

5 Things Every Niche Marketer Should Know About Niche Sites



By Reggie Patterson

5 Hot Niches With Both Digital and Tangible Promotion Opportunities

- #1 - Golf
- #2 - Anti Aging
- #3 - Weight Loss
- #4 - Stress
- #5 - Insomnia



How to Pick a Profitable Niche from the Get-Go

One of the biggest mistakes so many beginner marketers make when building a niche site is delving into the wrong niches. Either the niche is not profitable, or it's overly competitive with big players dwarfing the competition.

The beginner has not niched down enough and stands little chance of ranking for anything because he or she doesn't have the budget or resources to do so.

In this article, you'll be presented with 10 points to take note of when choosing a niche. Use the points as a checklist to pick a niche that will be profitable for you.

1. What is the keyword research like?

There must be people looking for keywords in your niche. If your niche is so narrow that no one is really searching for keywords on it, your site is not going to get much traffic.

Look at your keyword list and assess roughly how much content you can create for the niche. You want a niche that's

not so narrow that you run out of topics to blog about after 20 posts.

2. Are there buyers in the niche?

This is probably one of the most important points to take note of. You need to be in a niche where people are willing to spend money. There are some niches where people mostly look for free information, but aren't willing to buy anything.

So, if you see products selling well in the niche, that's a good sign. You can search on the Amazon marketplace to assess how sales are and so on. If you see Google ads showing up, that's a good sign that the market is willing to spend money.

Take note of the products being sold. These are the products that you can promote later, or model to create your own. Make sure they have affiliate programs that you can sign up for.

3. Competition

Ideally, you want to pick a niche where there is competition. That means there is money to be made in the niche. However, the competition shouldn't be overwhelming.

If all you see are huge sharks swimming in the niche pool, you'll need to drill down further into the niche till you find a sweet spot you can compete in. Check the keywords you're targeting and look at the sites that show up. Will you be able to compete with them? If you can, go for it.

4. Is it a desperate niche?

The difference between a desperate niche and most other niches is that people in the desperate niche will be willing to quickly pay to solve their problem. For example, if you have a

site that sells an eBook on getting an ex-girlfriend back, tons of guys who are heartbroken will buy it just to win their ex back and put an end to their pain.

On the other end of the spectrum, if your site is about keeping a pet goldfish happy, most people will just skim over it. It seems interesting, but they're not desperate enough to quickly make a purchase.

Ideally, you want to choose a niche that's either desperate or the people in it have problems to solve. The golfer who is trying to improve his swing is having a problem that he wants to solve.

It may not seem like a problem to someone who is not interested in golf, but it's a problem to the guy who is golfing. He'll most probably buy a book or video course showing him how to correct his swing.

5. Look for evergreen niches

There are some niches that are super-hot but are just flash in the pan trends. Think Pokémon Go. No one even talks about it now, and the popularity has died down. If you built a site just for it, now you'd be stuck with a web property that hardly gets any traffic.

Pick a niche that is stable and evergreen. You can check Google Trends to see if your niche qualifies.

6. Your Interest

Last but not least, you should be interested in the niche you're in. While this is not a hard and fast rule, being passionate about your niche will be easier for you to create content if you're doing the writing yourself.

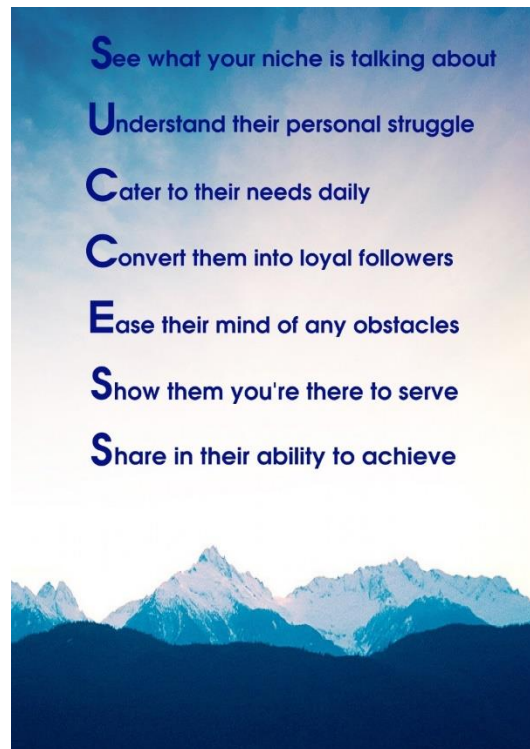
There are many marketers who go into niches that they don't have much interest in. Usually, they outsource the content creation to others and don't have to do it themselves.

