

Niche Domination Secrets

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

Module 2 – Competition Analysis

In this call we moved forward from just picking some niche ideas to actually determining how profitable that market may be, and also analyzing some of the competition to see how they are making money and driving traffic to their websites.

The first part of the call discussed using free keyword research tools to quickly analyze how “popular” that market is online, by finding out how many searches there are for certain keywords.

This helps ensure that the market has potential – but you also need to ensure there is a large search volume PLUS competition. There may be some niches which are very popular, but may not be profitable.

There are 3 main keyword tools that I use and I covered each separately. The best part is that all of them are free. While there are paid tools you can use, I find the free ones work just as well, and give me more flexibility to really dig down into markets more easily.

1 – Adwords Keyword Tool (and Traffic Estimator)

<https://adwords.google.com/select/KeywordToolExternal>

<https://adwords.google.com/select/TrafficEstimatorSandbox>

The Google Adwords tool is probably the most accurate tool in terms of search volume, especially now that they give actual search volume numbers.

When using the tool, you should be aware that it returns the MONTHLY search volume. (This is important to remember as another one I will mention returns the daily search volume)

We are not worried about these terms for search engine optimization purposes right now – this is just to examine how popular a particular niche may be.

By entering your keyword and performing the search, the tool will return a list of ~100 or so directly related keywords. Below this, it will also return some suggested keywords.

For example, searching for **weight loss** would give results like:

Weight loss
Weight loss tips
Weight loss diet
Fast weight loss ... etc

And the suggested results would be:

Diet
Lose weight
Lose fat
Fat loss
Burn fat ... etc

The important thing to remember when using the Adwords Keyword tool is to select the EXACT match type.

This will give you the most accurate results for that phrase. By leaving it at the default 'broad' match type, you will get greatly inflated numbers.

This is because the tool will return the volume for all keywords containing the specific phrase.

In the example above, a broad match for **weight loss** returns 9 million results, because it counts every single search that may contain the words **weight** and **loss**.

By using the exact match option, it will only return the searches for the exact phrase **weight loss**.

A good number to look for in a market is 50,000+ searches a month for the primary keyword. (As we can see, weight loss is a very popular market with 450,000 searches a month)

The "Advertiser competition" section shows you (in relative terms) how many people are advertising for that term with Pay Per Click. Again, if you find that

keywords have a lot of PPC competition, this is not necessarily a bad thing – it is an indicator that the market is profitable. If it wasn't people wouldn't be paying for those ads.

The Traffic Estimator is useful for examining the type of traffic that you can expect to get from a PPC ad on that keyword, as well as the cost per click.

2) Wordtracker – Free “Google Trends” version

<http://freekeywords.wordtracker.com/gtrends>

This tool gives the daily search volume for the top 100 directly related terms.

The numbers are not as accurate as Google's, but they can be used as a good estimate. I always double check to make sure that Google and Wordtracker give similar results.

By using the “Google Trends” option (which is the little bar chart button to the right of each listing) you can instantly see the number of competing pages in Google, along with the estimated traffic you would get if you had the number 1 position on Google for that term.

As a rule of thumb, I tend to look for any keywords that can give 50-100 visitors per day as being a potentially good keyword to target.

3) Keyword Browse

<http://www.KWBrowse.com>

KWBrowse.com –gives directly related terms as well as thematically related terms.

It doesn't give search volumes or numbers but as shown in the video, this can be very useful for digging down into sub-niches from a primary keyword.

Analyzing The Competition.

As discussed last week, when looking at potential markets you should have at least 5 competitors, one of whom should be making \$5,000+ a month, and there should be access to a list of 5,000 people or more.

One of the best places to check out the competition is through the Clickbank marketplace.

<http://www.clickbank.com/marketplace.htm>

The marketplace is divided into 9 categories and 94 sub-categories.

When searching through, the results can be sorted by a number of variables, including “popularity” and “gravity”.

(Gravity is based on a mix of the number of affiliates who have made a sale of the product, and the sales volume of the product)

The gravity numbers for the top listings in each category can be extremely high.

For example, in the health and fitness category, the top listing there has a gravity of over 500 (at the time of writing)

Being at the top of one of the main categories can correlate to a sales volume in the high 5 figure range, or 6 figure range.

The problem with trying to create a product to compete with these vendors is that it will be extremely difficult. The competition at this level is extremely talented, have already established themselves, and likely have more passion about the market than you have. All of this means a lot of work for you trying to compete.

Instead, you should concentrate on one of the smaller sub-categories.

The sub-categories themselves can give you some great “market” ideas.

For example, the health and fitness subcategories reveal much more targeted niches such as “mental health”, “spiritual health”, “womens health” etc..

The great thing about these smaller markets is that it's easier to make money, even if it maybe less money than being at the top of the main category. These markets are often not as “trained” to look for perfection in a product as prospects in a more competitive market.

