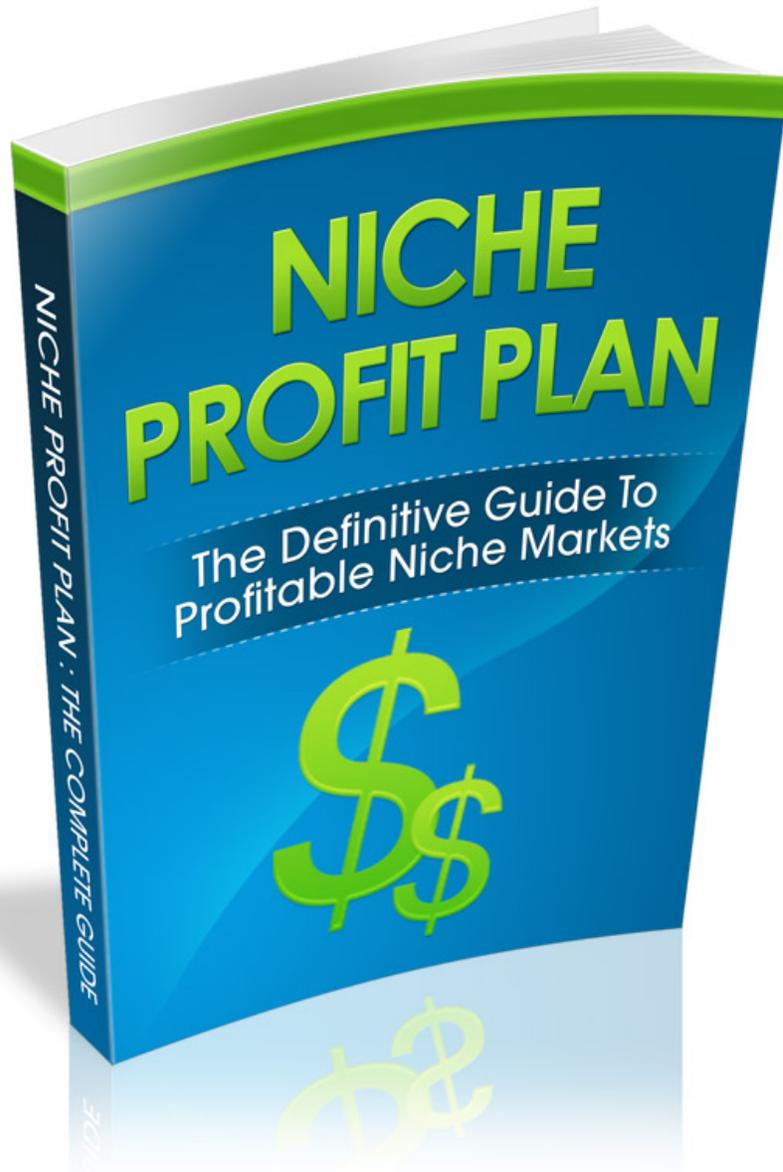


Niche Profit Plan



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Niche Profit Plan

Since you're reading this report, you have either decided to become an online entrepreneur or you are contemplating whether or not this business is for you. Either way, you'll find this report packed with valuable details, information, and links to help you learn how to:

- Find niche product ideas and evaluate through comprehensive niche research
- Conduct niche valuation
- Conduct exhaustive, critical keyword research through multiple sources
- Make your online niche business a success by starting with the best niche products and keywords

Beginning an online business is a lucrative venture if you are willing to put in the time and effort it takes to build a solid foundation. There are a huge number of niche products and services available on the Internet today. Some of them are extremely profitable while others offer only passive websites with limited value.

But there are still many more niche products and services that are highly sought-after and in high demand. When you do your homework,

you can become a successful, online marketer. It all starts with an appealing product that people are searching for and that can be sold.

This comprehensive report will give you the information you need to determine if your product ideas have value and whether or not they are worth the creation of an online business. Value-added products are extremely important to online customers and in today's world of Internet marketing, you must be able to distinguish your niche products from the competition.

We'll help you learn the tips and strategies to create a unique online presence.

To successfully establish yourself as a reputable, high-quality online niche marketer, you must first understand:

- The size of the niche market searching for your particular products
- The valuation of your niche and an analysis of profit margins and the profitability you can expect
- How you can overcome and step ahead of the competition by offering value-added products or services

Join us on our journey as we review the essential steps to success in the world of online marketing. We'll begin our journey by determining the best methods, sources, and links to conduct niche research.

This evaluation will include an in-depth look at how to conduct keyword research and optimize the use of keywords, keyword phrases, long-tail keywords, and latent semantic indexing (LSI).

These important secrets will give you a strong foundation for the business before you even have your first visitor cross your website!

Walk with us on our journey as we provide you with the steps, tips, and strategies to create a successful online business.

Welcome to the personally and financially rewarding world of online niche marketing!

Attracting Your Niche Market

Starting your online business seems fairly easy and straight-forward. You determine your niche product, create or buy the products, establish your e-commerce functionality, and optimize your website. Once you establish your business and set up your merchant account, "they will come".

Right?

Wait, not so fast. You may be right, or you could be wrong!

“They will come” IF you have a product that is highly valued and that people are interested in buying. The product must be in demand and it must have something to offer the potential customer above and beyond what they are already receiving from your competition. There must be a compelling reason for people to want to visit your website to begin with.

There must also be a way for people to find your website – AND, a way for search engines to identify your site when people are searching.

Using the right keywords to attract search engines is one of the most important things you can do as you establish an online business. But it is certainly not the only thing you have to do in order to succeed.

Keyword research involves many different components and you will find that you can discover an enormous amount of information about your niche product by simply evaluating keywords. Using the appropriate online tools, you can find out:

- ✓ how many people are searching for particular keywords
- ✓ which websites are competitors to your product
- ✓ how competitors are using the keywords
- ✓ whether paid clicks are a good strategy
- ✓ and much more

Before you decide that you have an undying passion to create an online niche business around antique clocks, you must determine whether or not there is a demand and enough space in the niche market for another website on antique clocks.

Selecting a profitable niche and marketing an informational product to your targeted audience starts with a thorough evaluation of multiple products. Once you have thoroughly exhausted multiple sources for brainstorming your product, your keyword research begins in earnest.

It's important to approach the creation and development of your online business with a positive attitude. Your attitude can determine whether

or not you succeed or fail. The world of online marketing is exciting and ever-changing.

It requires that you focus on your research and continually look for ways to refine your niche product offering to ensure you are also providing value-added, fresh, new information and products to your niche market.

Approach your business with an open-mind, full of questions and looking for answers that will help you sell. After all, an online marketer's goal is to make money and the best way to make money is to always listen to your market. You will be more successful when you have a positive attitude and you'll find valuable information in every customer interaction you have.

"An inner quality that many entrepreneurs say helps them survive is optimism."

~ Jean Chatzky

Let's start with some brainstorming strategies, ideas, and resources to get your creativity going and leverage your optimism about creating your rewarding online business.

Brainstorming

Our first order of business is to create an effective way to brainstorm ideas for profitable niche products. This section provides you with resources and information to help you get started. Don't overlook the incredible value of putting time into this process as you explore options for your niche business.

And don't forget the importance of staying focused and having a positive attitude. Anything worth having is worth working for and you'll need to do some work before you launch a successful online business.

Selecting a profitable niche

Selecting your niche product takes some thought and consideration. Your goal as an online marketer is to be successful and make a profit. That requires that you offer a product that people are looking for and that they are willing to buy. You can't make money if people are not willing to pay you for your product!

