Ebook Niche Explorer User Manual

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Need help or support, or just not sure about a feature?

Submit a Support Ticket at:

http://www.tnrsupport.com/support/index.php?/Tickets/Submit

Also, view our Getting Started video at:

http://netresultsproducts.s3.amazonaws.com/gettingstarted.zip

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This manual was created: March 2012

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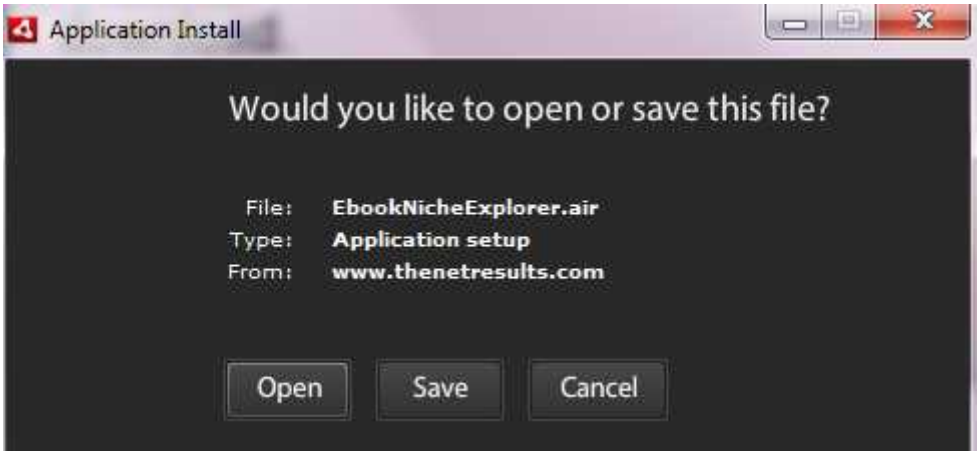
Installing the Ebook Niche Explorer

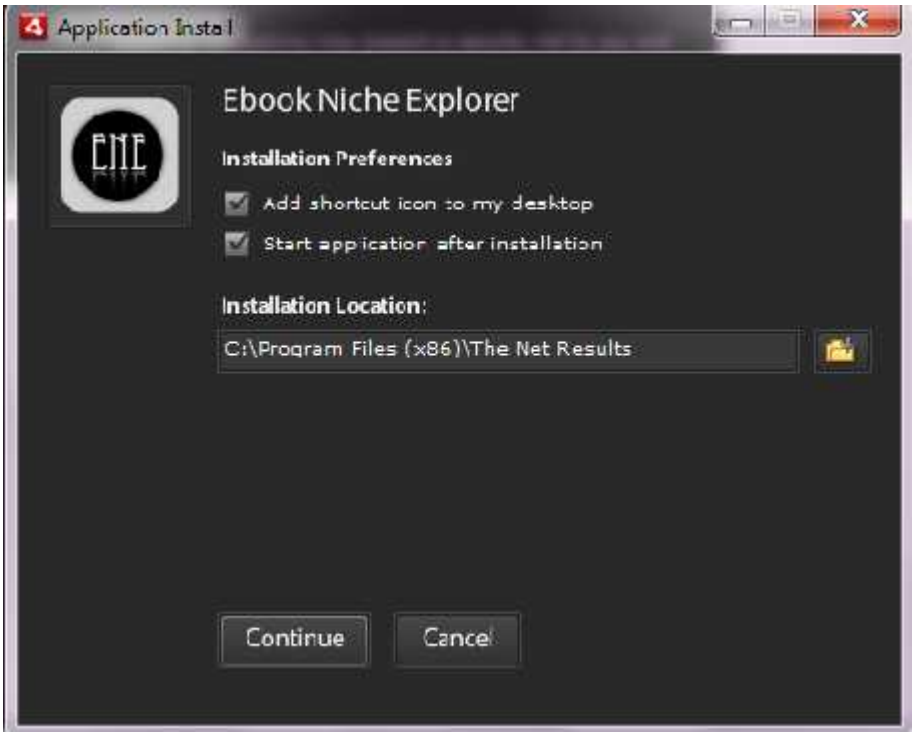
From the download link, click the Download / Install Now button.

Once the Adobe Air Window opens, click Open to run the installer.