Eric suggested some markets that he personally tends to avoid which include:

The broad health and fitness market, the legal market, and also the business development or opportunity seeker market. These markets are often saturated and also may have legal issues that need to be addressed in certain products. e.g. FDA for health products, FTC for biz opp products.

An example of a good market for Eric was the sports and recreation niche.

From a quick look at the top level results in that category, we can see there are a lot of “water for gas” products which fall under the “autos” sub-category.

While this may seem like a good market at first glance, by looking at a search on Google we can see that it's very saturated and also Google has stopped serving PPC ads for these terms. This is a sign that there is something wrong with the market.

Other results in the marketplace include golf products. Golf is a very large market, full of intelligent and educated buyers. (HINT: The key word in that last sentence is “buyers”!)

For the smaller subcategories, the gravity is a lot lower, but these sites are still probably making a healthy 5 figures a month. This satisfies the competition “requirements” that we set previously ... 5+ competitors, \$5,000+ a month etc...

(Eric has been very successful at marketing niche products on Clickbank and he knows from personal experience the rough income amount from having top positions in these subcategories, so when he says “5 figure a month” that's based on factual numbers)

Once you've decided on a market and found there are competitors, you should then start to analyze how their sites are built and how they are getting their traffic.

One of the easiest ways to do this is simply go to Google and perform a few search commands.

Link:domain.com Will return the links pointing back to the website

Related:domain.com Will return sites related to the competitors domain

Site:domain.com Will return pages on their site that are indexed in Google.

(If you use the FireFox browser ... and you should ☺ ... you can use the free “SEO Firefox” plugin to get a lot of this information displayed instantly on your search results. This is explained in the video)

What you want to do is find out where all their backlinks are coming from, and what kind of content they have on their site.

How to build a site that’s virtually guaranteed to make money.

Through your research, you’ll find sites that are making money and you will study their backlinks as well as their content.

You should also see if people are *consistently* advertising with PPC for the site.

For this, you should go and do a search for the site and the main keywords and either write down, or take a screenshot, of the different ads there. After a few days come back and see if the ads are still there. Are they still there after a week, or two weeks?

If they are, then you can be pretty sure that the ads are making a profit and that the site is making money.

Now that you’re sure you’ve found a profitable site, in a profitable market, you should start to “model” what they have done.

(Don’t worry about product creation for now – this will be covered in a later module. As Eric discussed on the call, creating the product can actually be the easiest part of the whole process)

To model the competitors site, create similar pages for your own site. Find out what content on their site is ranked the highest, and create similar content for yours.

Find out where they are getting backlinks from (e.g article sites) and start getting links to your own pages.

(Quick SEO tip: Make sure to get backlinks to your individual pages as well as your home page – this is VERY important and a lot of competition ..as seen in the video ... they forget to do this.)

Getting backlinks through articles, blog posts etc is easy, but you can also get relevant links from other pages.

In small markets, find some of the top ranked websites and see if you can “buy” a text link from them. If they are at the top of Google, you know they are getting traffic, so you can funnel some of this to your own site.

It doesn't always have to be a site that's directly related. If you can find high ranking pages in different niches, you can still look to get links from those sites. Even though they may not bring you direct traffic and sales, they will still help your own SEO rankings.

For example, in the video we saw a college basketball site link for the golf product. The site is unrelated, but the link is valued by Google.

A second example from the video was the “Parenting” section in the “Home and Family” category.

The #5 site on “how to start a daycare” was previously (and consistently) #1 in that category which indicates it was making a lot of money.

The site itself was very poorly designed, with poor layout, poor copy, and virtually no “salesletter” – yet it was still profitable.

In this case, it's possible to create a similar product, but do things better.

All you need to do is find a profitable site, see what they are doing and do it yourself ... only better!

Steps To Take Now

Here is a link to a free video from a friend of ours, Jason DeVelvis, that shows you how to pick out some very good, keyword rich domain names using a free suggestion tool.

Jason's Presentation – domain names:

<http://www.richard-legg.com/freetraining.html>

Also, be sure to sign up (if you haven't already) for a free account at www.Twitter.com and use the links below to follow us. You will be able to keep updated from us and communicate with us.

www.Twitter.com/ericfarewell

www.Twitter.com/richardlegg

Sign up to Eric's blog for more updates from him (His emails, though rare ☺, are always good to read.

www.EricFarewell.com

Homework for Module 2

Again, the most important thing you can do now is take action with what you have learned.

From last week, you should have a list of potential niches that you want to explore.

Take those niche ideas and start performing some competition analysis.

Find out what kind of search volumes those keywords get.

Look for related products on Clickbank.

See if people are advertising those products on PPC. Are those ads still there a few days, and even a few weeks, later?

See what kind of site the competitor has i.e. how many pages does it have in Google? How many backlinks does it have? Where are those links coming from?

Use the search options shown in the video and listed above.

If using the firefox browser, install the "SEO Firefox" plugin (Just Google it to find it). If you don't use firefox ... start now ☺