Believe it or not, many online marketers succeed in marketing and selling products they knew nothing about before they started their business. Although your common sense may tell you that you should only establish a business around something you are familiar with or are passionate about, online marketing is a little different.

Just because you know a lot about a particular product doesn't mean that people want to buy it. You may be able to create incredibly descriptive and unique advertising copy, create a dynamic, well-

designed website, and create many pages of content that is relevant to the product. But if no one is interested in the product, your efforts are in vain.

That does not mean that you should not pursue your passion as a product. It simply means you should pursue it by evaluating the potential market, the competition, and your ability to sell the product. If the answer to one or more of these things is negative, then you should search for a different product.

Make a list

Start your search for products by making a list of ideas you already have. You can start with your passions and things you know well. If you truly love a particular product, put it on the list. Your list of “potential products” can include most anything.

Don't worry so much about the profitability, keywords, and competition at this point. That comes after your list is compiled. For now, you should focus on creating a list of product ideas that people are looking for and products that will produce revenue for your business. Further evaluation later on in the process will determine if these are the 'right products' or not.

For now, it's time to just get started.

“You don't have to get it right; you just have to get it going.”

~ Mike Litman

Where to find product ideas

There are huge arrays of ways to find product ideas. Knowing what people are looking for can be determined by simply watching, listening, and reading. People talk about what they want every day. You can find product ideas both online and offline. There are websites that specialize in helping you find product ideas, but there are also other sites where product ideas are discussed daily.

Only the avid listener and truly entrepreneurial mind will be able to ascertain the multitude of product ideas being expressed across the Internet every day! And it may just be that the "golden product", which has never been created as an online business, is hidden in the conversations between online users. Maybe YOU will be the person to uncover and deliver the next explosive online niche product.

Let's get started on our search for the "right product".

Search engines

Who knew?

Search engines can be a valuable resource when it comes to finding product ideas. There are many things people want out of life. They want financial security, good health, more time, easy ways to lose weight, healthier babies and children, to live longer, to be happy, and many more things.

Use your search engine to find out what people are searching for and what they're interested in. Visit online forums to find out what people are talking about. Based on the basic things people want and value, conduct a search and visit forums. For example, people are interested in losing weight. Conduct a Google search for "weight + bulletin board". You'll find a long list of websites that offer lots of ideas.

On one site, there is a listing of reasons that people want to interact with others about their weight. Their reasons include:

- ❖ Encouragement and support
- ❖ Exercise
- ❖ Self-acceptance
- ❖ No more dieting – simply living
- ❖ Better body image
- ❖ People my age struggling with weight
- ❖ Managing depression from being overweight
- ❖ Teens and weight control – when is it "too much"?

This may give you ideas for informational products to target this niche market. You could focus on any of these areas to create a niche

website that responds to a broad array of needs for weight control and better health management.

Search engines can help you explore any topic, word, or subject deeper and will help you find more potential products that will be welcomed by a large niche market.

But wait! Search engines have even more to offer.

Google has a fantastic tool that enables you to find out what people are searching for regionally and internationally. It also provides you with insights on search trends today and in the past. The information is updated daily so you know exactly what people are most interested in at the current moment.

Just check out <http://www.google.com/press/zeitgeist.html> where you'll find millions of search queries that are initiated on the Google search engine every day.

You'll find a variety of research tools and techniques to help you learn more about what's popular and you can visit websites to find out what they have to offer on these topics. [Google.com/press/zeitgeist.html](http://www.google.com/press/zeitgeist.html) has a rich offering of tools and techniques to help you find niche product ideas that people are searching for today.

For example:

1. **Google Trends** – provides you with an incredible view into search query data where you can see popularity over a period time. You can include up to five search terms in your query to optimize your time and compare topics.

For example, if you search on 'gardening', you'll find that it is a fairly popular topic over the past five (5) years, with expected ebbs and flows based on seasonal changes. You can find out which countries have the most interest in gardening or any other topic based on the historical data. Searching for comparison of terms such as gardening, landscaping, and planting will show you which search terms are most popular.

Playing around with the Google Trends tool will provide you with an abundance of potential niche product ideas.

2. **Trends for Websites** – another great tool that provides you with information related to the amount of traffic for a specific website. You simply type in a website address and you can find out how many visitors visited the site by region, and also a list of related sites they visited.
3. **Insights for Search** – this is an incredibly deep dive into researching data to find more in-depth information. For example, if you go to the website and type in "gardening+landscaping+roses+swamp grasses", you'll get a graphic depiction of interest in these subjects over time,

interests by region of the country or world, and the top rising searches.

4. **Hot Trends** – this is a quick way to find out the 100 fastest-rising searches that are happening right now in the United States. The website is updated throughout the day so you get the most current and up-to-date information.

This Google search engine tool is a great way to find ideas for hot topics and to see what people are searching for most often. It can also be used to help you evaluate keywords later on in your research (this will be covered in more depth when we talk about interest in your niche product ideas).

Search engines provide a good way to take a look at what people want. If they're searching for it, they want it and need it so it's an effective way to get your brainstorm moving!

Exploring online forums and boards further

You can also participate in forums to find out what people are saying. The conversation between people online is very revealing and it is a way to find out what people are really thinking and what they need.

People are usually very open with their concerns and problems online because they feel safe and removed from the actual group of people they are communicating with. They have more freedom to express themselves and you may find a golden nugget of information that leads to a product idea.

Listen to what people are saying and what they are asking.

One way to find a list of forums is to check out www.big-boards.com where you'll find an incredible web directory that provides a comprehensive list of some of the most active and highly traveled message boards on the Internet.

You can research boards in a variety of ways, including ranking by:

- ❖ Post count
- ❖ Member count
- ❖ Previous week's data only
- ❖ Alexa.com ranking systems

They offer a variety of ways to evaluate the boards. You can find information on a specific idea, or you can simply find those boards and communities that are most active and find out what they're talking about.

Visiting a few of these boards can result in a lot of great ideas for further research.

Online marketplaces

Researching product ideas on the many online marketplaces is a great way to find out what people are searching for. Check out the product offerings and see what's hot and what's new. You may find that your ideas will morph from what you find online at the marketplaces.

Visit these marketplaces to get an idea of what they offer:

- Clickbank.com
- Paydotcom.com

Online bookstores

Online bookstores offer a variety of ways that you can see what's hot and what's not. Visiting the online bookstores spurs thoughts and ideas that you may have overlooked otherwise. For example, Barnes & Noble has a listing of the top 100 bestsellers. These books may include ideas that can be used for your niche products.

They also have affiliate programs that enable you to capitalize on their products and fulfillment options. You can also browse books by category such as:

- ❖ Age

- ❖ Subject
- ❖ Textbooks
- ❖ Bestsellers
- ❖ Children's Books
- ❖ Romantic Novels

Using the tools available on the online bookstores should be included in your niche product research.

Check out these major online bookstores for more ideas and help:

1. www.amazon.com
2. www.barnesandnoble.com
3. www.magazines.com
4. www.booksamillion.com
5. www.borders.com

Blogs

What better way to know what people are searching for than to read some of the most popular blogs?

People have blogs for a reason. They have something to say. And visitors come to their blogsite for a reason. They want to hear what bloggers have to say and they want to put in their 'two cents worth' too! This is where you can find a lot of ideas about what people are searching for.

