Stripping Niches, Uncovering Keywords, & Becoming Successful

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Keyword research, what a conundrum...

Niches...confusing right?

Turning a niche into a business, how so?

These are questions that we are going to be revealing within the coming pages. People are far too often lead astray when doing niche and keyword research, partly from what you have been taught, partly because your own inner thinking that continually leads towards hugely competitive niches...

I'm Not Sure You Understand the Simplicity of a Niche!

First, I'd like to start this off outlining exactly what a "Niche" is because it's one of those words that seems to have many different meanings.

A "niche" is an audience that is looking for something. They are a group of people who are interested in something specific. A "niche" isn't a product, a niche could be a group of people that are interested in something specific. Whether it is a product, service, or simply information.

Success in a niche comes through first, being interested in the niche. If you don't like writing about a topic or you have no interest in something, your niche research and your Internet marketing campaigns in general are not going to be enjoyable.

So...**CHOOSE SOMETHING YOU ARE INTERESTED IN!**

Next, you need to be able to start with a broad keyword and break down a niche, thus finding keywords. Being able to come up with quality keywords will be instrumental in your success!

I'm going to outline one process that you can use to find a "niche" group of people by starting very broad and using Jaaxy.

Starting VERY BROAD!

Start with something very broad and refine that until you've found a niche. For this example I'll

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just look at something on my desk. I see an external hard drive, telephone, computer monitor, mouse, keyboard, etc.

Let's use the "hard drive". I input the keyword "hard drive" as an "exact match" search. Note that we want to use exact match because we want to get the exact amount of searches the exact keywords get each month. This gives us precise keyword data.

Match type: ○ Broad ● [Exact] ○ "Phrase"

hard drive		Keyword Phrase

Keyword Data	Competition	Website SERPS	Affiliate Programs	Brainstorm

Related Keywords	☐	Save Selected	Keywords
disk drive manufacturer	☐	[hard drive]	
hard disk	☐	[1 terabyte external hard drive]	
inch floppy disk drive	☐	[1.5 tb external hard drive]	
magnetic disk drive	☐	[128 ssd hard drive]	
disk drive failure	☐	[128gb ssd hard drive]	
internal hard disk	☐	[1tb external hard drive reviews]	
multiple hard disk	☐	[1tb hard drive]	

Here are some of the keyword results that come back:

2.5 hard drive
1tb hard drive
1tb portable hard drive
2tb hard drive
2.5 sata hard drive
hard drive
1 terabyte external hard drive
1.5 tb external hard drive
128 ssd hard drive
128gb ssd hard drive
1tb external hard drive reviews
1tb portable external hard drive
2 tb external hard drive

2 terabyte external hard drive
2.5 ssd hard drive
2tb external hard drive reviews
320gb external hard drive
3tb external hard drive
500 gig external hard drive
500gb external hard drive reviews
apple tv hard drive
best computer hard drive
best external hard drive review
best portable hard drive
hard disk drive manufacturer
hard disk drive hdd
hard disk drive capacity
internal hard disk drive

Now what I want to do is elaborate on this search by performing another search for "1 terabyte external hard drive", a keyword from the initial list. The reason we are doing this is because we are looking to refine our search from our initial search.

Here were some of the "targeted" results from our next search...

1 terabyte external hard drive
1.5 tb external hard drive
1tb external hard drive reviews
1tb hard drive
1tb portable external hard drive
1tb portable hard drive
terabyte drives
1tb usb hard drive
1 tb hard drive
terabyte external drive

To determine whether or not a keyword is good or not, based on the amount of traffic it gets, you can use the KQI column, which appears after you click the QSR link.

QSR	KQI
419	🟢
428	🟢
37	🟢
454	🟡
133	🟢

This "lighting" system gives a quick visual as to whether or not a keyword is a quality one.

GREEN = Good Keyword
ORANGE = Might be a Bit Tougher
RED = Save your TIME, this keyword is too broad!

These indexes are based on several important metrics, but primarily <u>traffic</u> and <u>competition</u> (QSR, Quoted Search Results).

You can also determine if a keyword is good or not manually by looking at two pieces of data within the search.

(1) **Traffic** - Ideally the traffic will be <u>over 100</u> "exact" Monthly Searches
(2) **QSR** - Ideally the QSR will be <u>under 400</u>, the closer to 0 the less competition

Let's investigate some more keywords here. I already have some quality keywords from the ""1 terabyte external hard drive" search, I am now going to dig a bit further now on "sata hard drives".

Keyword, Traffic, Competition (QSR)

2.5 sata hard drive *3540, 414*
2.5 hard drive *1238, 475*
2.5 solid state drive *72, 401*
2.5 ssd hard drive *112, 139 - GOOD!*
hard drives 2.5 *16, 387*
hard drive sata *331, 943000*
sata hard drives *2677, 1610000*
2.5 sata hdd *228, 421*

Which of these keywords are good?

