

Mark Aylwards Niche Ninja Report

A FREE Guide To Making Profitable Niche Sites

All Rights Reserved 2010



Copyright & Disclaimer

You are encouraged to use quotations from this report on your website or blog, as long as you link back to InternetMoneyMap.com for attribution.

Please also feel free to forward it shamelessly to everybody and his brother 😊

Link back to me so I can link back to you and we can generate traffic for each other.

All other rights are reserved, and this report may not be shared by any means.

The information in this report is provided “as is,” with no implied warranties or guarantees.

There are affiliate links in this report and if you click on them and buy something I may get a commission...Thank you!

© Copyright 2010 InternetMoneyMap.com

Table Of Contents

1.Introduction

2.The Idea Of A Niche

3.Expectations

4.Finding Your Niche Market

5.Keyword Research

6.The Technical Stuff

7.Initial Promotion And Marketing

8.Creating Content

9.What's Next?

**10. Free Resources For Your Internet
Business**

1. Introduction

The purpose of this report is to educate you and guide you step by step through the process of defining what a niche market is, how to identify a profitable niche market and how to set up a niche website in your niche market that you can make money with.

With the advances in technology and marketing tools, you can literally do this with a few hours of work and absolutely no technical knowledge beyond the ability to point and click and cut and paste.

This is a really cool concept that you can use over and over again to create multiple streams of income that will continue to come flowing in for months and sometimes years to come.

As a matter of fact, in some of these markets, if you do things right, you can put money in your bank account for as long as you renew your domain name.... forever!

Most people don't understand a few basic things about Internet marketing in general and niche marketing in specific.

First, the absolutely incredible magnitude of the Internet has created global markets for just about every product and service known to man. If you set up your sites properly, your potential audience size is STAGGERING.

The guy who buys your product could be in Thailand as easily as right next door. So there is plenty of room for you and your site to make money.

The second thing is that Internet marketing is no get rich quick thing. There are some marketers who launch products and programs that make thousands of dollars in hours and millions in days.

These guys started from scratch and built up a loyal following of customers. They also have developed friends who market for them and they return the favor.

You can do this too if you are willing to do the things you need to do and continue to do them on a consistent basis.

I can't remember who said it but the saying was something like, "Internet marketers don't fail, they give up before they start to succeed".

Lots of people struggle for a while in this game, but if you follow my direction in this report, you will be generating your first stream of Internet income in no time!

Good Luck And Enjoy!

Mark Aylward

2. The Idea Of A Niche

There is a lot of buzz around Internet marketing regarding “Niche” marketing and niche websites and rightfully so. The idea of marketing to a smaller less competitive, but still hungry market makes sense.

The whole idea behind building niche websites and catering to niche markets is based upon this concept that people who are searching for very specific things are more likely to be interested in actually buying them.

Think about that. If you are searching for “luggage” for instance, you could be as likely to be looking for a briefcase as for a backpack. If you are searching for a “Samsonite leather laptop briefcase”, it’s pretty likely that your looking to buy....a Samsonite leather laptop briefcase!

There are better examples I’m sure, but you get the point. The more specific the better, provided that enough people are searching on that term. There are even people out there building niche websites based on specific product names and model numbers!

You need to find a market that has enough potential customers but not too much competition. We’ll go into detail on how to do this later on in the report.

You need to keep in mind that your website will need some quality “content” in order for the search engines to find it and “approve” of it.

In other words there are three important components to a good niche website; the amount of people who visit, a niche that is not too competitive and the quality of the overall content and offer.

It's not enough now days to have volume. The search engines (and potential customers!) place a high value on relevance and quality.

The more quality content and relevance your site has the higher your search engine ranking will be.

The higher your search engine ranking is, the more people will see it “naturally” just by searching on your keyword phrase or some version of your keyword phrase.

