

INDEX

What is a niche website?	2
Choosing the right niche	3
Free Templates	6
Building Content For Your Niche Site	7
Finding the right product for your niche	9
Autoresponders	11
Marketing your site	12

What is a niche website?

A niche website is a website that allows users to find information on your niche, to register to your newsletter, to buy the product that you offer for the same niche.

Niche websites may offer a product or use PPC as an income stream. For me, selling a product always worked better. AdSense would result in losing visitors and I don't think it is worth the \$ you make from that one click.

Because niche sites can be set to run on autopilot they are one of the best ways to build long term recurring revenue.

Choosing the right niche

The most important part of building a niche site is choosing the right niche. You really wouldn't want to compete with a lot of sites. That is why you on the first place need to find a niche with good amount of searches everyday and very low competition.

There are many keyword tools on the internet, but I'm going to give you the two I use instead of giving them all.

<http://www.checkrankings.com/keywordsuggestion/>

<http://tools.seobook.com/keyword-tools/seobook/index.php>

Lets create a niche membership site together.

We have to find a niche that people are having problems about, need an answer for their problem or a product which will help them to solve their problem. There are several sites to find the problems people are facing with today. Here are some of them:

<http://www.clickbank.com/marketplace/> - You may see what other marketers are offering. No one would offer something which is not on demand.

www.netmagazines.com – You may also use magazines to find what is hot today.

<http://www.mygoals.com/> - People pay to reach their goals ;)

After doing some search, I decided to create a site about Paypal and how to make money using Paypal. That is a problem and people actually try to find a solution for this and I can offer them my help on a website. So I go to <http://tools.seobook.com/keyword-tools/seobook/index.php> and write Paypal in the box and hit on submit.

Results are interesting. According to their tool, “make Money using Paypal” is searched over 300 times a day only in Google! That means you’ll receive around 250 unique visitors only from Google if you can make up to #1.

Okay; looks like I’ve found my niche to build a site around, but I have to do a bit more research on this before I start building my website.

I now go to www.Google.com and type “make Money using Paypal” to see the number of actual competitors.

<http://www.Google.com/search?hl=en&q=%22make+money+using+Paypal%22>

Yes there are only 18.000 actual competitors which is really great. I will be on the first page with doing basic SEO actually!

To give you an idea, for keywords that are searched under 1000 times a day, 100.000 actual competitors and below are good to start with and 18.000 is great to start!

So I move to next step and buy myself a good domain name. I use www.idotz.net as my domain company but you can use any of the registrars to register your domains.

I type in the first domain name that I think will help me with the search engine rankings and that is make-money-using-Paypal.com. It is always better to use the keywords you target in the domain name so with this domain name, I use all of my keywords in the same order and I'm 100 % sure that I'll have very good rankings! So I register the domain name and move to the next step.

Free Templates

I now need to build a website. I don't want to pay any money to build my website, that's why I'll use a free template. Please remember that free doesn't always means low class. Actually the website I'm going to tell you will change your life! No, it really will.

<http://www.oswd.org/>

There are 1000's of free templates that are ready to be downloaded. You can choose one which will be suitable for your site.

Building Content For Your Niche Site

Now that you have a template in front of you, you need to put content to fill your website with information. The most important part while creating content is, you need to create unique content. You shouldn't copy paste from other sites on the web and write unique information related to your niche.

At this point, you have to choose one of the following:

- 1- I'll write my own content and spend a lot of time researching my niche.
- 2- I'll outsource all the writing work.

If you don't want to spend money, you should stick with the first option and have a look at your competitors' websites. Try to find sub-niches which are connected to your main niche. For our niche "make money using Paypal" you need to explain what Paypal really is in the first place and try to give them some unique ideas about Paypal that may help them in the future.

Also some articles about "successful businesses using Paypal" would interest your visitors.

Mainly, 5-6 sub-niches so 5-6 articles would be enough for me. Some of the marketers say that, any site with less than 10 pages will not work, but I totally disagree. If you can write 10 articles, that would be good, but don't just write to make it a 10 paged website! That may ruin your site.

While writing sub-niche articles, always use the keyword tool and target them to one search phrase. The more you use that phrase, the better results you'll see on the search engines.

If you chose the second option and decide to outsource all the writing work to someone else, you still have to decide on the sub-niches and tell him/her what to write about. You just can't expect him to do the research for you, even if you do, trust me he won't be able to do it as good as you!