Bloglines has compiled a listing of the top 1,000 blog sites to make it easy to find the most popular sites. They create their list by evaluating the number of "active" subscribers associated with a specific blog. They include graphic depictions of subscriber trends and a listing of the 'top movers'.

Bloggersblog.com also offers a look at blogs by category.

For example, if you're interested in niche products related to babies, you can search on this category. Looking at the category for "baby blogs" provides you with a listing of blogs related to babies and you can start your research. Visiting some of the blog sites provides you with more material for consideration in your niche product idea list.

Social networking

No research would be complete without exploring the rapidly growing and ever-popular social networking sites. This is where people really talk about what they want – AND what they don't want!

You probably have heard about MySpace, LinkedIn, Twitter, and Facebook social networks. You probably know there are a few more on the Internet. But you may be surprised to learn that there are dozens of social networks that vary in their focus including descriptions such as:

- Books
- Education
- Green Living
- Baby Boomers
- Investing
- Video Sharing
- Travel

These are only a few of the social network topics. It's true that there are some networks that are more popular than others, but when

you're researching your niche product ideas, you should check out many of these other social networks based on the categories that interest you most. Find out what people are talking about and see if there's a product idea embedded in their comments.

Visit this website to find a long listing of social networks that can quickly put you on your way to communicating with a huge community of people sharing ideas about what's important to them:

- http://en.wikipedia.org/wiki/List_of_social_networking_websites

If something is important to them, it might be worth investigating as a niche product idea and it should be added to your list.

And if you're interested in a niche product specifically related to women, you may want to check out the hottest social networks for women. On Mother's Day 2008, "Mashable" published a list of the top 10 social networks for women (based solely on their own opinions). This listing of social networks may be a good place to start your research.

You can visit their site at:

- <http://mashable.com/2008/05/11/top-10-social-networking-sites-for-women/>

Their top five (5) selections of the most popular social networks included:

1. iVillage
2. cafemom
3. Glam
4. ParentsConnect
5. Kaboose

Visiting some of these widely popular social networks may reveal new ideas for your business venture. Don't overlook the power of 'women' when it comes to creating a powerful and successful online business! Check out the "Mashable" website for more information.

Social bookmarking

When you share interesting and engaging websites with your friends and family, you may find that social bookmarking is a helpful tool. It's one of the smartest and easiest ways to mark a website and save it to review later – and it's saved on the web so you can share it easily.

Social bookmarks are saved online rather than just downloading them to your own personal web browser. This makes them easily accessible

to your friends and community. And they are saved for thousands of online viewers too.

So how does this help you find the right niche product for your online business?

It's easy!

Not only can you share your recommended websites through social bookmarking, you can also check out what other people are doing and which websites they find interesting and valuable. This can lead you to a better understanding of what people want and need!

Remember what happens when you know what people want and need? You have a potential niche product that will be a winner!

Most social bookmarking websites also enable you to browse the many different topics and items based on things such as:

- Popularity
- Recent additions
- Categorization
- News
- Sports

- Technology

- Education

This is just a brief list of ways you can research social bookmarks. Searching through the topics that other people have bookmarked gives you a wide variety of options for a niche product.

There are a variety of social bookmarking sites on the Internet, but some of the most popular and widely used include:

1. digg.com

2. reddit.com

3. technorati.com

4. del.icio.us.com

5. icerocket.com

6. propeller.com

Social bookmarking sites can provide even more valuable information than typical search engines. As a matter of fact, many people have referred to social bookmarking sites as “intelligent searches”. This is

primarily due to the fact that social bookmarks are identified by people who make decisions about the value of the website based on many factors. But they are able to include “quality of a website” in their determination. That makes them even smarter than the search engines.

People are the resource for social bookmarks – they add the websites rather than having them identified and added by search engines and computers. Although computers and search engines are very intelligent, they lack some of the human characteristics that enable us to differentiate quality and interesting information.

Researching social bookmarking sites not only tells you what is ranking higher in search engines, but it also tells you what topics people find valuable and interesting. This means they are most likely to seek out this type of product or information in the future – and they’re more likely to buy it!

Using one of the social bookmarking sites is similar to using a search engine. You just type in a search topic of interest and you’ll find lots of websites related to that topic. Rather than seeing thousands of pages of websites, you’ll receive websites that can be sorted by most popular and sometimes based on ‘voting’ by users. If thousands of people found a site interesting, you can find clues to potential product ideas on that site.

For example, when visiting the www.Reddit.com website, we searched for “motorcycles”. In less than a second, we received over 500 potential websites related to motorcycles that had been bookmarked by people who found them interesting, engaging, and high quality.

Social bookmarking provides you with another way to evaluate user feedback and identify what online users deem as interesting and popular. Even more ideas can be added to your niche product list.

Article directories

When it comes to understanding what people are interested in, you can always check out the online article directories. This is where people go to find information on many topics – and finding out what they're searching for is just another way for you to identify niche product ideas.

It's easy to conduct research on article sites.

For example:

- Visit the website: www.ezinearticles.com
- You'll find an extensive listing of categories for articles
- Click on "self improvement" as an example
- Now, click on "stress management" as a sub-category and topic
- You'll find a long listing of articles related to this topic. You'll see that there is a strong need for information and products related to stress management.

- o Lowering your stress, the use of stress balls, how to relax, focusing on one task rather than multi-tasking, and the focus of many other articles can provide you with the catalyst to expand your thoughts and ideas for niche products. Information products related to these article ideas may be “just what the doctor ordered” when it comes to your niche business!

Article directories are filled with hints and ideas about what people want and need. If there are articles being written and read, there is definitely a need for a particular product. People want information on a variety of topics and if your niche business is focused on delivering high-quality, valuable eBooks, audio recordings, or video recordings related to a topic that is in high demand, article directories can provide you with the ideas to jump-start your business.

Some of the more popular article directories include:

1. ezinearticles.com
2. goarticles.com
3. isnare.com
4. eHow.com
5. ArticleGarden.com

6. ArticleCity.com

7. ArticleBase.com

Reviewing articles by most viewed, recently submitted, categories, and other sorts can help you find what you're looking for. ***But more importantly, you'll find what your market niche is looking for and can add to your potential niche product list!***

Wikipedia

If you've used Wikipedia before, you know how valuable it can be in your research in many ways. If you haven't used it before, you're in for a real treat!

Wikipedia is a free online encyclopedia that has more than 10 million articles for use by anyone who chooses to access them. It is recognized as the most widely used and most popular reference resource on the Internet today. They are also well-known for including breaking news and current information on matters of interest to the world.

Since millions of people use the Wikipedia resource, it offers a tremendous wealth of information for potential niche products.

www.Wiki.answers.com is another resource related to Wikipedia. It includes a question and answer format that enables you to submit a question and then receive answers that have been created by other

users. You can find out what people are saying about a particular topic and get ideas for informational products.

Visit the following websites to begin exploring these resources and find out what people are saying:

- www.wikipedia.com
- www.en.wikipedia.org/wiki/Main_Page
- www.wiki.answers.com

What's hot?

The best way to determine a good niche product is to take a look at what's hot. Of course, this is not the ONLY way to make your decision though. Looking at the competition and understanding the potential lifespan of a product is also essential.

For now, let's focus on the idea of identifying what's hot. The evaluation of the product idea in more detail will come later.

What's hot can tell you a lot.

You can find out 'what's hot' in:

- Shopping
- News
- Entertainment/music

- Education
- Child development

There are many areas of research that you can explore, depending on your area of interest and your ideas for niche products.

You've already seen many ways to determine what people are looking for based on searches, articles, and other online activities. But one of the best ways to find out what's hot is to take a look at some of the websites where people shop, review the hottest news topics, and see what the online auctions have at the top of their lists.

These resources can all provide you with tips and direction on niche products. You may see some congruency between what's on the top of the list for multiple sites which is an even better indicator of a successful informational niche product. If people are searching on multiple sites and there is news about a particular topic or product, then it's worth further investigation.

eBay

An example of how you can use these resources will help at this point. Consider how many people access the 'eBay' website every day. There is an enormous amount of traffic and an unbelievable range of

products listed on this site. The eBay category list alone provides you with an incredible array of ideas.

But eBay has even more to offer in terms of research for your niche. You can visit www.pulse.ebay.com and quickly see a list of the top 10 most popular searches, the most 'watched' items, and much more. This site provides you with analysis and evaluation of the most popular items and the most searched for products.

Just visiting www.ebay.com provides you with valuable information on what's hot. When you get to the site, scroll to the very bottom of the list on the left hand side and click on "Visit All Categories". You're about to enter a hidden goldmine of information!

- Scroll along the list of categories on the left-hand side until you reach "Other Ways to Browse" at the bottom of the page.
- See the **screen print below** from the eBay website for an idea of what you'll see at the very bottom of this page:¹

Other ways to browse

[Popular Products](#)

[DVDs Planet Earth - Th...](#) | [Iron Man \(2008, D...](#) | [Beauty and the Be...](#)
[Music: CDs Death Magnetic \[9...](#) | [Rock N Roll Jesus...](#) | [The Year of the](#)

¹ Screen print of <http://hub.shop.ebay.com/> from 10/05/08.

[G...](#)

[Nonfiction Books Debt Cures "They"...](#) | [The Secret by Rho...](#) | [Stori Telling by ...](#)

[eBay Stores](#)

[Wholesale MX/MTB](#) | [BuyMEaToyCOM](#) | [Pugster Inc](#) | [NYCrugs Oriental Rugs NYC Showroom](#) | [A Plus Kitchen Equipment](#) | [aldoukan](#) | [Zions Direct Auctions](#) | [R1Concepts](#)

[Artist Pages](#)

[Music](#) | [Movies](#) | [Books](#)

[eBay Keywords](#) | [eBayDeal Finder](#) | [Popular Searches](#) | [eBay Pulse](#) | [StoreIndex](#) | [Category Index](#) | [Gift Certificates](#) | [The eBay Shop](#)

- The three sub-categories included at the very bottom of the screen (highlighted above in blue) include:
 1. **eBay Keywords** – includes the most popular search words/terms
 2. **Popular Searches** – what people are searching for
 3. **eBay Pulse** – current trends (described above in more detail)

These are excellent tools to help you identify ideas and products for your online business. These resources will provide you with important information

that can help you assess the viability of your niche products as you move to the next step in your research.

We've included a list of online websites that are similar to eBay where you can conduct similar searches to find out what's hot:

- www.buzz.yahoo.com
- www.answers.yahoo.com
- www.pulse.ebay.com
- www.ebay.com
- www.news.yahoo.com
- www.shopping.yahoo.com
- www.shopping.com
- www.50.lycos.com

Click on some of these sites and you'll quickly be inspired and energized as you continue your search for the right informational niche product for your online business.

Check the classifieds

It may sound a little foolish, but have you checked the classifieds yet? Okay, so you've left your boring, 'going nowhere', office job behind to start your own successful online business.

So why check the classifieds?

The online classified websites offer an abundance of information about what people are looking for, what they want to buy, and what they want to sell. It provides you with a lot of information for consideration when you're looking at your online niche business.

www.Freeads.com is an example of an online classified website that advertises for free. They have classifieds organized by category to make them easy to find. You can search their database of ads to find out what people are searching for on these websites.

You can also utilize their keyword tool to find out when new ads are posted for a specific item or product. This helps you assess how often people are searching for the product and you can even direct people to your 'favorite seller'! You can also click on the "just viewed" button and find out what people searched for today and what is most popular.

You may find this a valuable resource once you've decided on your niche product too!

You can access the Freeads.com affiliate program to refer people to them for products and you make money when they purchase! Including links in your information products to other affiliates is just one more way to optimize your online income and grow your business.

Take a look at these online classified websites to get a better idea of how you can use them to help you identify the right niche product:

- Craigslist.org

- Usfreeads.com

When you find out what people are searching for, or what people are selling, you'll have new information to process as you create your product list.

How to do it

Another important, yet often overlooked resource for identifying informational niche products, are the many "how to" sites. These sites give online users information on how to do many things. They explain how to do things related to business, education, health, Internet, legal, parties, make-up, pets, and weddings – among many other categories of topics.

Websites that provide this information include:

- www.ehow.com
- www.howstuffworks.com

For example, visit a "how to" website and search for parties. You'll quickly find out what people want to know about throwing a great party. They want information and tips on planning reunions,

celebrating birthdays, recognizing accomplishments, throwing a bachelorette party, crashing parties, and everything in between.

These websites include valuable information that people are seeking. You may find that you have the knowledge, expertise, and information to build an informational niche product around what you learn here.

The real secret behind finding out what people want is to be persistent. Listen to people every chance you get and find ways to get as much input from people as possible.

This is a major component of creating a successful online business.

“There’s no genius behind it. It’s persistence and listening to people.”

~ Craig Newmark

Go Offline

In addition to the many online resources and tools for research and selecting a profitable niche product, you can also look offline for great ideas. Sometimes it can be extremely inspirational to take a look around you and just observe your environment. You will find plenty of ideas and stimulation for your mind as you see the world from a new perspective.

Bookstores

Walk into any bookstore and you'll find more books, magazines, games, and toys than you can imagine. Books about health, wealth, beauty, humor, retirement, hobbies, food, and a huge list of topics abound. If bookstores are able to sell these books, magazines, periodicals, and related products, then you are likely to find an online niche for them too.

Browse the magazine shelves and see what people are reading about. Look at the magazines related to hobbies, homes, and other types of general ideas. Purchase a couple of the most popular magazines and read through them to find out what's included. Often, the bookstore clerks can be very helpful by telling you which magazines sell the fastest and what people are asking for.

Walk around the store and look at the best seller books on tables – flip through them to find out what they're all about and what is so

intriguing that it makes them a 'best'. And don't skip the music section – there may be an idea waiting!

You're sure to find ideas in a bookstore!

Television

Television has become widely popular with many people – especially the younger generation. Take a look at what they're watching. Look at the new listings for new shows in the Fall and Winter as they are released. Try to identify any commonalities or common threads in different shows and this may spur a totally new product idea.

Watch the sitcoms, the hour-long dramas, and TV movies. But don't forget to watch the public broadcasting stations, the home shopping networks, and the 'do it yourself' channels. Find out what people are watching and use your creativity to create a lucrative online business.

But don't stop there!

Instead of getting up for a snack or to make a phone call, stay in your seat. Watch the commercials and find out what's being advertised. If someone is paying big bucks for television advertising, then it is highly likely that they have a good market for sales! That market may be a good idea for an online informational niche product too.

Listen to what is being said and think about the targeted audience. Are the commercials aimed at young children, teenagers, twenty-

some things, baby boomers, retirees? These are all very different age categories and products are often age-based. But they may be general as well.

