

How To Start A Profitable Niche Marketing Online Business

In 7 Easy Steps Without Spending Any Money

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2

Everyone wants to get started in **Internet Marketing**, but few know what to do. You may join a “program” which is another way of saying you do the same thing as everyone else. **It doesn't succeed**. So you try something different. The problem is, due to lack of experience, you make critical mistakes, and, once again it doesn't succeed.

What is needed is a template that forces you to **do the main things right**, but leaves you enough latitude to add your own personality into the mix without breaking anything. What I propose is a simple way to **identify a niche** that you know you would like working in, then build some sort of affiliate site that serves that niche, and finally get traffic to the site and start **a revenue stream**.

This is truly a step-by-step method designed to get you started. I am going to be very **explicit** in my instructions, but I am not going to go into great detail about why I am doing what I am doing. I think you are **intelligent** enough to see where I am taking you when you start to go there with me.

The beauty of this method is that you can personalize it 100% and do something **totally unique**. All of this without spending one red cent. Also, if you are an experienced marketer, and you want to use a different business model than the one explained in this manual, you can take individual elements of the plan and graft them into your existing business.

1. Keyword Research

Why do you need to do keyword research? Simply because people are going to **find your web page** by typing some words in a search engine, probably Google, and clicking on the results they see. To get clicked on you need a high ranking and to do that you need to know about **keywords**.

To start with you need to **have** some keywords, and you are not going to find them sitting by yourself **looking at the wall**. Go to www.google.com, and click the link called *S hopping* at the top left of the page¹. Underneath where it says **Search Stuff To Buy** there are 25 search terms of things **people want to buy right now** while you are staring at your computer screen. **Scan the list**. If you see anything that you think you would like to sell, write down the search term. Refresh the page. **Repeat this process** until you have 20-30 search terms. Don't worry if you don't know enough about the thing to write anything intelligent. You can research the topic later. Of course if the keyword describes something you know about all the better. Once you have several keywords to work with you need to **research keyword search volume**.

Go to adwords.google.com/select/KeywordToolExternal. One by one, type in your 20-30 keywords and click **Get keyword ideas**. The main reason we are looking here is to get some information on **search volume**. However, we may stumble upon slight variations on our keyword that are less competitive and easier to target. If this happens we will write them down.

¹ Depending on which country you are in, this link may be found elsewhere. Just keep looking for it.

4

When you do this you will see a list of keywords on the left, and the search volumes on the right. Trim your list down to keywords with over 1,000 searches. 3,000 is **even better**. If you see variations with good search volume, write them down too. You will see why in a minute. One of the first niche keywords I came across on the Google shopping search page was *fiber optic lighting*. As of this writing it has 27,000 searches a month. This is really high, probably too competitive for us. But I will keep it on my list for now. I will also keep variations such as *fiber optics lighting*, *fiber optic light* and *fiber optic lights* which all have **healthy search volume**.

Now it's time to research the **commercial intention** of your keywords. What does this mean? Well, broadly speaking there are two kinds of keywords:

buying keywords and **information keywords**. People are looking for information most of the time. But sometimes they are looking for something they want to buy. When we see a keyword we need to know which one it is. You or I may think we know the difference, but **we could be wrong**. Wouldn't it be nice if you could find out how many times an actual keyword resulted in a purchase? Well you can. Go to adlab.microsoft.com/Online-Commercial-Intention, type your keyword in the Tool Input field, be sure to click the **Query** radio button, then click Go. You will get a number between 0.5 and 1, plus a qualification of

Commercial Intention or **Non-commercial**. You only want words with an index that indicates commercial intention, and the higher the better. Personally I like to shoot for 0.8 but this is not always possible. However, our search term *fiber optic lighting* has a Commercial Intention of 0.91! **It doesn't get any better!** (I'm beginning to wonder if I shouldn't rather be selling fiber optic lighting kits...) Proceed this way with each of your keywords, and write down the Commercial Intention value next to each one.