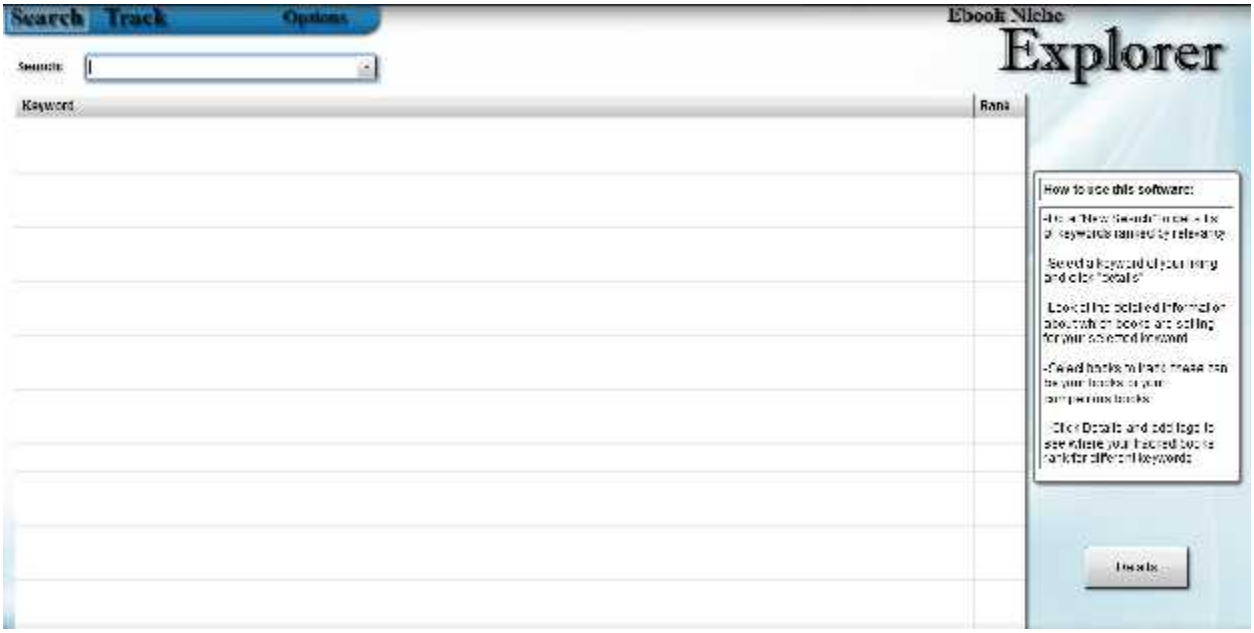
Next click ‘Install’ to install the software.

The next window will show you the default installation path for the software, and give you the options to create a shortcut and launch the program after installation.

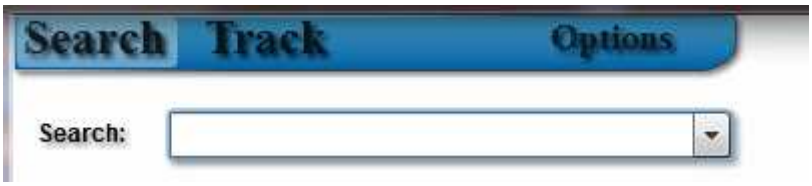


Using the Ebook Niche Explorer

Open the Ebook Niche Explorer. The home screen appears:

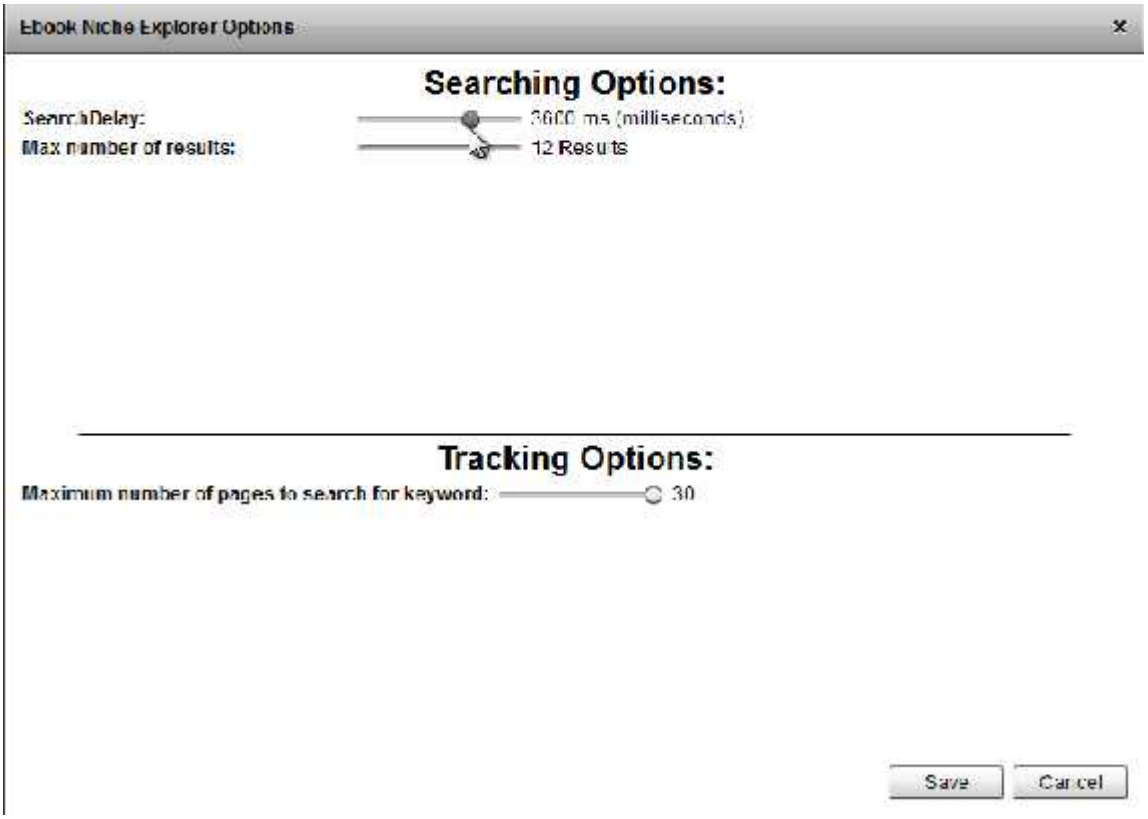


Across the top left hand side of the screen, you will see the navigation menu. Here you have the option to ‘Search’, ‘Track’, or set up ‘Options’.



Options

Let's take a look at Options first. Choosing Options opens the next Options window.



The first section is the Searching Options:

Search Delay: This tells the Ebook Niche Explorer how long to wait in between completing each search.

For the Search Delay setting, James Jones recommends the program default of 300ms.

Max Number of Results: This indicates how many results you want the Ebook Niche Explorer to retrieve each time you do a search.

James Jones also recommends the default value of 12, which is the total number of results on the first page of Amazon for that search term.

The next section is the Tracking Options.

Tracking Options refers to the Maximum number of pages to search for a keyword.

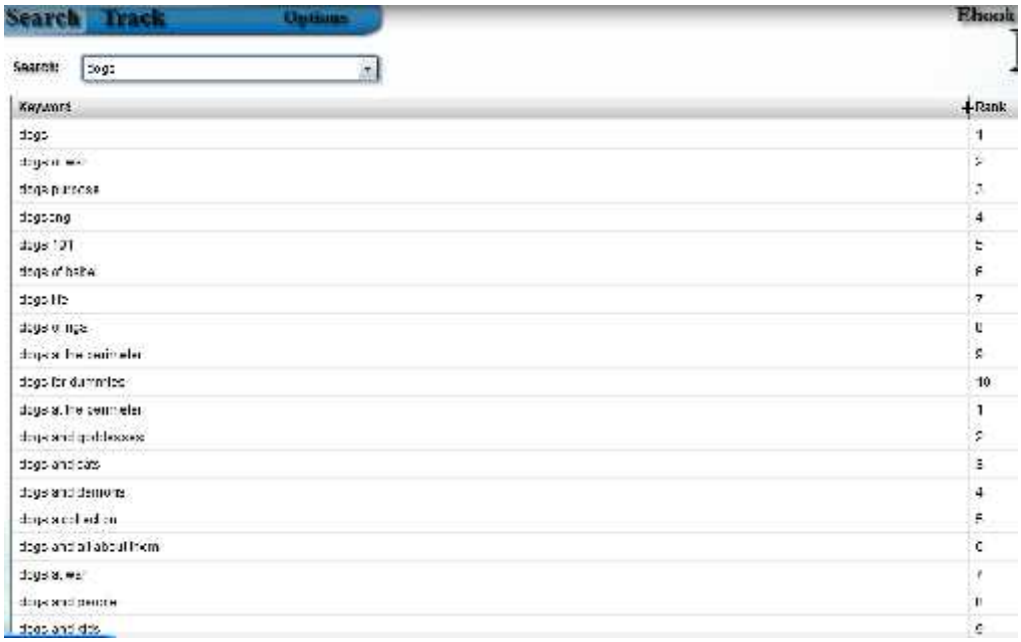
James Jones recommends this setting be between 28 and 30.