If you have the budget to hire writers, you don't need to worry if you're passionate about the niche. If you're writing the content, it's best that you like the niche you're in.

Taking note of these 6 tips will help you pick a niche that is profitable from the start. It would be a good idea to create a customer/visitor avatar, so you know exactly what type of visitor you're targeting.

This will help you to tailor more targeted content for your audience and you'll be able to build a loyal tribe and increase your conversions because you and your visitor are on the same frequency.

Apply this info and choose your niche wisely. It can make or break your success.



6 Basic Keyword Research Tips for Niche Sites

If you've been marketing online for a while, you may have heard other marketers say, "SEO is dead" or "SEO is too slow. Paid ads are the way to go."

In the online marketing scene, something is always dying or on life support. The rule of thumb is to ignore all the noise. Search engine optimization (SEO) is not going anywhere because Google is not going anywhere.

Optimizing your site for the right keywords and getting ranked organically is still one of the best ways of generating traffic to your web properties. Ultimately, it all comes down to your keywords.

In this article, you'll discover 6 basic tips to keep in mind. While these are just the tip of the iceberg, they do matter greatly. You can research them further on Google or YouTube. Most importantly, you must know what matters.

1. Tools

Any marketer who is seriously building niche sites will have a good keyword research tool. Tools like Jaaxy, Long Tail Pro, AHREFS, etc. help marketers understand what search terms people are looking for.

Depending on the features of the tool, you'll be able to sort the keywords by search or by the number of words and so on. You must have a good keyword research tool to mine for keywords that people are looking for.

You can't think them all up on your own, and the overused Google keyword planner is limited in its results. Invest in a good keyword research tool.

2. Keyword Intent

Knowing what keyword intent is will help you decide if you should target it or not. Some keywords are ecommerce keywords. If you Googled them, all you'd see are ecommerce sites showing up. Even if you tried targeting your niche site for them, Google would not display you on the first page.

For example, if you searched for "Buy Nike shoes", only shoe stores would show up. This is a product keyword and is almost impossible to rank for with a niche site.

However, if you added a modifier and searched for "best Nike shoes", now you'd see review sites and niche sites showing up.

It's imperative that you have a rough idea if the keywords are for products or people looking for free information, etc. Don't waste your time and effort targeting the wrong keywords.

3. Long tail keywords

Long tail keywords are usually 3 words or longer. One example of a long tail keyword would be 'survival flashlight no batteries needed'. If you wrote a blog post that targeted this keyword, you'd be found in the search results more easily.

If you went for a broad term like 'survival flashlight', it would be a lot harder to rank for that keyword. Even if a keyword only has 50 searches a month, do not discount it.

If you targeted 100 such keywords, that would be 5000 searches a month that your website gets ranked for. The key to succeeding as a smaller marketer is to go for the low hanging fruit. You'll have to pick a lot more fruit, but over time, you will have a ton of traffic.

4. Sprinkle them sparingly

Gone are the days when you could use the same keyword a hundred times in one paragraph and still rank. Nowadays, Google is extremely smart and can tell if a marketer is trying to rank by overusing the same keyword in the blog post.

So, use your keyword and variations of it sparingly in your blog post. Group similar keywords together and use them in the same blog post. This will increase the relevancy of your post. Throw in a few LSI keywords for good measure too.

