

Niche Market Finder

User Guide

What Is Niche Market Finder Used For

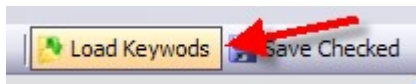
The main task of Niche Market Finder is to identify niches that you can easily dominate with your sites, especially with the help of our Social Submitter ([link](#)) and Blog Submitter ([link](#)) and make money from.

How to Use Niche Market Finder

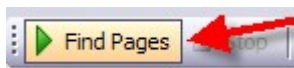
Niche Market Finder is very simple to use as it has only one function: identifying niches that are easy to dominate. The software uses an intuitive interface, so that you can get a visual idea of strength of the competition in the niche you've chosen.

To effectively use Niche Market Finder you should:

- prepare a list of keywords you want to analyze (use [Google Keyword Tool](#) ([link](#)), [free version of Wordtracker](#) ([link](#)), [Keyword Extractor](#) ([link](#)), [Keyword Suggestion Generator](#) ([link](#)), or any other tool).
- import the list to the software (in .txt format)



- check all the keywords
- click "Find Pages"



- wait for results

After Niche Market Finder analyzes each keyword from your list, look through results and select the keywords you'll use for your sites, blog posts, articles, and so on.

How to Read Niche Market Finder Results

Depending on keywords you add to Niche Market Finder you can get results like this:

PR	BL	DBL	KDm	KT	KDs	KH1
4	10589	10966	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0	15330	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	3	279	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	0	38772	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	15	11999	<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"/>
1	1	197396	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

or this:

PR	BL	DBL	KDm	KT	KDs	KH1
4	57	328994	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	214	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	1801	19395	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	99431	101775	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	865	1885	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	397	582	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	35	152	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	2913	3486	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

or this:

PR	BL	DBL	KDm	KT	KDs	KH1
4	15610	22391	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	403360	403767	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	111396	109468	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	159373	223986	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	156734	167947	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
0	19240	19187	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
0	5322	92795	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	4034	92795	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	8728	8732	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

That's why you should know how to interpret them.

You may think that this is hard to do as the software analyzes a lot of things, but it's not.

You just have to know some basic things. The rest of knowledge will come from experience.

Here's what you should know:

Green means weak competition, yellow means medium competition, and red means strong competition.

The first things you should pay attention to when analyzing Niche Market Finder results are PR of a site/page (1st column) and the number of backlinks to that site/page (2nd column). If they are green, that's a good sign.

The second important part lies within the last four columns: KDm (keyword in domain), KT (keyword in title), KDs (keyword in description), and KH1 (keyword in H1 tag). The more unchecked green boxes you find there, the better. If you see four unchecked green boxes plus green PR and BL, it means that you can replace that site or page with your own site with little effort.

The last column you should take into consideration is DBL which shows the overall number of backlinks to a domain. Surely, this number matters, but if everything else is green, a red DBL box only means that you will have to devote a bit more time to beat that page. And if the DBL box is yellow or green, it's a no-brainer.

If you look at the results above, you can see that you can easily get onto the 1st page in Google for the first keyword (you can even jump to the 2nd-3rd position in a short period of time), you will have to put some efforts to get to the 5th-7th position for the second keyword (there are still low PR sites with a low number of backlinks there), and you will have to put a lot of time and efforts to get onto to 1st page of Google for the 3rd keyword as most of the sites have high PR and all of them have a lot of backlinks to the page presented on the Google's results page.

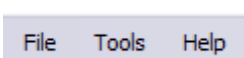
Surely, you will never dominate a niche if you only find it with the help of Niche Market Finder, buy a domain name, post some articles there, and do nothing after that. You have to do the work that has to be done to get to the top. You have to optimize your content for search engines, and you have to add backlinks to your site so that search engine bots find and rank your site (our Social Submitter ([link](#)) and Blog Submitter ([link](#)) are the tools that will help your sites to get high rankings).

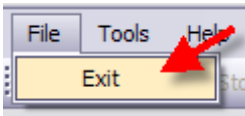
Note: If you see white zeros in all the columns, it means that a related site is not working at the moment (you can check this manually).

Niche Market Finder Interface

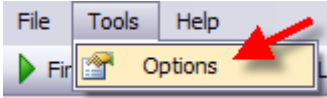
The interface of Niche Market Finder is user-friendly and intuitive, but anyway we, as developers, should tell you everything about the software so that you have no problem when using it.

Let's start from the horizontal menu in the top left corner.

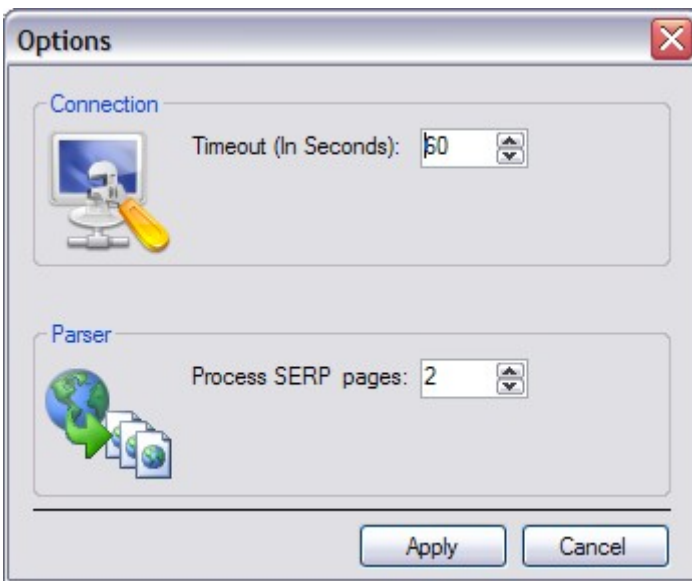




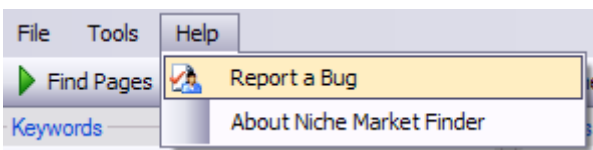
File → Exit – exit the software.



Tools → Options – set specific options of the software.



where *Timeout (in seconds)* means the delay between searches (60 seconds delay is set by default) and *Process SERP pages* means the number of pages the software will analyze (2 pages is set by default).



Help → Report a Bug – a link to a page where you can report any bug you encounter to help us to improve the software.

Help → About Niche Market Finder – general information about the software.

The next horizontal menu has buttons required for importing, exporting, and processing keywords.



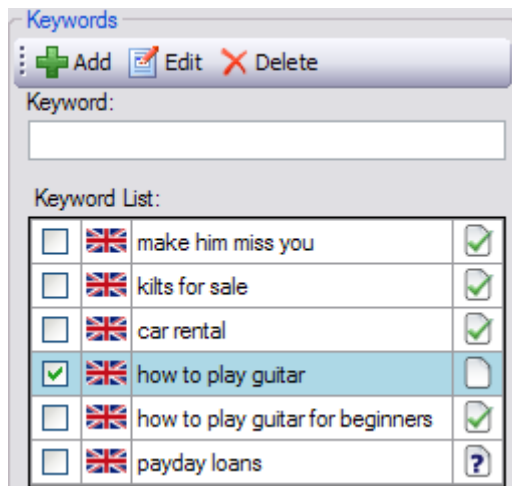
Find Pages – start analyzing checked keywords (you can check as many keywords as you want, as the software analyzes them one by one).

Stop – stop analyzing checked keywords (if you don't want to wait until the software finishes analyzing them all).

Load Keywords – import a list of keywords (in .txt format).

Save Checked – export checked keywords (in .txt format).

Now the keywords section.



Add – add a keyword after you've typed it into the blank field (or you can simply press Enter to do that).

Edit – edit a chosen keyword (you can also double-click the keyword to edit it).

Delete – delete a chosen keyword.

The software analyzes only the keywords that are checked.

Notice different marks in the 3rd column. A checked mark means that a keyword is analyzed. A mark with a question sign means that a keyword has not been analyzed yet. A blank mark means that a keyword is being analyzed or the analyzing process was stopped when the software was analyzing the keyword.

The Pages section.

Url	PR	BL	DBL	KDm	KT	KDs	KH1
<input checked="" type="checkbox"/> http://www.enterprise.com/	8	104626	261246	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.hertz.com/	8	105709	221981	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.budget.com/	7	54231	75157	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.avis.com/	8	98565	243030	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.orbitz.com/App/DisplayCarSearch	6	46532	1161872	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.thrifty.com/	6	50767	100902	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.dollar.com/	6	71800	89135	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.expedia.com/daily/cars/default.asp	0	484	24360557	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.alamo.com/	7	40554	70822	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> http://www.nationalcar.com/	7	46527	73905	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Clear Pages – clear previous results to start analyzing from scratch.

In Browser – open a chosen site or page in your browser (you can also double-click an URL to open it).

Page In Yahoo – click to see backlinks for a particular web page.

Domain In Yahoo – click to see backlinks for a whole domain.

Url – web addresses of sites and pages that are placed on the 1st page of Google.

PR – Page Rank of analyzed sites and pages.

BL – number of backlinks for a particular web page.

DBL – overall number of backlinks for a domain.

KDm – checked, if a keyword is presented in a web address.

KT -- checked, if a keyword is presented in Title tag.

KDs – checked, if a keyword is presented in Description tag.

KH1 -- checked, if a keyword is presented in H1 tag.