

Niche Domination Secrets

How To Build A Profitable Business In Any Market And Dominate Your Niche With Ease

This was a special bonus Q+A call designed to go through some live examples of sites already created by some of the students as well as answer any pressing questions that member had.

To get the real benefit of the call, it is suggested to watch the recording and take your own notes on what you feel is important to you. There was a lot of content on the call covering many aspects of getting sites up and running, driving traffic, increasing conversions etc

Member Case Study #1

The first site to be reviewed was:

www.Women-SelfDefense.com

The design of the site is very nice, bold and easy on the eye.

One suggestion was to change the domain name for two reasons:

- 1) It is better to have a non-hyphenated domain for the main product salespage. While you can still use hyphenated versions for blogs and content sites, a non-hyphenated domain name looks better and is easier for someone to remember.
- 2) While the domain name does contain good keywords, it is sometimes preferable to have a name which is a little more memorable and powerful. Again, the keyword rich domain name would make the perfect foundation for a content site or blog that could be used to funnel traffic to the main sales site.

The headline of the page should be more benefit driven – give the reader a clear indication of why they need to read the rest of the salespage. Bolding the

headline can also help with the “impact” of the headline. A good headline font that is frequently used is the “Tahoma” font.

When writing bullet points for copy, consider using “Title Case” where the first letter of every word is capitalized.

By adding an extra space before important paragraphs, you give the reader more time to pause in the copy, rather than running straight into reading.

Subtle differences like this can help increase conversions.

Make sure your call to action (i.e. the order button) is clear and stands out. On this site, the order button had a patterned background. While it looks pretty, it may be more effective to remove the pattern so the call to action is clear to see

(These are just small things that can help conversions – but more important to get it up and running before making it perfect)

Getting testimonials

Once you have a product created it always helps to have testimonials from actual users of the product on the salespage.

There are several ways in which you can do this:

1) Ask your existing customers for a testimonial. If your product is good enough, they are likely to give you honest feedback. If you haven’t “launched” your product yet you can drive traffic to the site using some of the tips in module 4 to make some initial sales.

2) Give out review copies to friends, competitors, partners etc. Before giving a review copy, make sure to tell them the review copy is conditional i.e. they are agreeing to give you feedback/testimonial after they have used the product

Review Sites

Review sites are a great way to test markets and products.

They are relatively quick and easy to setup and provide a great format which can get high conversions – particularly if you make the reviews honest.

One good example is the site below that lists several different products:

www.EyelashGrowthProduct.com

Your review site should appear to be independent and unbiased so do NOT make it look like a sales page. Don't use "hype" or sales talk. Write your review as an end user and explain the benefits of using the product.

Also, don't be afraid to include something negative about the product. This helps to show the reader that the review is in fact an honest review, and therefore something they can trust to come to their own conclusion to buy it.

If you want to create your own site you can go to websites such as www.Odesk.com to find designers who will be able to create a custom website design for you cheaply.

Blogs are also a great way to create a review site with a lot of flexibility.

If you go to www.wordpress.org you can search for different themes and plugins that you are able to use for your own sites.

Installing A Blog In Under 2 Minutes

To create a blog, login to your cpanel and choose the "fantastico" option to install Wordpress with just a couple of clicks.

This will give you the default installation of Wordpress.

In the call, we also covered different plugins you can use to help increase your sites rankings in the search engines. The list of those plugins can be found at the link below:

Plugins: <http://www.nichedominationsecrets.com/product/plugins.zip>

Member Case Study #2

The second site was a review site as well as a product site on the root folder:

www.PlayBetterGolfFast.com

www.PlayBetterGolfFast.com/review-site

Initial feedback was based on the review site.

The Title tags were not optimized for proper keywords so this should be changed as it is possibly the most important on page factor for SEO purposes.

Also, it would be beneficial to create a separate page for each product so that keyword optimized content for each product could be used. This would greatly increase the chance of getting free traffic from the search engines,

When creating review sites, good keywords to focus on (based also around the product name) are: review, reviews, scam, learn, buy, download ...

As mentioned above, don't make it sales page. Make it look like an honest review page based on genuine user experience.

One suggestion was to never give a product the maximum score e.g. don't give 5 stars, give 4 and a half instead. Very few products are actually "perfect".

Consider putting your favorite product in #2 position. Test different positions to see which ones give you the best \$/visitor.

Be honest – give negative feedback also.

For the main product. make sure to have a story in your salesletter – This will greatly increase digestion of your salesletter and increase conversions.

If you have a product of your own, this should also be your "Top Recommendation" in the review section of the site. There is little point sending all the traffic to an affiliate link for 50-75% commissions and building their business when you can be keeping 100% for yourself and building your own list of buyers in the marketplace.

For affiliate review sites, use the traffic strategies discussed in module 4 for free traffic. A simple blog combined with those strategies can easily rank highly (and quickly) in the search engines and bring you a lot of traffic at no cost.

Testing And Tracking

There are many tools you can use to test and track the performance of your sites. If you have an Adwords account you can use the free Google Website Optimizer to test different variations of your salespages to increase conversions.

You may also want to consider a separate third party script on your own server such as the one found at: www.Adtrackz.com

Exclusive Coaching Opportunity

From feedback through the blog and other emails, it soon became apparent that many members wanted to take things further and learn even more advanced techniques for building multiple businesses in multiple niches.

With this in mind Eric and I created a special program (with an exclusive coaching offer that's only available to 15 people). Many of these places have already gone but there are still some remaining.

If you're interested in learning more about this program, which also includes a 1-hour, 3 way recorded coaching session with Eric and myself simply visit the link below now:

<http://www.NicheDominationSecrets.com/coaching.html>