5. Links

Do not have too many links with the same anchor text on your blog post. One link for the keyword you're targeting should suffice. You may have another link with anchor text such as 'click here', 'read more', etc.

Your post needs to look 'legit' and like you're not even making any effort to rank. Less is more. Google is closely watching

your posts with its virtual hawk eyes. So, make sure you do not do anything suspicious or try too hard to rank.

6. What are your competitors doing?

No matter what keyword tool you use, always go back to Google search before you target any keyword. What does that mean?

For example, if your keyword research tool says that 'longest runtime flashlight' is a good keyword to target, don't just follow it blindly and write a blog post targeting it.

What you'll want to do is get on Google and search for the term. Study the first 5 results that show up. Are they authority sites? Ecommerce sites? How much content is there in the blog posts that are ranking?

All these are indicators of whether you have a fighting chance of ranking for the keyword you're targeting. Once you've studied the competition, you can make an intelligent decision as to whether the juice is worth the squeeze.

To wrap things up, keyword research is one of the most mundane of tasks when building a niche site, but it's probably the most important task if you wish to rank well.

Give it the time and respect it deserves, and when you get tons of free organic traffic from search results, you'll be glad you took the time for proper keyword research.



Authority Sites VS Micro Niche Sites: Which are Better?

There is often a lot of debate among marketers about whether one should build an authority site or go with smaller niche sites that are easier to build. The truth is there is no right or wrong answer here. It all depends on your personal preferences.

One authority site may make hundreds of thousands of dollars a month, while 10 smaller niche sites may make about 7 to 8 thousand dollars a month. Maybe more. Whatever the case, if you target a profitable niche and do what you need to, you will make money with your sites.

The difference between the two types of sites is scale and flexibility.

- **Authority Sites**

Authority sites can cover a lot of sub-niches within the main niche. For example, if you have an authority site on the survival and prepper niche, you'll be able to cover different topics like self-defense, wilderness survival, prepper equipment and much more.

These sites require a ton of content and if the blog posts are optimized properly, and relevant backlinks are pointing back to site, it will rank for hundreds or even thousands of keywords.

The site will get an avalanche of traffic and make a lot of sales if it's well-monetized. There's a lot of room to grow and flexibility when you have an authority site.

Marketers who prefer to focus on just one or two niches will prefer an authority site. Usually, marketers with deeper pockets will be able to pay writers to create top-notch content for their sites. This will accelerate their progress and the growth of their websites.

Beginner marketers may find it daunting to create such huge authority sites and may prefer going with smaller sites.

- **Micro-Niche Sites**

If you looked at the survival niche and drilled deep, you may discover a niche like self-defense for female preppers. This niche is big enough to monetize, but it's not as broad as the survival niche.

For some marketers, even such a niche may seem too broad and they may prefer to go into something even smaller such as 'bug out bags for preppers'. This is a perfect example of a micro-niche site.

All the posts on the blog will be about bug out bags and how to buy them and pack them and so on. Since the blog is so

targeted, many of the long-term keywords, also known as 'low hanging fruit' will rank and the small sites will get traffic.

Marketers who prefer variety and get bored easily, may choose to go with micro-niche sites. After 2 months of creating a small site with a hundred or so posts, they may suddenly decide to create a new site on salt water aquariums or something unrelated.

If they're bogged down with an authority site, it can become overwhelming and they may lose interest in the site. It all depends on the marketer's personality.