Listen carefully to what is being said and to what is not being said. Therein may lie your "perfect niche product".

Radio

Television provides a great visual and audio review of what's hot. But radio is also an excellent resource. Radio gives you a look at what the rest of the world is listening to and talking about.

Your radio offers many opportunities for you to discover new ideas:

- What type of music is being played?
- Who are the guests on radio shows?
- What does the announcer talk about lately?
- What advertisements are frequently included on radio shows?
- What types of prizes and special gifts do they offer to listeners?
- Where do radio stations hold special events to promote businesses and services?
- What products do they talk about most?

Listen to a variety of radio shows and you'll get new ideas about products. You may find that there are some common discussions among the radio announcers that trigger a thought about a particular topic. Maybe the places they promote are a clue to new product ideas.

Don't just turn the radio on. Listen to it! Really listen for ideas and thoughts on new informational product ideas for your business.

Department stores

Wait a minute! You're talking about a business, not a fashion show. Right?

So, why department stores?

You will often find a great online marketing niche based on what people are wearing. Clothing is a billion dollar a year business and there are lots of clothes being sold. Taking a look at the trends and fashions may be one way to identify a potential product for your online business.

Look in department stores, fashion magazines, and modeling shows. Check out what's happening in Paris and New York. But don't discount what's happening in J.C. Penney's and Macy's either!

Don't just focus on basic clothing like pants, shirts, skirts, and dresses. Take a look at the coats, shoes, hats, and accessories. Evaluate the 'under' and 'over' clothing to identify potential ideas. Consider what people are wearing and you may just find that perfect information niche product for your business.

Look at their jewelry to find out what people value. Figure out what information they need to help them fulfill their desires and then create a niche around it.

Observe people

We all know about gadgets. They can be helpful or they can be annoying. But the truth is that people love new gadgets. And that includes gadgets related to technology. Observe what people are doing and what types of gadgets, technology, and other things they are using in everyday life.

Spend some time at your local mall or airport and you're sure to learn a lot! People tend to 'follow the pack' when it comes to new inventions and this can lead to product ideas.

Consider the explosion of text messaging in the past two years. It has become phenomenal! People are text-messaging everywhere you look. And hand-held devices of all kinds are evolving right before your eyes. Technology has hit a new "high".

But also consider the tens of thousands and even millions of people who just "don't get it"! Grandfathers, dads, techno-phobiacs, young children just learning – there are plenty of people who just don't get the what, why, and how of text messaging - or technology in general.

Is there an informational niche product idea there?

As strange as it may seem, this idea could uncover a successful online business.

Take a look around you and observe what people are doing. It may open your mind to a whole new world of ideas. Technology is just one thing you'll observe.

Ideas abound

Now you have learned about many resources to spur your imagination and find out what people are talking about, wearing, doing, and buying. You have massive amounts of information to process and you are likely going to find multiple informational niche product ideas through these many sources.

There are an incredible number of topics and categories to consider:

- Babies
- Sports
- Toys
- Teens
- Scrapbooking
- Trains
- Cars
- Travel
- Bean bags
- Coffee
- Cameras

- Computers
- Clothes
- Jewelry
- Skydiving
- Gardening
- Hiking
- "Green" living
- Global warming

Our list could go on and on – but we won't bore you! You have your own ideas and passions!

Do your homework and figure out what you want to include on your list of potential informational niche products for your online business. Once you have created your list, we'll go to our next step and evaluate whether or not you can successfully market, promote, and sell that product.

Choosing your product is only the beginning. But it is the beginning of an exciting and rewarding online business that will bring you personal and financial rewards and fulfillment. Niche Product

Demand

Choosing your product from the research you have conducted is the beginning of a long journey towards online marketing success. But there are a few more steps in the process to determine if your product

is in demand - based on user searches and online need and desire for the product.

You should create a plan to further evaluate the demand for your product by utilizing some of the following tools and resources to further clarify the demand for a product:

- Pay-per-click

How many advertisers are there who are interested in this product?

What are the bids for the top four (4) spots related to this product?

Using search tools including Google, Yahoo, and MSN, search for your keywords and determine the volume of advertising related to the niche product.

- eBay

eBay is an excellent place to evaluate whether or not there is demand for your product. You can check out how many listings there are for your specific or related topics. You can glean lots of information from this website including:

- average selling price of the product
- number of listings which have bids
- number of listings for this product that were closed successfully

- Magazines

Researching the online and offline magazines that are promoting or covering this niche will give you information on whether or not it's hitting the mainstream. Look for density of advertising in the magazines as well as the number of articles and references to the niche. Conduct an online search of magazines that include related information and determine the popularity of the niche.

- Books

Just like your online research for niche product ideas, you should also utilize these resources to find out if your idea is popular with books now that you've decided on a niche topic. Check out www.amazon.com and www.barnesandnoble.com and search for your topic. See what's included online.

Online Communities

There are a number of online communities that can help you assess the popularity and interest in your niche ideas. Tapping into these resources will provide you with information on what people want to know and whether or not you have something to offer. You'll find out more about the details and specifics of what people want related to your niche idea.

Discussion groups, forums, and other social networking groups are a good way to gain better insights into your subject matter.

Discussion groups

Check out discussion groups and see what's being said. Look for gaps in what is needed and what is available. Clarify your "niche" – after all, a niche is a "specialty" and you want to specialize on what is in demand.

The following sites can help you find more information on discussion groups:

- www.groups.google.com
- www.groups.yahoo.com
- www.big-boards.com
- Google your keyword: "keyword forums" (replace 'keyword' with your actual keyword being used)

eZines and newsletters

People love to find unique and valuable information online through eZines and newsletters. There are eZines and newsletters based on specific categories and topical areas. Using Google, search for "keyword newsletter" or "keyword eZines" replacing keyword with YOUR keyword.

You can also check out www.ezine-dir.com for an extensive listing of possible online magazines related to your niche.

See what's included in these online publications and find out what people want. Then craft your niche product around what they want and what they will buy! Unique informational products will be a key to your success.

Blogs

Blogs are a great way to find out what people are searching for on "Main Street USA". People love to talk in blogs and they establish blogs because they have something to say. Earlier in this book, we talked about blogs and how to locate blogs specific to your niche. Check them out and see if people are looking for you and your niche ideas. Refine your niche ideas and create your informational products based on what you learn.

Using your search engine, search for "keyword blog" and you'll get a listing of blogs related to your topic. Or, visit:

- www.new.google.com
- www.blogger.com (Advanced Google search)

Blog carnivals

Don't stop with blogs.

Go visit a blog carnival and find out what all the excitement is about.

Blog carnivals are where people gather to talk about and review information and products related to a specific topic. Blogs are focused on a specific topic and are published on a regular schedule. You can see how often blog carnivals related to your niche idea are held and how well they are “attended”.

It's a great way to find out what people are asking for and what they can't find. A blog carnival is basically an online magazine, or eZine, but it is very well-organized and is an event that is promoted and highly anticipated by many of its attendees.

There is a wealth of information shared on blog carnivals that can lead to great informational product ideas.

For a list of blog carnivals categorized by topic and more, visit:

- www.blogcarnival.com

Questions and answers

Don't forget the value and significance of question and answer sites. People are asking for things they can't find! See what they're searching for and find out if your niche idea is in demand. Learn the aspects of the product that they are missing and focus on that missing element to differentiate yourself from your competition. Create products around this missing information.