**Make sure to hit the Save button if any changes are made to your settings.

Searching

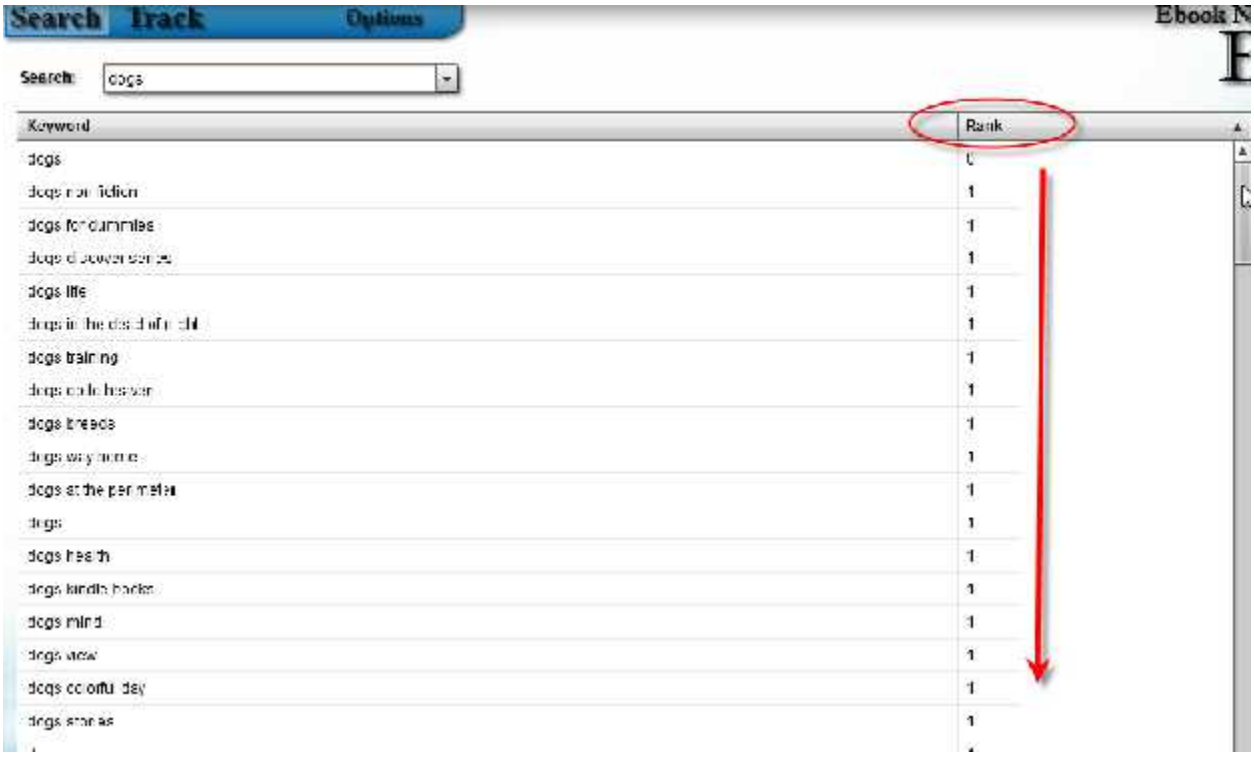
Enter your keyword or phrase in the search box, and then click Enter.

A list of relevant keywords and their rank will populate into the grid below the search window.