Based on the metrics, "2.5 ssd hard drive" is the best of the bunch, with only 139 competing pages in Google. This means that of ALL the billions of pages in Google, there are only 139 out there with the exact term "2.5 ssd hard drive" on it!

Whether you are [writing articles](), or creating search engine optimized content for your website, this would be a keyword that you could almost guarantee to get ranked for, and likely within the first couple of results in Google!

In the couple lists that we have revealed already (in a matter of less than 3 minutes research), there are a TON of people who are looking for something that is "REALLY" niche.. Like a specific brand name of external hard drive.   Or a certain type of hard drive with certain specifications.

These are targeted niches!

But are you ready for the niche? Do you understand the niche in enough detail? Let's find out...

Are you Ready to Enter the Niche?

Here are a few questions that you want to have the answer to before you know that you are ready to choose the niche and start working on it:

1 - What are these people people looking for (external hard drive reviews)
2 - How can you help these people (by offering reviews and information about the top external hard drives)
3 - What can you offer them in terms of Affiliate programs (There are many, many companies out there that allow you to be an affiliate and sell computer hardware, just have to choose a few)

So, you know what people are looking for, how you can help them, and what you can offer them.

Now it's just up to you to decide if you are interested in this, or if you want to do another little bit of research to find some more niches. We like to suggest making a list of 5-10 different niches or sub-niches (interests, hobbies, passions) to give yourself a decent variety to choose from.

The technique I have already shown you works excellent for finding niches, starting BROAD and moving RELEVANT.

What Are Some Other Hot Spots for Finding Niches?

There are many "places" on the Internet that are excellent sources of finding niches. Some of them are very common tools that when repositioned and approached from a niche finding angle, can be brilliant for keyword research.

(1) Totally Random Research

Have you ever just been searching the Internet for something, or doing some meaningless activity, and come across a new niche or keyword idea?

If you haven't, you should start paying more attention to your daily research activities.

Here is an example. I am a fan of several TV shows (Glee isn't' one of them!), however, I do know that Glee is one of the most popular TV shows out there. Kids and adults alike seem to love the show....

When I was on Twitter last night and I found the phrase "Watching Glee" under the trends. I plugged that into a KW tool and I see keywords like:

Save Selected	Keywords	Monthly Searches	Estimated Traffic	QSR
[watching glee online]		82	14	152
[full episodes of glee free online]		32	6	13
[glee episodes online free]		2735	465	226
[glee free online episodes]		96	17	11
[glee online for free]		128	22	406
[telugu movies online free watching]		277	48	72
[watch all glee episodes online free]		203	35	69
[watch episodes of glee online for free]		128	22	17
[watch episodes of glee online free]		24	5	5
[watch free glee episodes online]		299	51	44
[watch full glee episodes online free]		144	25	11
[watch glee episodes free online]		96	17	26
[watch glee episodes online for free]		103	18	171
[watch glee episodes online free]		684	117	84
[watch glee for free online no downloads]		160	28	4

I did the research a different way this time. I searched for "watch glee free online" in Google, and after a few minutes I quickly learned that there are many people that cannot watch TV shows from the official network sites because they are required to live in the US. I know that I frequently run into this problem.

Could this be a niche? You bet it is. There are millions of people out there that cannot watch TV free on the network sites because they do not live in the United States. The way around

this? There are many services that will tell the network websites that you are from the United States and unlock all the full episodes. It's a niche and I found it in 2 minutes by looking at Twitter, doing a Google search, and looking at a few websites.

Let's do another niche using a different technique....

Using DMOZ.org to Find 100,000's of Niches

DMOZ is a open directory which is essentially an organized rolodex of 100,000's of different websites, categorized into different "niche" categories. This is an excellent place to go to find niches from scratch or to dig down into niches and get some smaller niche ideas.

Go to http://dmoz.org

I am personally interested in "health" so I'm going to click on "the health category". You can choose whatever category you like, perhaps one that interests you.

Immediately there are loads of topics here, but they are all still quite broad. Some of the categories that I see are...

