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## Finding a Niche with Domain Expirations

By Stephen Wright

As internet marketers, we are continually looking for ways to maximize traffic to our respective

websites. The methods we use vary from paid advertising, pay-per-click opportunities, writing articles, banner and classified ads, etc. Additionally, we follow as closely as possible the methods to improve our overall search engine optimization criteria. But is that enough? Often times, "no it is not" is the sad but simple answer. What other ways then are there? We have a great looking website, doing all the (w)right things, but they still do not come to your site.

One of the most commonly overlooked techniques for increasing web traffic is having a website domain name that closely matches our niche market, while being easy and associated with the market we are trying to get to the top in.

For many, expiring and expired domains are the answer. According to Google, in excess of 3 million clicks or url hits to targeted traffic are lost or receive website not found errors on a daily basis. This common occurrence happens for a number of reasons, ranging from simple neglect by the owners to abandonment due to poor performance, lost interest, and the list goes on and on. To look at some of the traffic information about these sites, some were never started, while others received respectable traffic, sales and revenue. All of which have been abandoned.

The opportunity exists to acquire these sites, single sites or in bulk at a fraction of what it might cost you otherwise. Think of it, being able to start up a site that already have traffic, reciprocal and one-way links to it, targeted clients, all under new management  $\frac{1}{2}$  that  $\frac{1}{2}$ s you!

As a secondary activity there is a lucrative market on the internet (some through eBay) for auctions specializing in resale of domain names (some expired, some not). When you have a chance, do a search of domain auctions. You will be surprised at what some of the highly sought after web domains are selling for. Many are beginning to see these as investments. And the great part, many of these can be obtained for future use or for resale potential with merely the cost of registration, which can be very inexpensive (\$5-\$15 dollar range).

The list of possibilities is endless, with thousands more expiring each and every day. With a little bit of

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background research to investigate the previous use of the website and traffic information where available, you could find yourself with a lucrative niche with additional revenues before you know it.

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<http://www.InternetMarketingUSA.com/dotcomology.html>

### **Finding Your Niche**

**By Sue and Chuck DeFiore**

Have you found your niche?

If you really want to find out, you need to answer the following questions:

1. Is your business the only one of its kind in town?
2. