

How to Find Low Competition Niches Which Bring Profits

Hi!

Thanks for downloading our software and the report on finding low competition and medium to high traffic niches, which can bring you immediate profits.

Actually I'm very bad at writing fluff, so I won't torture you with a long introduction and won't tell you about "unlimited possibilities" of the 'micro-niche' concept that I want to tell you about in this report (although they are really unlimited), but rather get down to the point from the very start.

Power of Small Niches

The most important thing you should know about niches is that you don't need to go for huge markets like weight loss, or payday loans, or forex to make much money. You just need to find several (or a lot of, it's up to you to choose) small niches, where there's little to none competition and a lot of people who search for keywords nobody pays attention to.

With the information, which you'll get from this report, and tools I'm talking about here, it will become very easy for you to find them. Actually it's much easier to find them than to choose the one and only (or, at least, a limited number of them) to pursue 😊

I'll focus on AdSense in the report but the method works equally well for affiliate sites, ecommerce sites, etc., because it's about how to find niches and not about how to monetize your sites.

Tools of Trade

Let's pretend that you have no idea which niche to choose (always true for me) and you don't want to spend long hours on imagining weird words and phrases, which might be a good niche but in most cases are not. Should you buy expensive software or sign up for various paid memberships to get those niches? Absolutely not.

There's a proven method which works every time I apply it. And this method requires zero investment on your part, because all the tools you need for this are totally free.

So, you need three things here:

1. 43Things (it's just a site which I use; you may replace it with any other multi-niche resource like eHow, About.com, Wikipedia, etc.).
2. Google Adwords Keyword Tool.

Now open the sites in your browser and let's start.

43Things (<http://www.43things.com/>)

43Things is the site where people share their goals and the best ways to achieve them. It's a popular social site and it is designed in such a way that allows us, marketers, to brainstorm niches in mere

seconds (certainly, this has never been a primary goal of 43Things' founders, it's just a lucky coincidence for us).

Let's start from the very homepage of the site. At the left side you'll find a block "People working on their goals"

People working on their goals



pantie from Seattle wants to:
not get angry for one week
2 cheers



bubsatoria from Naples has completed:
eat more fruits and veggies
4 entries | 1 cheer



Romantic Rose from Kansas wants to:
Make 2008 my best year yet

These are random goals and they are not what we are looking for right now (although you can use them as well if you like them).

Click on any one of these 3 goals and scroll down to the very bottom of the page. You'll find a block with a lot of random goals there, and that's what we need.

I want to: Add this to my list

The world wants to...

See Brand New live Go on a date finish nursing school Learn to play Good Riddance (Time of Your Life) on the guitar Take one picture a day as a way to document my life journalism jt56 wants to Daily: Reflect on 5 things for which I'm grateful. watch the OS for free **see the northern lights** Be a better friend be creative every day exercise daily travel around the world finish Wicked Be a more concious consumer be ambidextrous get a tan watch all scrubs episodes shy wants to eat be healthy start a family find my passion, and follow it passionately model Travel to Australia sleep in a hammock find my other half Buy a kilt Learn the books of the Bible (in order)

As you can see, I've underlined the phrase "buy a kilt". I'll use it as a primary example in this report.

After I click on this link, I get to a page which is all about buying a kilt and people who want to have it in their wardrobe.

This is the page. (<http://www.43things.com/things/view/55299/buy-a-kilt>)

Now it's the time to move to Google Adwords Keyword Tool (GAKT) (<https://adwords.google.com/select/KeywordToolExternal>).

Google Adwords Keyword Tool

At the moment GAKT is the most precise keyword tool on the market as it derives its data right from the Google's search logs (at least, Google says so). And what's more important it's totally free.

After you open the GAKT page, make sure you have **English, United States** chosen.

Results are tailored to English, United States [Edit](#)

Then choose Website Content and paste the 43Things page URL into the appropriate field.

How would you like to generate keyword ideas?	Enter a webpage URL to find keywords related to the content on the page. ?
<input type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="p://www.43things.com/things/view/55299/buy-a-kilt"/>
<input checked="" type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input type="checkbox"/> Include other pages on my site linked from this URL
<input type="text"/>	Or, enter your own text in the box below. (optional)
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Do not check "Include other pages..." as you'll get a lot of noise in the results.

After you click the "Get Keyword Ideas" button and wait for a couple of seconds, you'll get a huge list of keywords, and that's what we are looking for.

Calculate estimates using a different maximum CPC bid: Choose columns to display: 1

US Dollars (USD \$) Show/hide columns 2

Showing keywords grouped by these terms: 3 4

Group keywords by common terms

Keywords	Estimated Avg. CPC 2	Advertiser Competition 3	Local Search Volume: April 3	Global Monthly Search Volume 4	Match Type: 4
Keywords related to for sale - sorted by relevance 2					
[kilts for sale]	\$3.20	<div style="width: 20%;"></div>	1,900	1,900	Add Exact 4
[kilt for sale]	\$1.92	<div style="width: 20%;"></div>	170	170	Add Exact 4
[for sale by owner]	\$4.48	<div style="width: 20%;"></div>	246,000	246,000	Add Exact 4
[houses for sale]	\$1.75	<div style="width: 20%;"></div>	450,000	1,220,000	Add Exact 4
[land for sale]	\$1.76	<div style="width: 20%;"></div>	74,000	165,000	Add Exact 4
[homes for sale]	\$2.95	<div style="width: 20%;"></div>	450,000	550,000	Add Exact 4
Add all 6 4					
Keywords related to clan kilt - sorted by relevance 2					
[clan kilt]	\$1.26	<div style="width: 20%;"></div>	91	170	Add Exact 4
[clan kilt pin]	\$0.05	<div style="width: 20%;"></div>	91	36	Add Exact 4
[clans kilts]	\$0.05	<div style="width: 20%;"></div>	Not enough data	12	Add Exact 4
[clan kilts]	\$1.43	<div style="width: 20%;"></div>	140	260	Add Exact 4
[clans kilt]	\$0.05	<div style="width: 20%;"></div>	Not enough data	Not enough data	Add Exact 4
Add all 5 4					

This is the list which will help us to find low competition niches.

But first, I need to explain how to use this tool, if you've never used it before. (I've marked the places which need explanation.)

1. This dropdown menu allows you to show/hide the columns you need/don't need. You can choose/hide trends, average CPC, search volume, etc. But I only add average CPC to default settings. That's the only thing that you really need, and which is not displayed by default.
2. Average CPC shows you how much advertisers pay for 1-3 position in the Google search network. If you place AdSense on a site in the "kilts for sale" niche (and become involved in the Google content network), you may expect for about \$.32 per click in average. Surely there are exceptions to this rule and you can get \$.20 per click in average, but you're likely to get \$.45 per click in average as well. 1/10 from the search network price is just an estimate you should pay attention to.
3. That's the search volume for the keyword for the previous month and global monthly search. The numbers in those columns may be different but they do not differ too much. As for "kilts for sale", it gets "only" 1900 searches a month (I put the quotes around the word *only* as you should not be fooled by the small numbers like that; later in the report I'll show you an example how such small numbers may sum up to solid profits).
4. Match type is the last thing on the screenshot you should be aware of. There are three match types: broad, phrase, and exact. Exact type is the most precise. It gives the exact number of times people type the phrase "kilts for sale" into the Google search bar. Phrase match shows number of searches where the phrase "kilts for sale" is included (like "kilt for sale now", "kilts for sale ebay", "Scottish kilts for sale"), that is the root phrase remains untouched but additional words are added on the left

and/or on the right side of it. The broad match gives the largest number, because it counts every search where the words “kilts”, “for” and “sale” appear, even if its “kilts Scottish sale for”. I generally look at the exact match numbers, because that’s the most precise data, but also pay attention to the broad match, as it shows limits for a given keyword/keyphrase. For example, monthly volume for broad match for “kilts for sale” is 3600 searches a month, which is almost twice the exact match number.

So, now we have a phrase and know how much people are looking for it. The next step is determining the competition in a niche. And this is the time when Niche Market Finder enters the game.

Niche Market Finder

Assuming that you have read the user manual, you know how to use the software.

Here are the results for our chosen phrase “kilts for sale”:

PR	BL	DBL	KDm	KT	KDs	KH1
4	10680	11088	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0	15420	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	3	277	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	0	40587	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	14	11847	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	1	21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	1	916737	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	1	196671	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0	37	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	0	6273	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As you can see there’s not much competition in this niche. There are only a couple of sites that can be tough to beat, but the good news is that they are not optimized for the keyword. If you buy a keyword-rich domain, write an article with the keyword in title, header, and description, and get some links with the keyword-rich anchors, you’ll get your piece of a niche pie pretty fast.

To get the best niche possible you should analyze several (better dozens) keywords. Fortunately, it’s pretty easy to do with Niche Market Finder as you can import a list of keywords to the software and set them all for analysis.

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Other examples:

Garage Door Torsion Springs (low traffic, low competition)

Uri	PR	BL	DBL	KDm	KT	KDs	KH1
http://www.truetex.com/garage.htm	4	852	2150	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.prodoorparts.com/garage-door-torsion-springs.cfm	1	2	220	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
http://ddmgaragedoors.com/springs/garage-door-springs.php	3	26	505	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://ddmgaragedoors.com/tutorials/replace-garage-door-springs.php	3	27	505	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
http://nblog.com/2006/10/02/broken_garage_door_torsion_spring	1	1	36713	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.factsfacts.com/MyHomeRepair/springs.htm	3	39	3100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.naturalhandyman.com/ip/infgar/infgar1b.html	3	23	12933	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.garagedoorpartsxprss.com/torsion-spring.html	0	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
http://www.aaremotex.com/garagedoorsprings.html	3	34	28682	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Spice Racks (high traffic, low to medium competition) ← Those are the niches I prefer, and you should, if you have enough experience. If not, start small to get the feel of it.

Uri	PR	BL	DBL	KDm	KT	KDs	KH1
http://www.tubularspices.com/	4	150	382	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.cooking.com/products/shprodi.asp?DeptNo=9600&ClassNo=0634	0	0	2038446	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
http://www.target.com/Spice-Racks-Kitchen-Storage-Housewares/b?ie=UTF8&node=3788081	0	0	1557013	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.nextag.com/spice-rack/compare.html	4	0	5066031	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.bedbathandbeyond.com/stylePage.asp?order_num=3&RN=207	0	0	463629	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://herbsspices.about.com/od/tipstechniques/tp/SpiceRacks.htm	5	4	166	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
http://www.davesspiceracks.com/	1	358	391	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.stacksandstacks.com/kitchen-counter-organizers-spice-racks	0	2	42797	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
http://www.fantes.com/spice.html	3	6	7628	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Weight Loss Pills (high traffic, high competition)

Uri	PR	BL	DBL	KDm	KT	KDs	KH1
http://www.mayoclinic.com/health/weight-loss/HQ01160	5	779	575557	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.weightlossnpills.com/	3	550	1559	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
http://www.getdietsolutions.com/	4	16270	19062	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.weightlossnutrition.org/	4	2181	3338	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.belmos.com/	3	5915	6271	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.medicinenet.com/weight_loss/article.htm	5	577	985193	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.realdietmeds.com/	3	2424	2519	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.bestpills4weightloss.com/	0	1582	3933	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.amfedine.com/	3	2754	2756	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
http://www.proweightlossguide.com/	2	2104	2258	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

As for an example of how profitable low traffic niches can be, consider the “garage door springs” niche. Average CPC for it is \$3.60 that is average \$0.36 per click in the content network. Now look at the site which possesses the 6th position in the Google SERPs for this keyphrase. It’s www.garagedoorsprings.com.

The exact match for this phrase gives us 12100, and broad match – 40500 searches per month. So, the site gets about 500 visitors per month from this phrase only (the 6th position means 4.1% of people searching for this phrase), and about 1660 visitors from the whole “garage door springs” niche.

If you visit the site, you'll see that it has only a couple of images, a couple of paragraphs (almost everything is duplicate content), and no navigation, which means higher CTR for AdSense. Considering that my niche blogs get 6-15% CTR, I can say that this site gets about 8-10% CTR.

Add here long-tail traffic, traffic from Yahoo and MSN, and you get a site which brings up to \$60 a month automatically. Not much, but look at its backlinks. There are only 5 of them at the moment! How much time would it take to create such a "site", put AdSense on it, and promote it with Social Submitter and Blog Submitter? A couple of hours? A day?

Surely, this is only an estimate and numbers can be incorrect, but considering this same niche, look who possesses the number one position, and how much backlinks it has? The 1st site has only 276 backlinks at the moment. It must have some trust from Google (so you'll have to wait for several days/weeks/months until Google gives your site the ranking it deserves), and you'll need to spend time to write and publish a dozen of articles, submit them to social bookmarking sites and leave several relevant comments a day and to gain trust from Google to get the 1st place, but would it be too difficult? I guess not.

Perhaps, it will take you about a week of work in total (or 2 hours a day for 4-6 weeks). But the potential gain deserves that. The 1st position in Google SERPs gets 10 times more visitors than the 6th (the example above). Now do the math and think, what's better: to pursue an expensive and high traffic niche like mortgage, or forex, or web hosting and promote it for several months with uncertain results (surely, if you're an expert in a niche, you can get a decent share of such markets, but that will not be the Google who will give you the most of your visitors, so that's completely different approach to the one I'm talking about in this report); or to find low-hanging fruits like "kilts for sale" or "garage door springs" and make 1-2 websites a week or a month and make a steady and reliable flow of income?

If you choose the latter, we can help you.

P.S. To get the best results possible, do not limit yourself when analyzing pages from 43Things. Choose 5 or even 10 of them, collect all the keyword into one list and analyze them one by one to find the best ones. Be scrupulous as 95% of your Internet business success depends on the keywords you choose.