Addictions *(2,239)*
Aging *(73)*
Beauty *(440)*
Child Health *(393)*
Conditions and Diseases *(13,842)*
Conferences *(0)*
Dentistry *(500)*
Directories *(5)*
Disabilities@ *(834)*
Education *(163)*
Employment@ *(330)*
Environmental Health@ *(257)*
Fitness *(290)*
History@ *(8)*
Home Health *(221)*
Insurance@ *(122)*
Issues@ *(1,815)*
Medical Tourism@ *(62)*
Men's Health *(159)*
News and Media *(191)*
Nursing *(1,029)*
Nutrition *(502)*
Occupational Health and Safety *(388)*
Organizations *(125)*
Pharmacy *(2,455)*
Products and Shopping *(0)*
Professions *(1,234)*
Public Health and Safety *(2,779)*
Publications@ *(123)*
Reproductive Health *(1,687)*

Resources *(99)*
Search Engines *(9)*
Senior Health *(605)*
Senses *(267)*
Services *(35)*
Specific Substances *(523)*
Support Groups *(262)*
Teen Health *(46)*
Travel Health@ *(65)*
Weight Loss *(269)*
Women's Health *(474)*

I'm move into the "Addictions", then "Games"..

Top: **Health**: **Addictions** *(2,218)*

- **Food** *(3)*
- **Gambling**@ *(69)*
- **Games** *(19)*

- **Internet** *(12)*
- **Sex**@ *(87)*
- **Substance Abuse** *(2,166)*

This getting interesting, now I click on "Massive Multi-player Online" and I see a HUGE amount of role playing games here.

I don't need to go any further, I've determine a niche right here in literally 2 minutes. Game addictions, more specifically, people who suffer from multi-player game addictions.

Let's have a quick peak in Jaaxy to see what sort of searches we get if we type in "game addictions".

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[game addictions]	104	18	229,000
[addicting games hardest game]	64	11	48
[gamers]	8681	1476	127,000,000
[addicting arcade games]	242	42	195
[computer games com]	40	7	216
[online game addiction]	164	28	492
[addicting flash games]	628	107	165,000
[gamer]	239642	40740	216,000,000
[video game addiction treatment]	298	51	238
[addicted video games]	24	5	158
[addicting computer games]	96	17	252

In a few quick minutes, I have gone from the topic Health and narrowed it down to a "video game addiction" niche. I have a bunch of keywords that fit the "quality criterion", that I could use for my marketing campaigns.

Now I would need to determine if there products out there that could help people with learning how over come online game addictions? Maybe there is, but that's part of the niche finding research that you do BEFORE you invest time into building a site or writing articles.

Find a handful of niches, then research to see if there are ways that you can help that audience. Can you offer them something to purchase that will further help them?

Using Google Instant to Uncover ANYTHING!

Google Instant is free and a highly effective tool for niche and keyword research. Here is what I did and what you can do to leverage Google Instant to find an abundance of keywords. I had no niche to begin with so I went to Google, and I started typing...

I need to find...

As I started typing, something very interesting happened. Google Instant being up to it's old tricks and started recommending "phrase completions" to me. I continued typing...

I need to find an...

Then it started popping up suggestions, starting with the letter "a". adult, agent, angel...etc. I typed in

Here is what I got as the next instant recommendations if I select "I need an agent", removing the "to find" part...

I need an agent for acting
I need an agent for modeling
I need an agent to pitch a reality show

These are niches, and I found them because I was about to type in "I need to find a niche", but instead, look at the help Google gave me. The niche: People looking for agents.

Then I move on to the next letter with a slightly different phrase:

how to change my b:

Here are the results:

how to change my birthday on facebook
how to change my background
how to change my browser
how to change belkin router password

This facebook one seems interesting...

How to change my facebook:

how to change my facebook url
how to change my facebook chat
how to change my facebook password
how to change my facebook name

I bet there are tons of people looking for facebook help in Google. In fact, I know there is and I could quickly elaborate on this search by extending the search:

how to find my facebook a THEN b THEN c THEN d...you get the point. You will get lots of variations this way.

In a matter of minutes, you have a ton of keywords that you can utilize. Simply take those keywords and plug them into Jaaxy, gather data on them, and then decide which ones are quality search terms for your campaigns. Presto!

Using Alerts - Be in the Know Without Working at it!

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If you want to get notified as soon as there is new information about a certain niche, then Google Alerts will be highly valuable for your research campaigns.

The first step is to go to Google Alerts:

http://www.google.com/alerts

What you are going to want to do is type in your niche, plus some other common terms that will yield some quality and current search results. What Google Alerts does is takes all the pages Google ranks, including news and sends you updates when they have something that is relevant to your "set" alert.

This is beneficial because you can keep informed of your niche, watch for new products, report scams and best products to your website visitors, and leverage for current news information. I am going to quickly show you how you can implement all of these.

For new products, you will want to set an alert for:

your_niche + new product OR your_niche + product launch OR your_niche + revealed

Ex. weight loss + new product

This will yield results that are related to weight loss and that contain information about new products within it.

You can set the type of alerts (I recommend everything), how "often" Google sends you the alert (i suggest once or twice per day, you don't want to get inundated), what the volume of the alerts that you get (choose everything), and what email address it is sent to.