Visit the question and answer sites, including:

| www.answers.yahoo.com

| www.wiki.answers.com

Niche social networks

When you were searching for niche product ideas, you spent a lot of time researching social networks. It's time to return to these sites to see how popular your identified niche product is to the site visitors and to also review the posts to see what people want.

Refer to our listing of social networks and check out the social network directory to determine the demand for your niche product.

- http://en.wikipedia.org/wiki/List_of_social_networking_websites

If people are talking about it, they are likely willing to pay for it! And if they are willing to pay for it, you have an opportunity create a financially rewarding online business. Remember that you're trying to find the perfect "niche" market for your business. This gives you great resources for development or purchasing of informational products.

According to Wikipedia: ²

“A niche market is a focused targetable portion (subset) of a market. A distinct niche market usually evolves when a potential [demand](#) for a product or service is not met by any supply, or when a new demand arises due to changes in society, technology, or the general environment.”

This means that you need to focus your efforts on a particular market searching for your product, so make sure that your product is in demand! Then, give them what they're demanding.

Although you may feel that you have already exhausted all resources in conducting research for your initial ideas, don't be tempted to skip this step. Confirming that your niche product is in demand will give you the information you need to go to the next step.

You're now in the process of refining your ideas and moving forward.

This is a critical step in the process of creating a successful online business.

Business Expansion and Product Supply

² http://en.wikipedia.org/wiki/Niche_market

You may be excited about the niche product you have selected and are ready to move forward with your enthusiasm and passion. You've satisfied yourself that there is a demand for your niche and you've got your answer.

But hold on!

You need to make sure you can promote and expand your business, and that you can provide the volume and quality of products needed to sustain your online business. The worst scenario is to have a flood of visitors coming to your website, ordering your products, and then not being able to fulfill their requests!

That's a quick way to lose visitors, customers, respect, and your online business!

The next step in your process is to determine how you can advertise your niche and where you will find your product supply. Are there PPC opportunities and are people willing to advertise the product? Find out how advertising can help you advance your niche marketing efforts. Using pay per click (PPC) resources, you can evaluate current advertising and determine your own strategy for using it to promote your site.

How many people are providing informational products related to this niche? Can you produce your own products? Will you purchase them? Without the product, you don't have a business.

Do your homework and find out how you'll manage and expand your business.

Advertisers

You can start your research on advertising by determining the number of advertisers for your niche topic. Check out the PPC advertisers:

1. **Google Adwords** – they are considered the biggest advertisers and offer the best for volume, traffic quality, and user interface. Their cost for advertising can be costly, but the return can be worth it based on your niche business.
2. **Yahoo! Search Marketing** – Offers a high volume advertising opportunity that is also good in quality. They were originally known as Overture.
3. **MSN Ad Center** – MSN has considerable traffic of high quality. They offer a great opportunity to promote your business through PPC.

Find out what they have to offer when it comes to PPC. Look at their pricing and evaluate bids for your keywords. This will help you determine if PPC offers you a good financial return.

Affiliate networks

Finding a product supply is essential. You must ensure you provide high quality, unique, and interesting informational products. Whether you're producing your own materials or purchasing them, you can't overlook this important step in determining your product supply.

Affiliate networks can be a massive resource to new online marketers. Most affiliate networks offer volumes of articles, reports, eBooks, and more that are relevant to your niche. When you access the best networks, you also access the highest quality products available. You can create a financially rewarding online business when you connect with reputable affiliates which deal in high levels of customer service and high integrity.

Article Directories

A great place to find information and products is on article directories. We've talked about some of the most well-known article directories earlier in this book (ezinearticles.com, goarticles.com, isnare.com). Search the sites for relevant content and review some of the articles.

There are a couple of things you can learn from article directories and ways you can enhance your niche website:

1. You can learn a lot about what people are asking based on the article content. This gives you ideas for informational content.
2. Relevant articles can be copied and used on your website to enhance your content – just be sure to closely adhere to the

article site's policies which usually require that you include the original author's name, URL, and other identifying information.

3. Once you have your niche website established, YOU can write and submit articles to these sites and become an expert in your niche! Your articles will be used by other websites giving you instant and free advertising.

Take advantage of article directories to find a supply of articles and information for your use and to learn more about the niche market.

Making money from your niche product

You have your list of potential ideas for informational niche products, and:

1. You're satisfied there is a demand for the niche
2. You have determined there are advertising opportunities for PPC
3. You have identified key resources for product supply

It's time to go further in your research. You have to be sure that you can provide quality products and deliver the product successfully. That means assurance of 100% delivery on time with high levels of customer satisfaction.

By now, you have already given consideration to your website. Your domain name, URL address, and other details have been considered. A website that has an easy to navigate layout, a well-defined site map, and an easy to use e-commerce component are all essential components of a successful online business.

The scope of this report is to provide you with the essentials of identifying a potential informational niche product, and conducting the necessary research to determine market demand, evaluate keywords, and other basics of business development. However, we would be remiss without providing you with some of the basics associated with valuation of your niche product.

The following includes summary information, but it is important that you understand the detailed processes you must follow to establish your online business.

Delivery

Any successful online marketer knows the value of the 'lists' that you will create and that will help sustain and expand your business. Email campaigns and value-added information that are targeted at your visitors and customers can make a huge difference in how successful your business becomes.

Permission marketing (visitors/customers give you permission to email them and they provide their information to you) is the most highly respected and well-received type of online marketing. Be sure you have this in mind as you proceed.

Now, let's discuss the delivery options for your product.

If your online product is an informational product such as eBooks, reports, and articles, which can be delivered electronically, you don't have as much concern about fulfillment. Electronic fulfillment makes your job much easier.

However, even with delivery of eBooks, you must have an effective process of uploading eBooks, including cover pages, indices, supporting articles, and the actual eBook contents. Make sure your website supports optimal delivery.

You must also have processes for accepting and verifying payment from individual customers (such as PayPal), executing the delivery of the information, and following up with customers to ensure receipt of the product. Once again, effective development of your website is key when preparing for these critical functions.

Note:

If your product is a tangible product, you must have a wholesaler to provide you with the product (assuming you don't produce it yourself) and a fulfillment process to deliver purchased products to your customers. You may have inventory and related aspects of the product. Knowing what it will cost to deliver your product is essential to your valuation process. This book is written from the perspective of informational products delivered electronically. If you plan to deliver a product that requires other types of fulfillment, you have more homework to do before you can complete your valuation of the product.

Creation of the product

As briefly explained above, you must determine if you can produce or purchase the product at a reasonable price. The cost should be fairly straight-forward.

For eBooks and other informational products that are delivered electronically, you must consider the costs for development or purchase of these products. For example, if you plan to focus on eBooks as your product:

- Will you produce your own eBooks?
- Will you hire a ghost-writer to produce eBooks?
- Will you do some combination of both?
- Will you use private label rights (PLR) materials and customize and enhance them yourself?
- Will you pay someone else to customize and enhance PLR materials?
- Will you sell affiliate products?

Consider all options for your informational products and be sure to factor in any associated costs. This information will be used when you evaluate your profitability.

Determining your profitability

When you are conducting the valuation of your product, be sure to factor in:

- Cost of the product itself
- Shipping and handling costs (if applicable)
- Any inventory or storage costs (if applicable)
- Any fees related to payment processing (for example, PayPal charges a percentage for credit card/debit payments – this should be factored into your costs)
- Price you believe you can receive for the product

Also, be sure to include any taxes required (if applicable). This is not an issue if you're providing informational products electronically (at least not as of this writing!).