Here is an example of what I'm talking about

The screenshot shows a Google search for "leather laptop briefcase". The search bar at the top contains the text "leather laptop briefcase" and a "Search" button. Below the search bar, it indicates "About 1,010,000 results (0.28 seconds)".

On the left side, there are navigation options: "Everything", "Shopping", and "More". Below these, there are links for "All results", "Fewer shopping sites", "More shopping sites", "Page previews", and "More search tools".

The main search results area shows several entries:

- A sponsored link for "Leather Laptop Briefcase" from www.AllBriefcases.com/LaptopCases, described as a "Top Rated Laptop Cases Site. Low Prices, 30% Off & Fast Shipping!".
- A sponsored link for "Computer Bag Blowout Sale" from LuggageBase.com, offering "Up to 80% off computer briefcases. Quality name brand laptop bags." with a link to "Show products from LuggageBase.com for leather laptop briefcase".
- A sponsored link for "Leather Laptop Briefcase" from www.Staples.com, described as "Stylish Computer Bags to Protect Your Computer While You Travel." and noting that Staples.com is rated 4 stars on Google Products (2270 reviews).
- A search result for "Leather-Briefcases.com - Leather briefcase, leather laptop bags ..." with a red "#1" in a circle and a red arrow pointing to it. The snippet reads: "We've provided premium leather briefcases and leather portfolios at value prices for 12 years. Leather-Briefcases.com specializes in quality leather laptop ...".
- A search result for "Briefcase.com - Briefcases, leather briefcase, laptop bags, laptop ..." with a snippet: "The #1 Briefcase Site on the Web Since 1998! Savings on leather briefcases, messenger bags, laptop cases, laptop bags, briefcase on wheels, backpacks, ...".

On the right side, there are "Sponsored links" for eBags:

- "Leatherbay Cambridge Leather Laptop Briefcase ..." for \$271.96.
- "Royce Leather Laptop Organizer Briefcase ..." for \$228.00.
- "Solo Leather Expandable Laptop Briefcase ..." for \$59.99.
- "Men's Leather Briefcase Lawyer Briefcase, Laptop Case, Bags ..." for 20-70% Off.

The keyword search term above is “leather laptop briefcase”
The highlighted links (with the tan background) are paid

advertisements. The number 1 “natural” free listing is “leather-briefcases.com”. That’s a great domain name for someone to have in the “leather briefcases” niche.

If you look at the yellow highlighted results number at the top, you can see that the number of other websites that are trying to rank for the term “leather laptop briefcases” is 1,010,000!

This is way too competitive for our purposes.

This is how you have to start thinking about your niche website business. Find a specific market that is both popular and not too competitive and build a quality site around it.

3. Expectations

One of the main reasons that people fail at Internet marketing is that they go in with false expectations about what they need to do.

The truth is that it is not “difficult” per say, but it does require a good bit of work at the beginning and results come with time no matter how good you are.

Frankly most people either do some research and don't take action or they start to take action and give up before they experience any success.

No matter how good your training is, you will need to continue your education forever and you will need to do your own additional research because no one can cover “everything” in their courses.

The good thing about research is that you can literally Google anything and find free resources on just about anything. A very intelligent thing to do is to consistently “spy” on your best competitors.

If something is working for a competitor, then you can put your personality on it, make it your own, improve on it and use it in your business. There is no reason to start from scratch. As long as you are not blatantly stealing or plagiarizing, this is expected.

You'll want to keep files and notes on things you see as you do your research. These will become the basis for articles, posts and your other content and techniques.

Building niche sites allows you to take advantage of hot markets that are smaller and less competitive. It is also fairly simple technically and can be done quickly.

To build a business with this technique you will need to build multiple sites, but for the most part, once the initial work is done you can expect your sites to continue to make money with little if any additional work.

With a little creativity and foresight you can connect and effectively integrate your sites into a “net” or “wheel” with each individual site supporting the others with links and traffic. This isn’t necessary, but it will help you to think about this as you make decisions along the way.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