For scams or top products within your niche...

your_niche + scam report OR your_niche + scam

Ex. weight loss + scam

For the best products within your niche (in other words, gets rave reviews)...

your_niche + top products OR your_niche + best products

Ex. weight loss + top products

For NEWS and current events, I suggest you set alerts on keywords that are closely related to your niche. This will capture all the new information that is coming.

Ex. *dieting, weight loss program, losing weight, obesity, lap band surgery, etc*

You can refine this if you are getting too many results to be more specific.

There you go! Every day you will get niche, content, and keyword ideas delivered to your doorstep (email account)...you will NEVER be able to say that you have run out of ideas within

your niche.

You can leverage these to write articles, build web pages, promote the keywords, new products or news via PPC networks, and even to deliver information to your social networks to increase your popularity and brand

Timely Trends - Using the Brainstorm Function Within Jaaxy

One excellent research tool can be found from right within Jaaxy, it is the Brainstorming function and will serve as a quick idea generator for you stuff that is happening now...in other words, hot topics that you can leverage for promotions.

Some of these simply wont' have much keyword data, which is quite normal. Data is not presented on an hourly basis, it often times takes weeks for companies like Google and Bing to collect the data and represent this search data, therefore you cannot always rely 100% on the traffic volume when determining the effectiveness of a keyword. This is the case for many of these search terms.

However, you can definitely utilize the QSR (competition) to determine whether or not you will get rankings, and thus a load of traffic.   I actually was able to get close to 20,000 from the search engines to an article I wrote targeting a "trend" that didn't have keyword tool because it was too new.

You can read about it here:

[Steve Jobs - 15 Minutes of Work, 5 Days, 19,215 clicks](#)

To use the Brainstorm tab within Jaaxy, simple click the Brainstorm tab (shown below).

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tank	Google Hot Trends	Yahoo! Buzz Index Movers Overall	Alexa Hot Topics
1.	⊕ Alex Jones	⊕ Airline Baby Ban	⊕ Catalina Robayo
2.	⊕ Buddy Holly	⊕ Vitamin D Study	⊕ Godaddy.com
3.	⊕ Nfl Picks	⊕ Blood Sugar	⊕ Lady Gaga
4.	⊕ Supernova	⊕ Jfk Turtles	⊕ Lauren Stoner
5.	⊕ Saab	⊕ Bernard Madoff	⊕ Amazon.com
6.	⊕ Nfl Odds	⊕ Tina Brown	⊕ Droid Bionic
7.	⊕ Alistair Overeem	⊕ Bathroom Cleaning Tips	⊕ Paul Jr Designs

This will give you an overview of the daily trends that are active, being searched, and that can be leveraged as you through your marketing campaigns. You can see, there are ⊕ beside each of the items. If you click this, it will save the item in a Brainstorm Queue (as show below).

☐	**Brainstorm Queue**
☐	Blood Sugar
☐	Chris Hansen
☐	Droid Bionic
☐	nfl odds
☐	Vitamin D Study
☐	alex jones

In seconds, I have a bunch of keyword ideas that I could further "dig" into simply by clicking on

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the keyword. Being a big NFL fan, I am going to give you an example here. When I click "nfl odds", here is what I get:

Save Selected	Keywords	Monthly Searches	Estimated Traffic	QSR
[nfl odds]		48105	8178	1,370,000
[nfl odds yahoo]		295	51	123
[nfl las vegas odds]		887	151	177
[las vegas nfl odds]		6872	1169	281
[nfl vegas odds]		7539	1282	Get QSR
[las vegas nfl betting odds]		110	19	54
[las vegas nfl football odds]		460	79	112
[nfl football betting odds]		235	40	310,000
[football odds nfl]		300	52	135,000

There are a few great keywords already! I came in with no ideas at all and I have walked away with some search terms that get good traffic and have limited competition. I could easily rank an article on an article directory with this content (like StreetArticles.com) or I could write content targeting these search terms on my own website.

Again, over 100 Monthly Searches and under 400 QSR is the magic formula for SEO success! The Brainstorm tab pulls many different trending search terms, products, and niches several times per day from a variety of different sources.

Research.Complete

There you have it...

I have given you ways to find niches, expand upon niches, use your daily activities to get ideas for niches, and how to take a niche and rip it apart using Jaaxy to come up with some high quality keyword tools.

You should also have a firm understanding now of what a quality keyword is, and what metrics to look for when determining whether or not you should attempt to write an article or SEO it. There are quick visuals within Jaaxy that can help you with this, or you can utilize your new found understanding of the Monthly Search and QSR (Quoted Search Result) metrics.

Remember, a niche is simply someone looking for a product.   A keyword and the search

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engine is the medium the person uses to connect to this information, and eventually to the product or service that you end up recommending. Choose a niche that you are interested in or passionate about and it will lead to far more long term success.

Hope you enjoyed this,

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