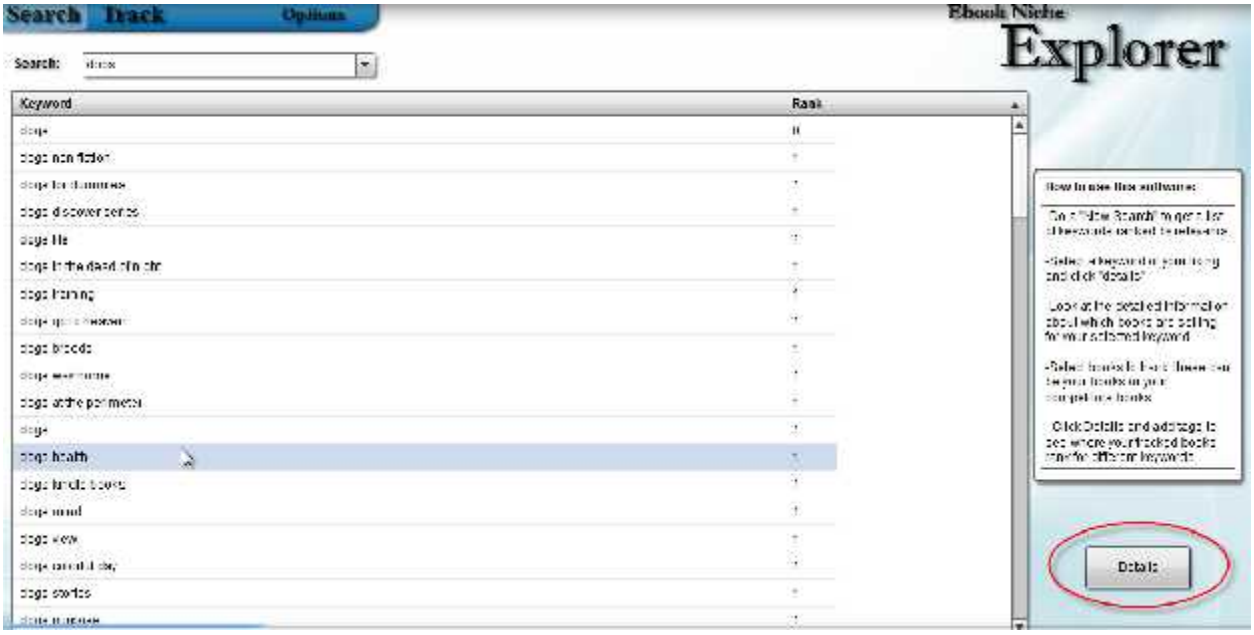


These keywords correlate to the “recommendations” that show up when you search in the Kindle Marketplace for the same phrase. We believe these “recommendations” are in order by the number of searches on Amazon.

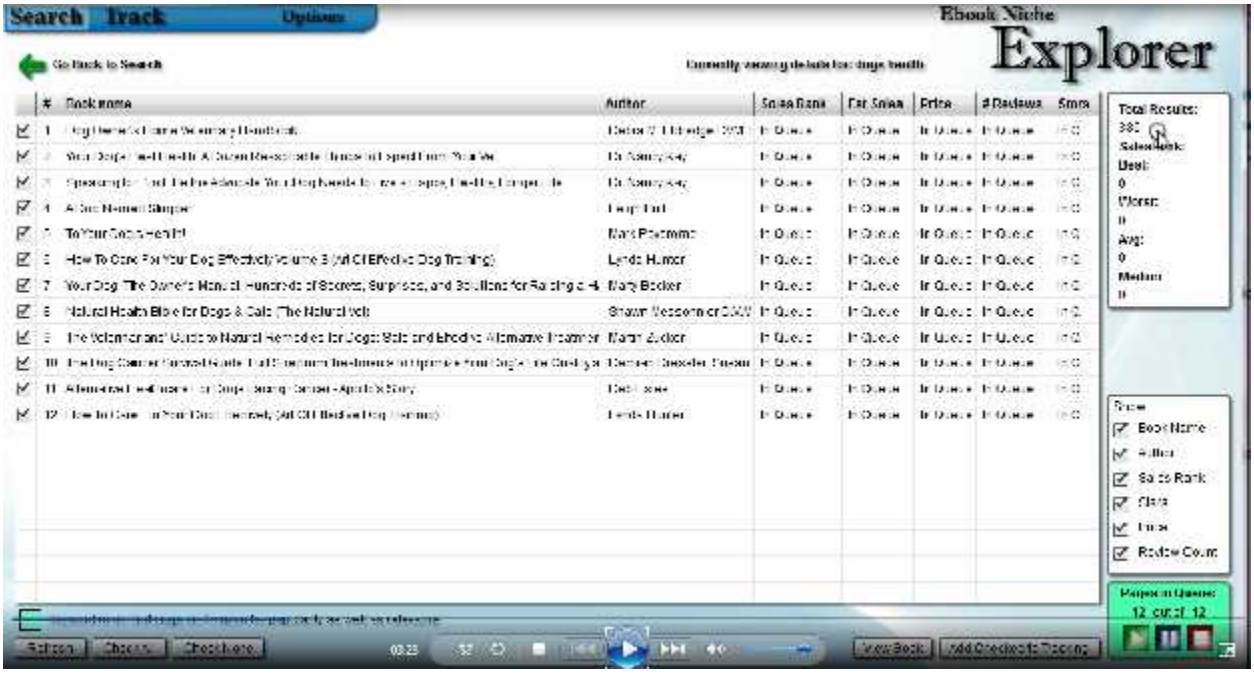
You can click on the ‘Rank’ column header to sort the keywords by position. The keywords that are in the top position are the words that are being searched the most frequently for your original phrase. (This is based on “Relevancy” on Kindle)



Once you've determined a keyword that you would like to take a closer look into, you can double click that keyword, or click 'Details' to open the new search window.



The new search window will show the top ebook results for that keyword phrase. (Number of results based on the settings options)

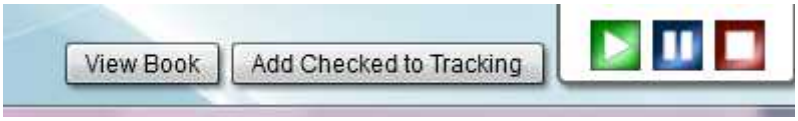


All details will show "InQueue" until the data has fully been processed.

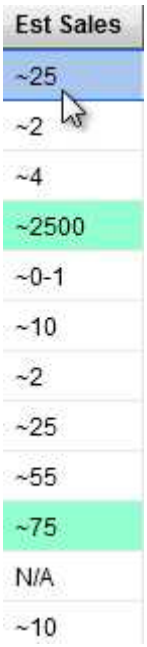
From this screen you can see the Book Name, Author, Sales Rank, Est Sales, Price, # of Reviews, and number of Stars.

If a book title shows up in a teal colored highlight, this means that that book shows up on the first page of Amazon results when sorted by ‘Relevancy’ and when sorted by ‘Popularity.’

Double clicking on a Book name will open your default browser to that book listing in the Kindle Store. Or you can click the ‘View Book’ button at the bottom right of the screen.



The number in the ‘Sales Rank’ column directly refers to the sales rank assigned by Amazon. That number can be found in the book’s listing under ‘Product Details’.



James Jones has created a formula that calculates the estimated number of monthly sales a book should receive based on the Best Seller rating.

The final three columns refer to the price of the book, the number of reviews the book has received, and the number of stars.

Price	# Reviews	Stars
$33.04	125	4.6
$6.99	11	5.0
$7.99	77	5.0

On the far right top corner of the Ebook Niche Explorer window, you will see the summary window.

When looking for a good ebook niche, James Jones recommends looking for at least 37 total results, best seller ranking under 25,000, and an average of less than 100,000.

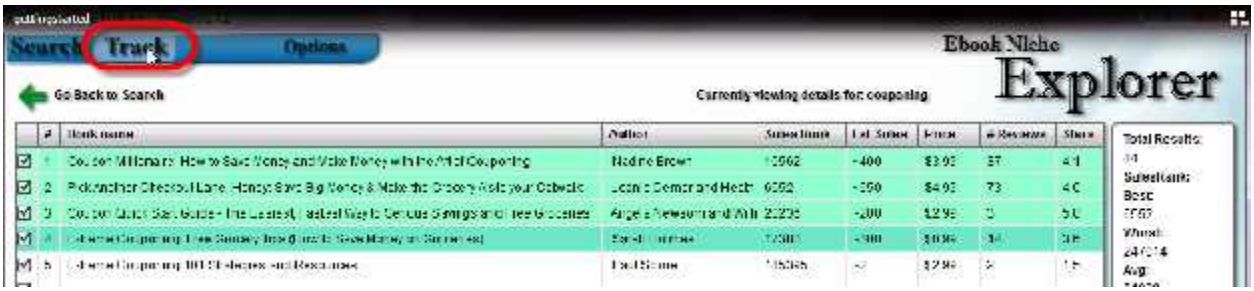
The ‘Median’ is the average with the lowest and the highest number removed.

