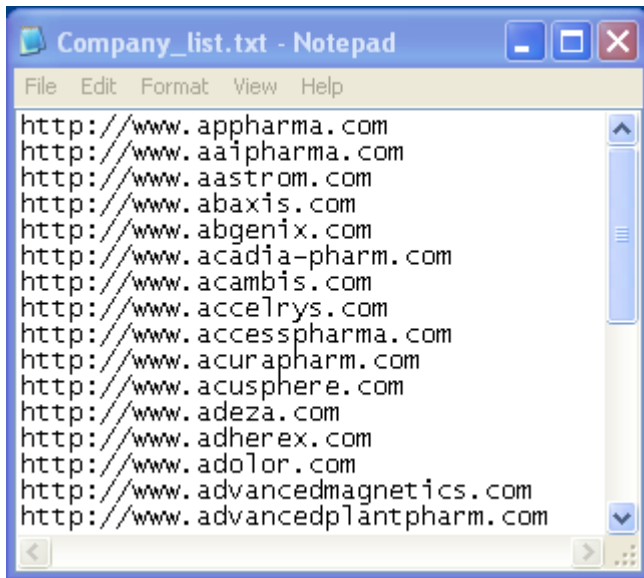
**Step 4.**

Start your search as normal.

There is no limit to the number of text files, URLs, or keywords you can add to the Starting points generally the more the better and longer your search will run.

## New Text File

Just as Market Mapper can use an online list of websites as a starting point, it can also use a text file which contains company websites.



Screenshot of my text file

The process of adding a text file is very similar to adding a URL starting point.

**Step 1.**

Right-click in the Starting point area and choose New Text File.

**Step 2.**

You will be prompted to locate a file containing company website addresses.

### Step 3.

Begin your search as normal.

There is no limit to the number of text files, URLs, or keywords you can add to the Starting points generally the more the better and longer your search will run.

## Working With Keywords

### Low Priority

The option can be found in the Homepage Terms area by right clicking on any homepage term.

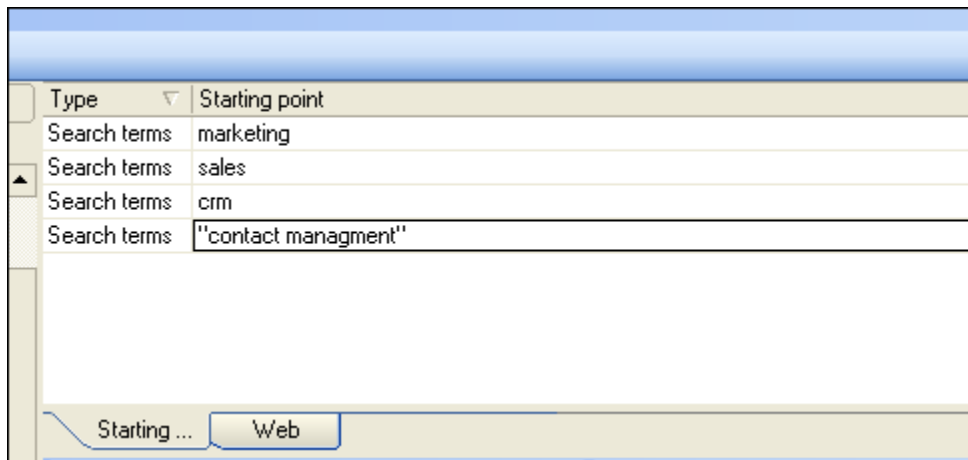
Turning this option on for a given keyword(s), the search will focus on matching Other keywords in front of any marked low priority. This may help build a more accurate list quicker by focusing on longer keywords and phrases.

### Split By...

The Split by... function can be found in the right-click menu of both the Starting Point terms AND the Homepage terms. The purpose of this feature is to allow you to quickly modify your keywords based on commonly used criteria.

#### **Example 1:**

In this example we want to add the phrase 'software' to all of our Starting Point terms.



The screenshot shows a table with two columns: 'Type' and 'Starting point'. The 'Type' column contains 'Search terms' for each row. The 'Starting point' column contains the keywords 'marketing', 'sales', 'crm', and '"contact managment"'. Below the table, there is a 'Starting ...' label and a dropdown menu currently set to 'Web'.

Type	Starting point
Search terms	marketing
Search terms	sales
Search terms	crm
Search terms	"contact managment"