You can check the potential prices you can charge for the product by doing some comparison shopping. There are some websites that offer pricing comparisons and they can be very helpful in valuing your product:

- Froogle.com (a Google website)
- Nextag.com

You can also use your search engine to find websites that may sell the product, and see what they are charging. Evaluating your competition is an important part of your evaluation process. This will help you determine if you're able to compete in a particular niche or not.

For example, if your competitor is able to purchase products at a lower cost than you can, they may have better cost basis and can sell at a lower price.

"Before you can really start setting financial goals, you need to determine where you stand financially."

~ David Bach

We've abbreviated the process for evaluating profitability of your product, but you should have a general idea of what is needed in order to determine if your product can result in a profit after all costs are considered.

- If the answer is "yes", then you're on your way!
- If the answer is "no", don't be tempted to try it anyway – check out another potential product.

Keyword Research

You've completed a lot of your research and evaluation. You have your product identified, you know there's a demand, you feel comfortable with your ability to produce a profit, and you're ready to go.

But you're not through yet!

The most critical component of evaluating your product is to do your homework related to keywords. We cannot under-estimate the importance of this step. You may believe you have the perfect product with a high probability of producing a profit.

But if no one is searching for your product with your keywords, then you may as well turn off your computer.

Goal of keyword searches

The goal of keyword research is multi-pronged. It's not simply an exercise to check off your list. It's a critical step to further confirm that you have a viable product for your business and that you are using the best keywords to attract search engines and traffic.

Your goals should be to:

1. Determine if the keywords you've chosen are being searched
-

2. Determine if a particular niche can be expanded to build a website around the keywords and keyword phrases
3. Identify keywords and similar keywords for creating content, writing blog posts, and marketing the niche product
4. Identify keywords that can be used to create pay-per-click (PPC) ads, create an eBook, write an article, or prepare an article
5. Organize keywords so they optimize your content

Keywords are the most important words included in your content and on your website. A good keyword strategy is essential. It will help you determine the most effective words to use based on how people search for your product.

Your keywords will be used to create valuable content and to promote and market your products through multiple methods of advertising such as article marketing, paid advertising, and other methods.

Another important reason to optimize keywords is to use them in social bookmarking. This is one of the very effective ways to gain traffic to your website and enjoy more links coming in to you. Internet users are able to save their bookmarks (see section on social bookmarking in this book - [Social bookmarking](#)) and then tag them with keywords.

People are able to share keywords with other people and they also take advantage of browsing keywords that other people have bookmarked as well. Your average online user can tag anything they want so your keywords become essential with this strategy.

With social bookmarking, you can have hundreds and thousands of people finding your site as a result of keywords being added as tags on sites such as:

- Digg
- Del.icio.us
- Reddit
- Technorati
- And others

The keyword research for your niche website must be extensive.

It is the single-most important aspect of establishing your website and creating content that attracts search engines and ultimately, paying customers. Do your homework when it comes to keywords and you'll reap many benefits and rewards in your online business.

The bottom line is that the right keywords can help you make more money!

“Genius is 1% inspiration and 99% perspiration. Accordingly, a genius is often merely a talented person who has done all of his or her homework.”

~ Thomas Edison

Search volume

Your first step in this process is to evaluate the search volume for specific keywords.

There are three key tools that you can use for this purpose:

- **Wordtracker** (www.freewordtracker.com) is probably the most well-known and highly used tool for determining the number of searches that are conducted for a particular word or niche phrase.
- **Overture (now Yahoo)** (<http://sem.smallbusiness.yahoo.com/searchenginemarketing/>) is another tool that shows you how many people search for specific keywords or phrases. You'll find the number of visits for that specific keyword and for any related keyword phrases. It

should be noted that Overture has had some problems with this tool and many users have moved to Wordtracker.

- **Google Trends** (www.google.com/trends) is a search tool that displays search volume and it also offers seasonal performance of specific keywords.
- **Nichebot** (www.nichebot.com) is a keyword research website that helps you find long-tail keywords, hidden keywords, semantic keywords. This site provides you with a wealth of information to help you expand your keyword lists and your online business.
- **Keyword Discovery** (www.Keyworddiscovery.com) compiles keyword search statistics by evaluating the major search engines across the Internet.

When you key in your keyword or keyword phrases into these tools, you find approximately how many times people search for that keyword each day (search volume). You want to find keywords that have very high searches on a daily basis.

Google Trends also offers you opportunity to evaluate trends over time so you can determine if the searches for a particular keyword are increasing or decreasing. This will help you decide if this is the right product for your business.

Another valuable tool when researching your keywords is:



www.kwmap.net

Kwmap.net is a free keyword tool that has many different types of information. The tool does not dig deep into keyword research, but it does provide some valuable information on related keywords and semantically (LSI) related keywords.

Starting with Kwmap as a base tool for your keyword research, you'll find:

- | A navigator panel that shows where your particular keyword intersects with similar words

- | An alphabetical keyword list of similar words

- | A list of websites that contain your keyword or have related content that includes a brief description of the website's content

This information will help you expand and refine your keyword list. Finding semantically related keywords will also be a good way to expand your themes and website content.

Nichebot provides a deeper dive into your research and will help you create extensive and comprehensive lists of keywords and long-tail keywords.

Take advantage of multiple resources to evaluate your keywords.

Keyword research steps

Your business is heavily dependent on your ability to identify and establish a website that uses keywords that attract a crowd. This means that there must be a demand for your keywords.

The keyword search process

1. Using your list of potential niche products, you can create your list of possible keywords. Assume you're creating a potential niche website on "gardening". You start creating your possible keyword list which might include 'landscaping', 'flowers', 'shrubs', 'soil', 'plants', 'planting', 'edging', 'mulching', 'groundcover', and other similar words. The longer your list of possible keywords, the better results you will receive.

Many of these words were revealed to you in your search for niche product ideas so be sure to use them. Now, it's time to use some of the tools described above to evaluate popularity of your keywords.

For this example, let's assume you're using the Wordtracker tool to evaluate keywords. Wordtracker provides you with some valuable information relative to your keywords.

- First, you'll receive a list of related keywords.

- In our example for “gardening”, you may find that related keywords include “landscaping”, “agriculture”, “farming”. Establishing relevancy and linking with this LSI strategy is important.
- The second and very important thing you’ll find are long-tail keywords. For gardening, we may find that “gardening ideas”, “organic gardening”, and “indoor gardening” are good long-tail keywords
- You’ll also find the search volume for specific related keywords.
- Next, you’ll see how much competition is advertising based on each keyword.

In addition to Wordtracker, Nichebot.com is also an excellent tool for identifying long-tail keywords and related keywords. Using multiple tools gives you a broader and more extensive list of keywords for your use in content.

2. Once you’ve thoroughly exhausted all research on keywords and found relevant, semantic, and long-tail keywords, you’re ready to move on to the next step.
 - Access Wordtracker to evaluate the search volume of your keywords.

- Determine whether or not your keywords and keyword phrases are frequently searched, and if they are, you're on your way!
 - If not, you need to step back and begin your process again – working hard until you find the best keywords possible for your business.
3. Once you have expanded your keyword list with the addition of related keywords from your Wordtracker results above, and evaluated their popularity and search volume, you can refine your keyword lists.

Then it's time to move to your next step. You will now begin to **prioritize** your lists of keywords.