Tracking

The Ebook Niche Explorer allows you to track books to see how they perform over time. You can track your own books, or your competitor's books.

You will first need to locate the ASIN number of the book that you wish to track. This information can be found in the 'Product Details' section of the book's listing on Amazon.

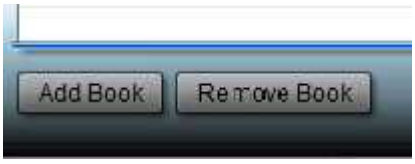
Once you have the ASIN number, click on 'Track' in the Ebook Niche Explorer window.



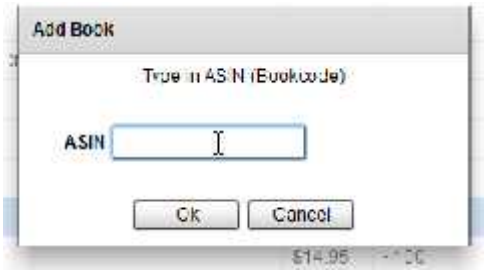
Click on the '+' symbol to create a new project, and then give your project a name.

If you have already completed a search for that keyword, the Ebook Niche Explorer will locate that search and display the results.

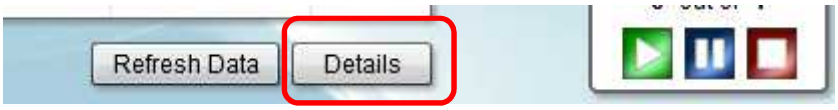
To add a new book (from the ASIN number), click ‘Add Book’ in the bottom left hand corner of the window.



Here you will enter the ASIN number of the book you wish to track. That book will then be added to the results grid.