2. Research Competing Pages

Now go to www.google.com and search each keyword, putting it in double quotes. In other words, don't search *fiber optic lighting*, search "*fiber optic lighting*". This will return only pages that have the **exact phrase** you are searching, and these pages are the most likely to compete with you in searches. This is an accepted method used by many successful marketers to pre-qualify search terms. It is not perfect and there are other parameters you could consider, but for you, right now, it is a **good place to start**.

When you search "*fiber optic lighting*" with the quotes you will see something like *Results 1 - 10 of about 135,000 for "fiber optic lighting". (0.18 seconds)* in the upper right of the results page. This tells you that you are competing with 135,000 pages. I don't know about you, but I am **beginning to find this exciting**. As marketers we want the maximum number of searches and the minimum number of competing pages. As a rule of thumb we go for at least 1,000–3,000 searches per month and at most 100,000 to 150,000 competing pages (exact numbers vary from marketer to marketer). Here we have a whopping 27,000 searches and only 135,000 competing pages!! **This may be a goldmine**. But we're not finished yet.

Do the search again with the *allintitle* operator. This means you search *allintitle:"fiber optic lighting"*. We get 1,130 pages that have our exact search term in the page title. Anything under 10,000 is good so we are **still on solid ground**.

Next go to www.seochat.com/seo-tools/pagerank-search and search for your keyword without quotes. This nifty tool will display the top results with the *Page Rank* of each page. Page Rank is not the be-all end-all in judging how

6

competitive a page may be but it is an indication. What we want to find out is **what we are up against**. If the top 5 results in the SERPs (Search Engine Results Pages) are all PR5 and up, then we are in trouble. If they are all HubPages and Squidoo, and Ezine Articles, it will be **a piece of cake**.

When we do this for *fiber optic lighting* we see that there is some formidable competition but some easy stuff too. A mixed bag. The greatly feared Wikipedia page has PR6 but it is below the fold (bottom half of the page) and the #1 result has no PR. **It may be worth a go**.

You may wish to corroborate all of this by doing the search directly on Google, and clicking through each result to see the PR with your Google toolbar. (If you don't have it just search *google toolbar*, find and install it in your browser. It shows you the PR of every page you visit).

By the time you have finished your research, you will have a list of 20 to 30 keywords, and next to each one, the monthly search volume, number of competing pages, number of competing *allintitle* pages and Commercial Intention. In other words **you will know more** about keywords **than 90%** of the people trying to make it online. But that's not good enough. To make it you need to be in the top 2 %, but don't worry, **we'll get you there yet**.

3. Decide On Your Horizontal

Now you know your *vertical* market – fiber optic lighting, or whatever you may have chosen. This must now fit into a *horizontal* market. **Three are covered here:**

- physical products shipped from Amazon, Ebay or a multitude of other retailers
- information products shipped from ClickBank or other digital product marketplaces
- CPA income from a CPA (Cost Per Action) advertising network

You need to make a decision about **which one suits you best**. You may have a preference for information products, or you may have found a niche that really wants a physical product to ship, for example, a specific model of a consumer electronics product. Only you can decide at this point.

If you are really **undecided**, continue to step 4, but follow through on all 3 methods as though you were going to do them all. **By the time you finish step 4 you will know.**

4. Find A Product To Sell

Now you need something to sell². What you do next will vary depending on what decided in step 3.

For physical products, just search your keyword on www.amazon.com and www.ebay.com. Try to find products to ship. You will need to open an affiliate account³ with the chosen retailer. **Also** look for retailers by searching your keyword on Google until you find one that can **drop ship**⁴ products for you. Procedures vary from one to another.

If you choose the affiliate route you will **not** need a method of accepting payment from the customer (the affiliate site will do this for you) but you **will** need to open an affiliate account with each retailer you deal with. If you choose to drop ship you will **not** need an affiliate account but you **will** need a method of accepting payment from your customers. www.paypal.com is likely the easiest to set up.

Keep in mind that drop shipping has **bigger margins** than the affiliate commission you will get from a physical product, but it **requires your involvement**. Although you don't handle products, you still need to process orders and send them to the drop shipper. Affiliate programs on the other hand

2 At this point you may be saying to yourself "I thought a business started with a product in the first place". Maybe a traditional business would. But this is not a traditional business. It is Internet Marketing, and it is different for two reasons. One, you can sell absolutely anything, because you are not limited by geographical location, floor space or any other physical consideration. Two, it would be a terrible waste of time to decide what you want to sell first only to find out that you can't sell it. So we find out what the people want first, then we find out how to supply the demand.

3 When you become an affiliate of a retailer like Amazon, you send your customers the retailer's site. If they buy a product, you get a commission. Many people do not know that eBay also has an affiliate program which means you do not need to be an eBay retailer to sell things on eBay.

4 A drop shipper is a company that will accept an order from you at wholesale price, and ship the order directly to your customer. Your profit is the difference between what your customer pays you and what you pay the drop shipper. You do not need to invest in inventory or handle parcels.

require **no intervention** at all. You could go on vacation and never look at your web pages or answer any emails, come back and find you've made money while you were gone.

For information products, visit www.clickbank.com, open an account as an affiliate, log in and click on *Market Place*. Search products using your keyword until you find information products that serve your market. **Do some ground work** on the numbers after each product description: *sale price, future, referred, gravity* and *% commission*. This is too big a subject to cover here. If you are serious about doing ClickBank there are **good resources** to be found on www.warriorforum.com and forums.digitalpoint.com.

For CPA revenues, you must join one or more CPA networks. You can begin by applying to www.neverblue.com, www.maxbounty.com and www.cxdigitalmedia.com to mention but three. There are loads of them. Just search for *CPA Network*, or *Affiliate Network*.

Hint: a **graphically unattractive** landing page with **no links** to any other pages on the site (not even to the home page) that has an attractive creative located in the **upper left** corner of the page will produce **higher click through rates**. Only leave the visitor two choices. They can either leave the page by hitting the back button or click on your offer.

5. Create Your Money Page

Now go to www.squidoo.com and open an account. Write a **250 word article** on your subject. Create a new lens and put your article in a new text field. After the article, put an **affiliate link** to your product. This may be a ClickBank hop link, an Amazon affiliate link, a creative provided by your CPA network, or a **PayPal button** leading directly to your payment page. Squidoo will complain that your lens does not have enough stuff on it to make it interesting, so keep Squidoo happy and add some stuff.

Contrary to my advice in step 4, a Squidoo lens actually has links that can **leech traffic** from your **money page**, and many marketers avoid it for this reason.

However, Squidoo encourages **commercial content**, and many marketers find that their lenses rank highly on Google with ease. If you don't like Squidoo or if you find it too complicated you can always try hubpages.com. HubPages has some **restrictions** on what you can post about so be sure you stay within them. Stay away from WordPress because they do not like commercial blog postings.

Now you have a **complete business** all set up. You just need some customers. That means getting **traffic**.

6. Get Targeted Traffic

To get traffic with this method you need to rank **very high** in the search engine results for your keywords. By very high I mean in the top half of page one. The only way to do this is to **get links** to your web page from other web pages. This is because Google uses these links, called *backlinks* (because they link back to your site) to decide how popular a page is. You need **lots of links** pointing at your web page, and they must have your **keywords** in the **anchor text**⁵. Then Google will think your page rocks and give it a top ranking. You are going to learn how to do this now.

Go to lemonarian.com/linkwheel. Download the report that explains how to build a link wheel. Write a **second 250 word article**, different from the first one, to be used in your link wheels. Make sure your second article is a blog post that talks about your subject but **does not** appear to be trying to **sell** anything. You will get better results with review-type text rather than ad copy. This is **very important**.

Open accounts on www.weebly.com, www.blogger.com, www.wordpress.com, www.vox.com, www.livejournal.com and hubpages.com⁶. Build a link wheel using these six Web 2.0 properties. Use your second article on all six. Duplicate content is ok. Use your keyword in the anchor text of all the links to your money page, **and** the links to the other spokes of the wheel.

Build backlinks to the spokes of the link wheel using bookmarking sites like the ones listed here. For your convenience, I have placed links to the various signup pages:

www.a1-webmarks.com/signup.html,

5 The expression *anchor text* refers to the visible text in your link. It is important because Google will think that whatever page your link points to must be about the keyword in the anchor text.

6 If you used HubPages for our money page, then use Squidoo in the link wheel instead of HubPages.

12

mystuff.ask.com/user/DisplaySignup,
www.backflip.com,
www.blinklist.com/user/signup,
www.connectedy.com/signup.php,
secure.delicious.com/register,
www.diigo.com/sign-up,
www.linkagogo.com/go/UserInfo,
www.mylinkvault.com/users/register.php,
spotback.com/register and
www.spurl.net/newuser.php.

Also build backlinks to your money page as well. Try to put 3 new links per day to your money page, and as many to each spoke of the wheel. This is **tedious work** so it **should be automated**.

7. Automate Link Building With The Link Juicer.

The Link Juicer is simply **awesome**⁷. It will create both blog posts and bookmarks that point at your pages. It will also create bookmarks that point at the blog posts it creates. It does this randomly 24 hours a day, 7 days a week on thousands of social media accounts. To do this manually by yourself would be **impossible**. To do it with other backlinking automation tools would be a **full time job**. With The Link Juicer you just spend a few hours setting things up and then leave it on **auto pilot**. You have to see it to believe it.

Go to www.thelinkjuicer.com and sign up. It is **free for one month**, so I am keeping my promise that this method does not cost anything. If you make even a tiny bit of money using this method, you will be able to afford **The Link Juicer** as a paid subscription. The Link Juicer currently posts about **30 links per day** for each subscriber.

Create one campaign for each of the six spokes of your **link wheel**, and one for your **money page**, seven campaigns in all. Set the max links per day to the maximum allowed limit for all the campaigns. The Link Juicer will distribute the available links randomly across the campaigns. In one month you will have about **900 direct and indirect links to your site**.

⁷ Trust me, I created it!

14

That's it! Now if I were one of those Internet guru types, at this point I would wax eloquent about sitting back and **watching the money roll in**. But I'm not, so I won't. What you **are** going to do now is monitor and test. Use Google analytics. Understand **where your traffic is coming from**, and the keywords that are driving it. Also understand your **conversion rates**.

If your pages have not **climbed in the rankings** after a month there is something wrong. I am not saying you need to achieve your goal of the top half of page one in under a month. But if you don't see any improvement it is likely due to **one or both** of two factors:

1. Your keyword is **too competitive**. There are too many competing pages or you are trying to displace heavyweight pages from the top of the rankings. Go back to square one.
2. Your link wheel article or your Link Juicer blog text are of **poor quality**. Your readers leaving as soon as they land on your pages, and Google knows it. Clean up your copy. People will actually read it because it is interesting and informative. When Google sees the average time on page goes up to over one minute it will consider your content high quality and pass this quality through the outbound links.

If you get traffic and no sales there can be many reasons. But if you have carefully followed the instructions in this manual, you will have good **buying keywords** with high **commercial intention** that are closely matched to your offer. So your **traffic** will be **targeted**, and your problem lies somewhere else. It is more than likely your sales copy which will need to be refined over and over.

15

Do you remember when I told you being in the **top 10%** isn't good enough, that you needed to be in the **top 2%**? Well I can see I didn't discourage you too much when I said that because you're still reading! Well, the difference between the top 10 % and the top 2 % is right here. It's your **sales copy**. You need to test, test, test. Only change one variable at a time, and use your analytics to see the difference. For example if you change the colour of your headline, **don't change anything else**, and run it for one or two days, and note the conversion rate. Do the same with your opening paragraph, the position of your buy link, just about anything you can change. Change, test, retain the best version, change, test and so on. This is what separates the men from the boys.

Study the **great copywriters** of our time. Subscribe to newsletters, and visit web sites of copy writing masters such as Ted Nicholas, Michel Fortin and Gary Bencivenga. Study **advertising** from the 1800's through the 2000's. Stuff that worked then works now. You will be amazed. When you put your heart into something it becomes a **pleasure**. And when you see it working and you bank the money, it becomes a **joy**.

Keep at it and you will succeed!

If you have found this document useful, please email a copy to your friends!