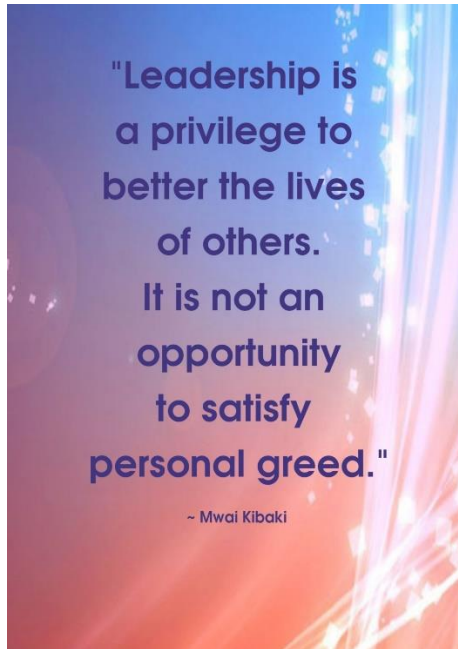
One important point to note is that when you're purchasing a domain name, make it generic. In this example, we could go with PreparedWomen.com or something that gives an idea of what the site is about.

By doing this, in future if you wish to turn the site into an authority site that covers other prepper related topics for women, the domain will not constrain you.

To conclude, which way you decide to go is up to you and depends on your personality, budget and even the size of a niche. There is no right or wrong answer. There are marketers who have both types of sites and they're very successful.

You're not limited after deciding. If you only have micro sites and decide to build an authority site, go ahead and build one.

If you do it correctly, you'll be making money from both the authority and the niche site. What matters is that you get started. Start today.



What Tools and Themes Will You Need for Your Niche Site?

Building a niche site can seem like a formidable task when you're first starting off. The truth of the matter is that once you have the foundations in place, then all it comes down to is adding more valuable content, getting more backlinks and driving traffic to your site.

Too often, beginners bog themselves down with too much information and take too long to make decisions. They spend so much time trying to find the best themes and tools, comparing and contrasting, that they get overwhelmed with minor details and never get started.

In this article, we'll look at a few tools and themes that you may need for your website. We'll assume that you already have a domain name and hosting.

- **Theme**

The truth of the matter is that all you need is one reliable theme that loads fast and has enough flexibility for you to build niche sites, review sites, etc. Many beginners buy different themes for different websites when just one will do. All you need to do is be good with the one theme you're using.

Some of the best WordPress themes are Socrates, Genesis by StudioPress, Divi Builder, etc. Get one good theme and master it.

The appearance of your site while important is not the be-all and end-all of building a niche site. What really matters is the content. If your content is good, you'll make sales, etc. if your site looks presentable. You do not need bells, whistles and sirens to impress visitors.

- **Keyword research tool**

There are many good keyword research tools on the market. Popular ones such as Long Tail Pro, Jaaxy, etc. are used by thousands of marketers. Once again, what really matters is that you get good at using one and know how to read the stats well.

Ascertaining if the keyword is worth targeting is more important than all the extra features that the keyword tool boasts about.

- **Plugins**

There are literally thousands of plugins on the market to help you with a variety of tasks. Do note that the more plugins you have on your site, the slower it will load. Page load times matter to Google and if your sites load slowly, your rankings in the search engines will suffer.

You may need a plugin to compress your images. You'll also need one to speed up your website. A plugin like 'Broken Link Checker' will help you check if there are broken links on your site.

Another useful plugin is 'Pretty Links' where you can make your affiliate links 'no follow' and track your clicks and so on.

- **Page builder**

If you're going to sell your own products, a page builder like Optimize Press, Thrive Themes, etc. will be helpful because of the templates that come with them. With 'drag and drop' functionality, building a sales page or optin page will be a breeze for you.

- **Pop up**

Of course, you'll need a plugin or software that creates a pop up on your site so that people can join your list. You always want to build a list of visitors/buyers so that you can keep in touch with them, build a relationship and market to them in future.