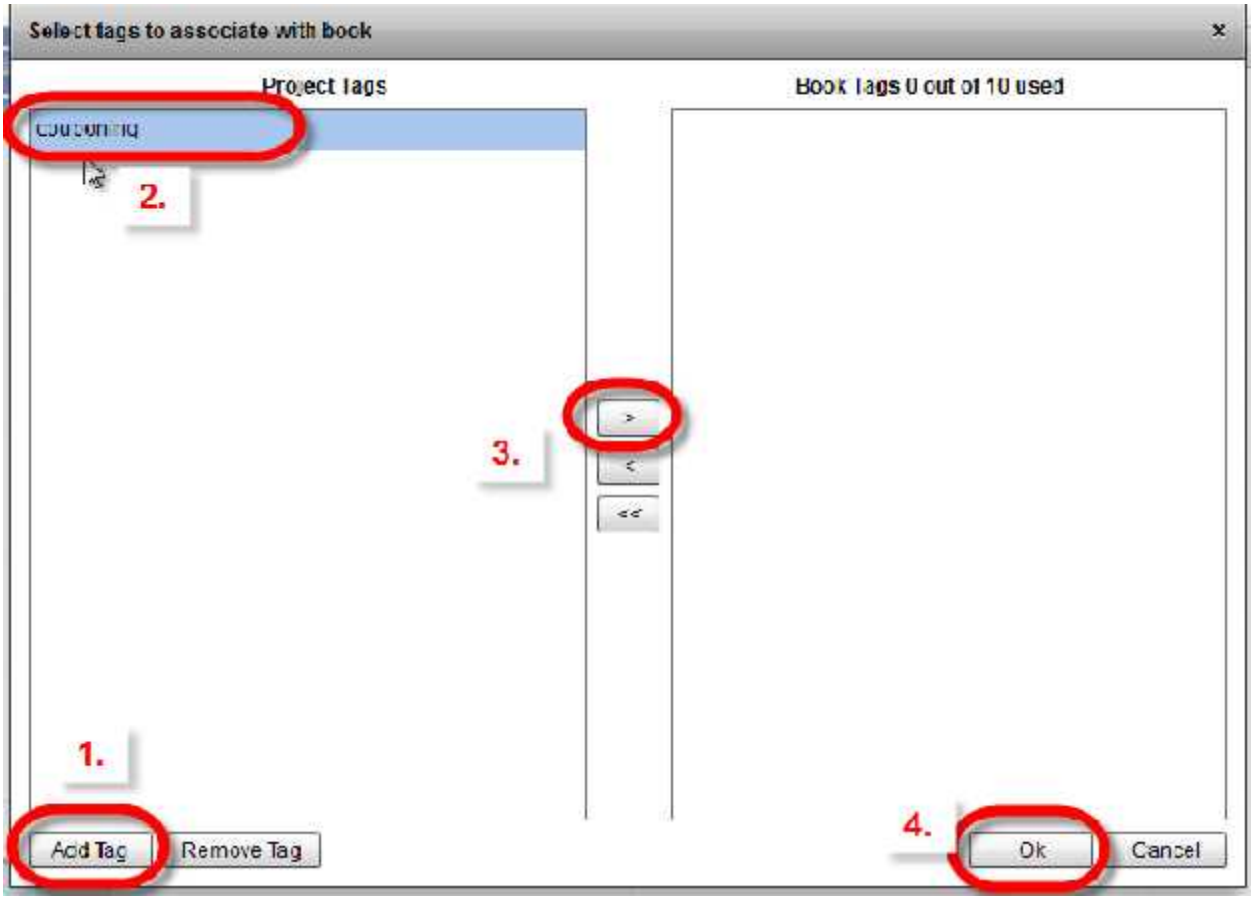


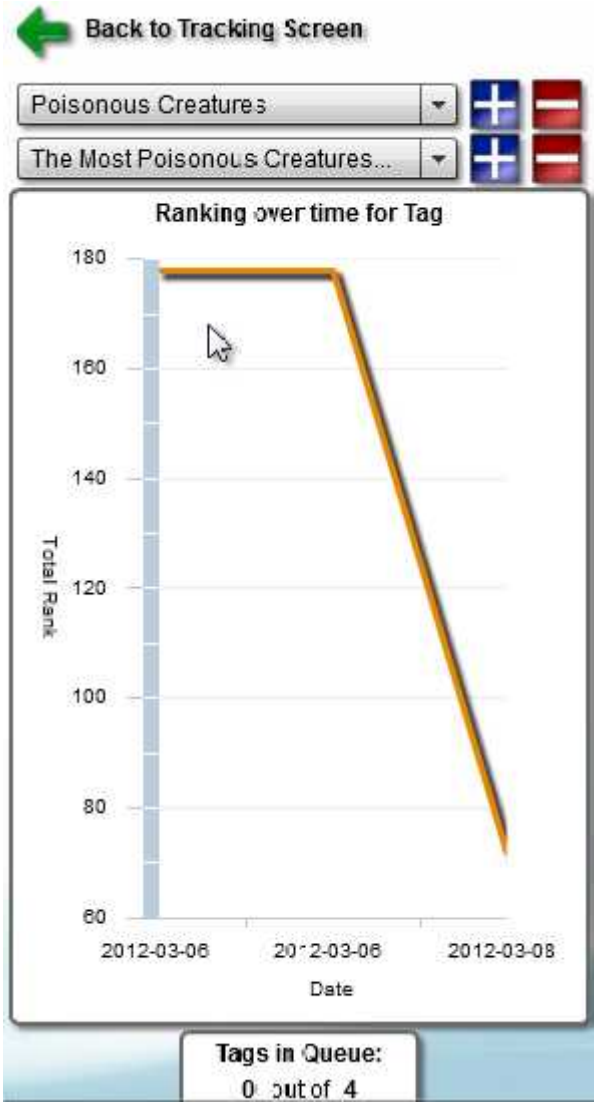
Once you have entered your book, you can click on that listing in the results grid, then click ‘Details’ in the bottom right hand corner of the window to open the tag tracking window.



Choose your book title from the drop down box, then click ‘Add Tag.’

The ‘Add Tag’ window will then open. Click ‘Add Tag’ again, and enter your tag word(s). Then click the tag in the ‘Project Tags’ column and click the arrow to add it to the ‘Book Tags’ column. Then click ‘OK.’ You can add up to 10 tags.



The next window will show you your total rank for that tag, and what page number your book is on in the Amazon listing. You can hit ‘Refresh Data’ any time to update the information.

Over time, your Ranking Chart will start to build based on the data recorded each time you check your tag rank.