Some of the forums that you may need to find good writers:

<http://forums.digitalpoint.com>

<http://www.warriorforum.com/forum>

Always ask for some samples of work and check them if they are well targeted. A well written article won't help you unless it is targeted.

Don't ask the writer to finish the work as soon as possible because quality is always important. Give him some time to finish it and tell him to take his time to do his best!

After you receive or write all the articles, create a page for each of the articles you have. Give links to your sub-pages from your home page and now you have a niche website with no product.

Finding the right product for your niche

So far, we found the niche, registered a domain name, wrote some articles or outsourced them. All we need is a product to sell!

At this point, you again have two options:

- 1- Create your own product
- 2- Buy a PLR product

Again, creating a product on your own is a LOT OF WORK. Why would you create a product from scratch when there is already a product out there with a sales page?

Please have a look at:

www.plr-products.net

I'm sure you'll be able to find a product that will sell from this website.

PLR products come with resell rights and you have the right to change the author name to yours, change the product (mostly e-books). Also some of them come with a pre-written salesletter so you don't have to write it.

Affiliates give you a % of the earnings if you can sell for them so you won't need to create a sales letter since they already have one.

All you have to do is to give a link to the product page from your niche website. I'll give you an example from one of my websites:

www.loss-rapid-weight.com

There is a picture of the e-book cover on all pages with a link to my sales page. No Adsense or any ads on the site because I don't want to lose my potential customers.

Autoresponders

Okay, I know that a lot of newbies would not want to spend any money for their first site, but my advice is, register with an autoresponder service even if it is your first site. Remember that you'll register with them anyway. So sooner the better and it will help a lot with your sales!

There are a lot of Autoresponder services online but I suggest you to stick with Aweber – www.aweber.com . They will charge you \$19.95 / month and have great support, good interface and it is easy to use.

You'll have to write your own follow-up e-mails or outsource them again. I suggest you to write or outsource at least 5 e-mails (they should be follow-ups like a lesson) and at the end, you may send them a mail about your product and offer them a special discount with bonuses.

You can be sure that, this will boost your sales and having a list with potential customers is always great. You may create another site related to this niche and you may send your list a mail about that site and end up with a lot of sales. So building a list is really important.

Marketing your site

There are a lot of ways to market your site. Let me list them:

Article marketing
Video marketing
PPC marketing
Forum marketing
Yahoo Answers

And a lot more. Easiest one is article marketing and it really is effective! Again, write a few articles (500 words at least) and submit them to article directories. Here are the list of top 25 article directories:

EzineArticles.com

GoArticles.com

ArticleDashboard.com

SearchWarp.com

ArticlesBase.com

iSnare.com *

SelfGrowth.com

Buzzle.com

ArticleCity.com

IdeaMarketers.com

ArticleAlley.com

Web-Source.net

SelfSEO.com

Amazines.com

ArticleTrader.com

SearchGuild.com

WebWorldIndex.com

ArticleSphere.com
BusinessKnowHow.com
PromotionWorld.com
ArticlesFactory.com
ExcellentGuide.com/article
ContentDesk.com
ArticleCube.com
AfroArticles.com

Try to submit your articles to all of these websites with a link back to your website and watch the traffic roll in!

To have an idea about how to write an article for your website, please have a look at one of my articles:

<http://ezinearticles.com/?The-Key-to-Weight-Loss-Success&id=997978>

This article alone brings me over 15 visitors every day from Ezine. Just imagine you have over 10 articles, with a 1 % conversion rate, you'll end up with 1,5 sales/day. This is not rocket science; you have to WORK to achieve success!

Try to answer questions on Yahoo Answers as much as you can and put a link to the Source part while answering. This will also help to get opt-ins to your mailing list.

Try to find some forums on your niche and register there. Answer as much as questions and put a link of your website to your signature.

Please remember, niche websites are like oil rigs! You can't expect them all to make a lot of money. Some will make you money but some won't. Don't get upset and never give up! Always create new sites, always repeat. You'll learn a lot when you fail.

Always ask questions on marketing forums like Warrior Forum. There are a lot of experienced marketers out there who's been there, done that. The cheapest knowledge comes from others' experiences. Don't be ashamed, everyone was a newbie once.

To your success!