- **Autoresponder**

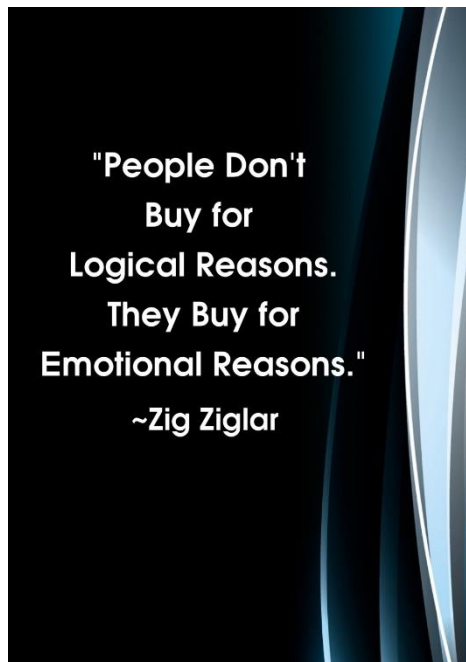
To build a list, you'll need an autoresponder. Some of the most popular ones are Aweber, GetResponse, MailChimp, InfusionSoft, etc. You only need one... and most are a recurring monthly payment.

Choose one that fits with your budget and has the features you need. Be aware that some autoresponder companies don't approve of emails having affiliate links. So, check the terms and conditions before signing up.

Besides these tools, most other tools are optional and only serve to take your game to a higher level. If you're just starting off, it's best to keep your costs low and stick to the tools mentioned here.

Once you have more experience and you're generating profits online, you can invest more into your business and make your site a well-oiled profit generating machine. Start small and scale up. That's the best way to succeed.

In the next section, we'll talk about the different methods you can use to "**How to Monetize Your Niche Sites**".



How to Monetize Your Niche Sites

Any marketer who wishes to build niche sites usually wishes to make money from it. Even bloggers who start off blogging as a hobby sooner or later decide to monetize their sites. After all, it never hurts to make some money online to cover your hosting costs and site maintenance costs, etc.

Depending on how large your site is and how much traffic it gets, you can make anywhere from a few dollars to even six or seven figures a month from your niche sites.

In this article, we'll look at several ways you can monetize your sites. Monetizing is the fun part of building your sites. Once you have the difficult jobs such as keyword research, content creation and the tech stuff handled, finding ways to monetize your site is a walk in the park.

All you need to do is add links and make sure the offers are congruent with the niche you're in. Of course, you'll need to know your audience so that you can promote the right

products, but all of that is easier than the initial stages of getting your site off the ground.

- **Ads**

There are many different types of ads that range from banners to pay per click advertising such as Google AdSense. By having these advertising spots on your sites, you can either expect to get paid monthly by the advertiser (banners) or get paid based on how many people click on the ads in your site (AdSense).

- **Affiliate links**

This is usually more profitable than selling advertising provided that people are buying the products that you're recommending on your sites. Generally, digital products will get you heftier commissions because there's no shipping costs and it's all much easier.

If you're an Amazon associate, you'll have links pointing to products on Amazon and get paid a commission every time someone buys through your link. The good news is that Amazon does a fantastic job at selling.

The bad news is that the commission percentages are low and not attractive at all. You can make money, but every so often they keep adjusting the percentages and it always seems to get worse.

It would be wise to have links pointing to other affiliate products. Don't put all your eggs in one basket. Amazon has been known to shut down affiliate accounts overnight.

- **Your own products**

One of the best ways to monetize your sites is to sell your own product. Not only do you get to keep all of the profits, but you can also recruit affiliates to help you get the word out and boost your sales even further.

You'll become an authority in your niche just because you have your own products and success begets more success. You'll be able to create more products and market them to the same customers (you must be adding them on to a list).

Besides these 3 methods, there are many other tactics such as accepting donations, generating leads, flipping sites and so on. However, if you focus on the 3 popular methods mentioned above, you will be just fine and able to generate profits on a daily basis, if you keep at it and make continual progress.

So, there you have it! 5 Things Every **Niche Marketer** Should Know About **Niche Sites!**

To Your Massive Online Success!

Reggie Patterson

By the way, if you're one of the many **niche marketers** who'd like to know **how to gain authority and overtake your competition**, our Brand New Video Training reveals **How To Become A Niche Marketing Expert In Just Days From Now!**, then check this out...

<https://improfitscoach.com/insta>