

TASKS: DAY 2

TASK 2.1: TRY A BROAD-BRUSH SEARCH

Think of broad brush searches as **nouns**. Catch-all words that describe a whole set of items. In this Task you'll find some nouns and use them as a broad brush search. Grab some notepaper and a pen first.

TASK 2.1.1: Set up your **NOTEPAD** worksheet

1. Go to your spreadsheet, *100days_yourname_list*.
2. Start a new worksheet and label it NOTEPAD, putting NOTEPAD in cell A1 too and bolding it for emphasis.
3. In cells B2 to F2, write labels for the five layers of the economy you met on Day 1: MARKET, SECTOR, COMPANY, DEPARTMENT, and INDIVIDUAL.

TASK 2.1.2: View HTML to find search terms

1. Go to your spreadsheet, *100days_yourname_list* and go to worksheet COMPANIES.
2. Look for the single company you chose on **Day 0** (it should be in row 3.) Type the web address from cell L3 into your browser, to visit that company's website.
3. Click **View Source** from your browser menu. (Different web browsers handle this differently. On Chrome, it's *View > Developer > Page Source*. On Safari, go to **Preferences**, and on the *Advanced* tab click *Show Develop Menu*.)
4. Go to your browser's equivalent of *Show Page Source*. The code that appears is the HTML you learned about earlier—recognise the <tags> enclosed in angle brackets?
5. Look for two tags that start <meta name="description" and <meta name="keywords". Many sites use one or both of these tags as a basic description they want search engines to see.
6. If you can't see the tags, look at the Home page headline and text.
7. Now look at the company's description (in the metatag "description" or the headline and first paragraph on the Home page).
8. Note down the nouns (and noun-like words) you see on your worksheet NOTEPAD. For example, a financial institution may have *bank, City of London, fixed income, securities, EMEA, Fortune 500, and investment advisors*.
9. If there's a "keywords" tag, write down everything.

TASK 2.1.3: Add search terms to your NOTEPAD worksheet

1. Go to your spreadsheet, *100days_yourname_list* and go to worksheet NOTEPAD.
2. In cell B3, under MARKET, write down the noun for the marketspace that business operates in. It'll usually be geographical, like the city you work in, but could be more abstract, like *beach resort* if you service surfboards.
3. If there's more than one, choose the term that makes most sense for that business: if you're London-based and work with banks, you'd put City of London rather than EMEA.
4. In cell C3, under SECTOR, write down a noun that describes the business's area of expertise. It'll rarely be exact: you may want to use *financial services* or *investment banking* rather than *bank*.
5. In cell D3, under COMPANY, write down a noun that describes what the business does within the sector above, like *fixed income* or *legal compliance*. Product and service names work, but avoid brand names specific to one company.
6. If there's more than one, choose the one you know most about: a company's more likely to become your customer if you know its business inside out already.
7. Leave E3 and F3 blank for now.

TASK 2.1.4: Perform your first broad brush web search

1. Now go back to Google. Type some of your search terms and any operators into the search box, such as "*City of London* banking *fixed income*" in the example. (The quotes mean Google looks for the exact phrase "City of London" in its index, rather than City and London separately.)
2. Hit **Search**. You'll see a page of results listing companies in the market, sector, and line of business your search specified. Note down the number of results found.
3. Write down the web addresses (URLs) of 5 companies you see. Chances are they'll look interesting as prospects.
4. Add these companies to worksheet COMPANIES, completing the other details as you did for your first company on **Day 0**.

That's a **broad brush search**. You'll see that even this simple method has turned up a few companies similar to the one you wanted as a customer on **Day 0**. In **Part 5** you'll refine it to build your **List** of companies to approach.

TASK 2.2: TRY A LONG-TAIL SEARCH

If broad brush searches look like nouns, long tail searches look like **adjectives**. They narrow down a broad search, marking out a small slice within the broad category. Let's try one.

1. Look at your lists of search terms on worksheet NOTEPAD.
2. Go to Google. Type in **site:** then, without a space, the main web address of the company in worksheet COMPANIES (cell L3).
3. Add a space, and then one of the nouns describing your chosen company's line of business, such as *fixed income*. Your search will look like this: *site:company.com "fixed income"*.
Hit Search.
4. Note the number of results found is much lower than with a broad brush search. That's because your **site:** instruction to Google (called an **operator**) told it to search only the website you specified.
5. Look down the list of results. You'll see snippets of text containing your noun. Look at the context that noun appears in. For this example, it includes fixed income types, fixed income funds, fixed income managers, fixed income assets. (See how *fixed income* acts as an adjective?) Note down 4-6 of these terms anywhere on worksheet NOTEPAD. Don't be too formal about it; this is just practice.
6. Clear your Google search box. Type any of those related terms in. You'll see a grab-bag of results: definitions, articles, blogs . . . but also **departments** (teams within companies dealing with the term you searched for) and **individuals** (LinkedIn profiles, biographies) working in them.
7. Click on a few teams and individuals. Note the terms they use to describe themselves on these web pages. (In the example, terms like *FI Advisory Team* and *FI Portfolio Manager*.) Often, a department will lead you to individuals within it.
8. Just for fun, try these searches preceded by *site:* and the web addresses from Task 2.1.2 as well.
9. Once you've done a few of these, note the similarities between the department names and the job titles of individuals. Over time, by doing more of these, you'll develop a set of the most common, giving you a path to finding the people and teams you most want to work with.

That's a **long tail search**, where you explore the search space "within" your broad brush search. It's the basic method you'll use to add individuals to your **List** in **Part 5**.

TASK 2.3: PRACTICE THESE METHODS

In **Part 3**, you'll develop your broad brush and long tail skills further with the use of search engine **operators**: "punctuation" in your search string that tells the search engine to search in a specific way, honing your results and making them more accurate.

As practice, try broad brush and long tail searches for sectors or companies you're familiar with. Within an hour or two, you'll develop a keen understanding of how different broad brush and long tail searches are, and the opportunities using both methods together can enable.



That's it for your second day, **Day 2**. Now let's use your newfound web smarts to set up your **sales website!**

CHECKLIST: DAY 2	
DO YOU UNDERSTAND:	
How websites, web pages, and links make up the web	
How pages are structured with tags and other metadata	
How search engines index web pages	
Why LinkedIn and Google are useful proxies for your marketing	
The difference between broad brush and long tail searches	
HAVE YOU COMPLETED:	
30 mins	Found the meta tags "description" and "keywords" for one company
15 mins	Set up your NOTEPAD worksheet
1 hr	Performed broad brush searches to find search terms of interest in your marketplace
1 hr	Performed long tail searches to find 5 companies of interest in your marketplace
1 hr	Added 5 more companies to your List
2 hrs	Practiced 10-12 broad brush and long tail web searches within a market sector you know
TAKEOUTS:	
Web technology. Worksheet NOTEPAD. Broad brush search skills. Long tail search skills.	
TOTALS:	
Companies found	6
People listed	0