Begin this step of prioritization by determining the overall layout of your website. This enables you to group your words into themes. You can create as many themes as you like, but it's recommended that you keep it to a manageable number of 5-10 themes. This will allow you to create an effective site map or siloing system (method of organizing your site based on themes) that optimizes the use of keywords. You can expand your themes as your business grows.

You can then take the keywords you've grouped by theme and determine how they can be grouped into long-tail keywords. These long-tail keywords will give you more flexibility in

describing your niche product without over-using keywords and making your content keyword heavy.

For example, let's take a look at "organic gardening" and how it can be expanded for long-tail keywords:

- Gardening with organic materials
- Investing in organic gardening
- Purchasing organic soil for gardening
- Organic fertilizer in flower gardens
- Vegetable gardening with organic pest control

Now, you should be able to visualize your website and determine which terms have the most importance to your niche. You will be energized and excited when your keywords start coming together and you'll soon find a combination of hundreds of keywords!

Your keyword listing will become one of the most valuable tools you reference when creating content, titles, themes, articles, and reports. You must be committed to continually evaluating your keywords and conducting research to ensure they continue to be the best words you can use – based on search volumes and popularity of the words.

Words can morph or evolve over time. For example:

At one time, “portable computers” was a term used to describe what we call “laptops” today. Although they are basically the same things, if you continue to use “portable computers” and do not replace/add “laptops” in the content and titles on your niche website, you’ll lose a lot of traffic and over time, and your site may become obsolete.

Laptops have been replaced by hand-held devices for many people (for example, Blackberry’s). Be sure you know what is the most current lingo being used in your niche market and adjust your keywords accordingly.

Keywords dictate success

Your keyword research will drive the success (or “un-success”!) of your niche website. Giving this aspect of your business development the appropriate time and effort it deserves and requires will pay off in the end. You’ll attract search engines that will bring you lines of traffic to your niche site.

When your keywords are effectively deployed throughout your content and linked deep within your site through extensive onsite linking, you’ll

create a sticky website that not only has them visiting, but they'll be staying for a while!

Your keywords will dictate your success – use them wisely!

Using keywords in content

Now that you have keywords and long-tail keywords identified, it's time to really optimize them on your website. Keywords should be included in your titles, content, articles, reports, eBooks, lists, and other website content. You should also use them in the creation of ads for PPC advertising and always insert them when you write articles for article marketing or when you submit information to newsgroups.

Keyword density will become a very important factor when creating your content. You'll want to focus on 2-5% keyword density, meaning approximately 2 to 3 keywords for every 100 words of content.

We've included some tips on keyword management to optimize SEO and traffic flowing across your website:

1. Focus on a keyword density of approximately 2-5%.
2. Use keywords in titles effectively – this is extremely important.
Page titles are the best places to optimize the use of keywords and it is **especially helpful when the keyword is the first word in the title**. Stay with shorter titles rather than long, boring ones.
3. Always include keywords in the anchor text and near the top of the page.
4. Don't overstuff pages with keywords – search engines do NOT like the over-use of keywords and will pass you by.
5. Use your words to create a natural flow in your sentence structure.
6. Make sure keywords and keyword phrases are relevant to your niche market, products, and business.
7. Use semantic keywords or synonyms to augment your primary keywords. People will search for your niche in different ways so make sure they can find you. Utilize the LSI strategy.
8. Be sure to use your keywords in text and remember what you read earlier – search engines cannot read images and photos! Label photos and images with text that utilizes keywords.
9. Continually research and update your keywords as needed to make sure your niche site continues to attract search engines.

Keywords are a valuable link in the chain of strategies that will help you create a successful online business. Without them, you are unlikely to attract search engines. And if you don't use them effectively and wisely, they won't be a lot of help.

So take time to conduct your research, evaluate keyword options, identify semantic keywords, and create keyword-rich content that provides value to your target audience.

Evaluating Your Niches

We've provided you with lots of important information to help you begin your research for an online niche business. There are many people searching online for niches and they can't find what they need. If you take the time to conduct your research on niche topics as we've described in this eBook, then you'll have a leg-up on the competition.

The information we have provided on the importance of researching keywords and evaluating their potential effectiveness cannot be over-emphasized. This is an extremely valuable part of your business development process. It cannot be over-looked or short-circuited. If you neglect this essential step in the process, you will find yourself regretting it later when search engines pass you by.

Your success in an online niche business lies in your ability to conduct the research needed to make decisions, and your creativity when developing a 'sticky' niche website that attracts traffic and keeps visitors and customers interested as long as possible.

It is also dependent on having a positive attitude and vision for your successful business.

An online business can provide you with financial security and personal satisfaction. Evaluate the market demand for your niche product and make well-informed business decisions as you proceed. Follow your dreams and your passion as you create your own business and provide your target audience with what they want and need.

Open the doors to your new online business and enjoy the many benefits you will receive!

Good luck in your endeavors!

JP Schoeffel

"Formulate and stamp indelibly on your mind a mental picture of yourself as succeeding. Hold this picture tenaciously. Never permit it to fade. Your mind will seek to develop the picture."

Norman Vincent Peale

Resources

Article Directories

www.ezinearticles.com

www.goarticles.com

www.isnare.com

www.eHow.com

www.ArticleGarden.com

www.ArticleCity.com

www.ArticleBase.com

Blog directories

www.new.google.com

www.blogger.com (Advanced Google search)

www.blogcarnival.com

Brainstorming and research

www.google.com/press/zeitgeist.html

www.big-boards.com

www.Clickbank.com

www.amazon.com

www.barnesandnoble.com

www.magazines.com

www.booksamillion.com

www.borders.com

<http://www.bloggersblog.com/cgi-bin/bloggersblog.pl?bblog=1107071>

http://en.wikipedia.org/wiki/List_of_social_networking_websites

<http://mashable.com/2008/05/11/top-10-social-networking-sites-for-women/>

Classified ad websites

www.Freeads.com

www.Craigslist.org

www.Usfreeads.com

www.50.lycos.com

Discussion groups

www.groups.google.com

www.groups.yahoo.com

www.big-boards.com

Encyclopedias and Questions/Answers

www.wikipedia.com

www.en.wikipedia.org/wiki/Main_Page

www.wiki.answers.com

www.buzz.yahoo.com

www.answers.yahoo.com

eZine directory

www.ezine-dir.com

“How to” websites

www.ehow.com

www.howstuffworks.com

Keyword research

www.freewordtracker.com

<http://sem.smallbusiness.yahoo.com/searchenginemarketing>

www.google.com/trends

www.nichebot.com

www.Keyworddiscovery.com

www.kwmap.net

Online bookstores

www.amazon.com

www.barnesandnoble.com

Pay per click advertisers

<http://adwords.google.com/select/Login>

<http://sem.smallbusiness.yahoo.com/searchenginemarketing/>

(formerly Overture)

<https://adcenter.microsoft.com/>

Price comparison

www.Froogle.com (a Google website)

www.Nextag.com

Question and answer sites

www.answers.yahoo.com

www.wiki.answers.com

Research

See "Brainstorming" above

Shopping and What's Hot

www.pulse.ebay.com

www.ebay.com

www.news.yahoo.com

www.shopping.yahoo.com

www.shopping.com

www.50.lycos.com

Social bookmarking

www.digg.com

www.reddit.com

www.technorati.com

www.del.icio.us.com

www.icerocket.com

www.propeller.com

Social networking directory and sites

<http://en.wikipedia.org/wiki/> - (list of social networking websites)

www.facebook.com

www.youtube.com

www.linkedin.com

www.myspace.com