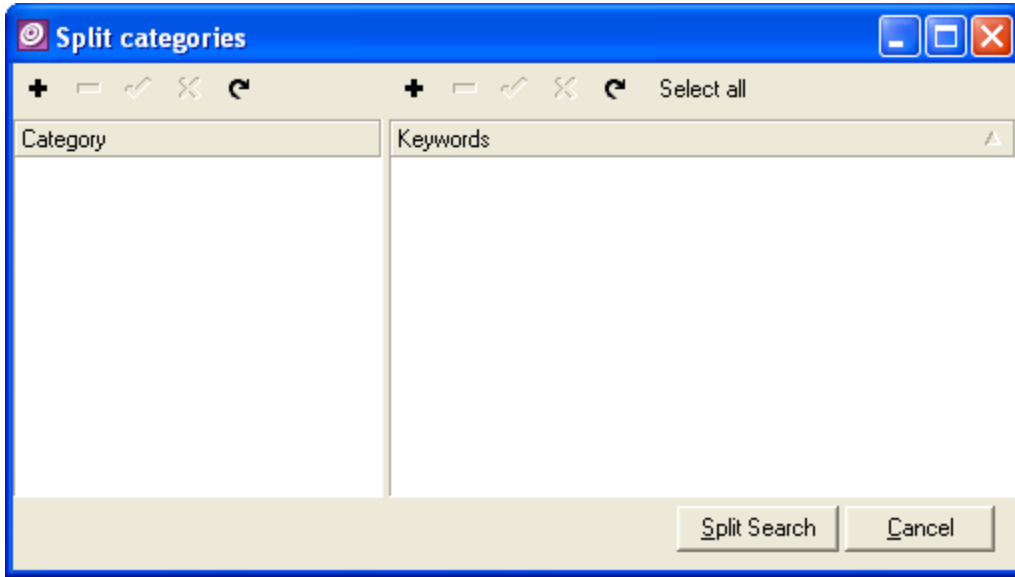
Starting ... Web

Right-click on any of the starting point terms and choose Split by... from the popup menu.

*Note: You can modify multiple keywords by selecting multiple keywords before right-clicking.*

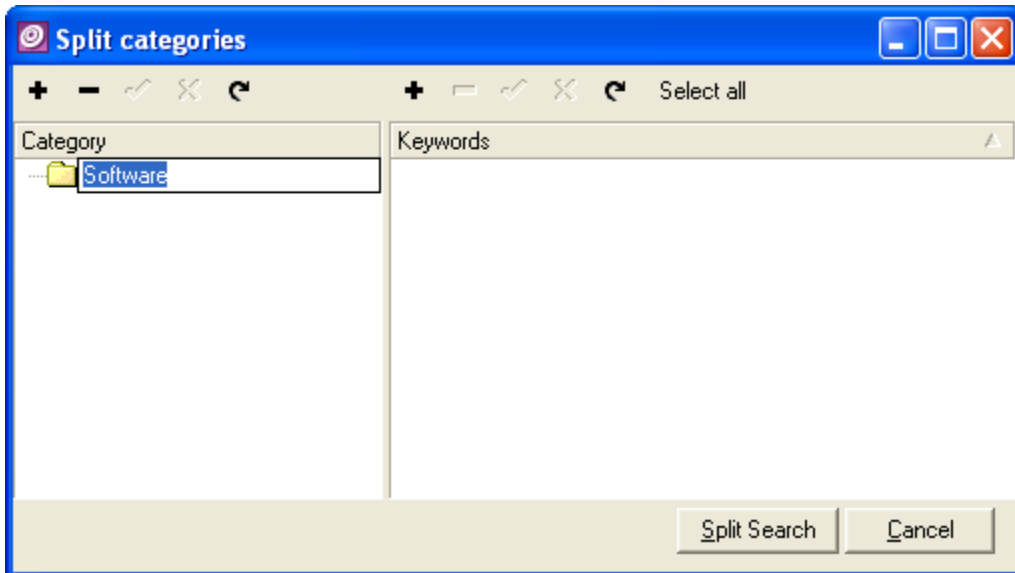
**Step 1.**

Click the + button directly above the Category column.



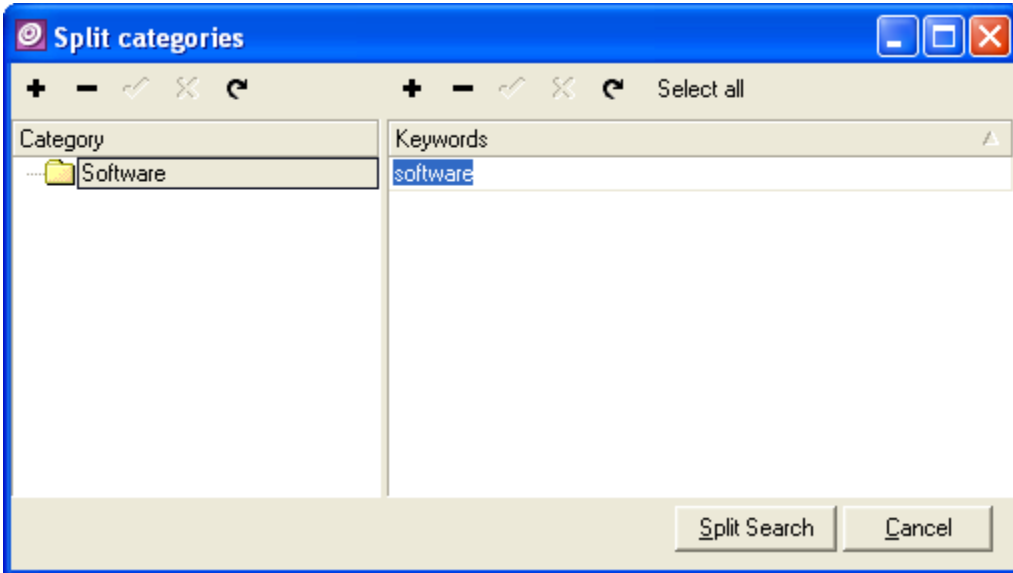
**Step 2.**

Name your new category by clicking one time next to the newly created folder and typing in your desired name. Finish by clicking the checkmark icon.



**Step 3.**

Add keyword(s) by clicking the + button directly above the Keywords column, click once in the first line of the Keywords column and type the desired keyword in this example "software".



**Step 4.**

Finish by clicking the Split Search button. Market Mapper has created a new keyword automatically. Again, you can change multiple keywords at the same time by holding down the CTRL key on your keyboard and clicking on each keyword you wish to change before right-clicking.

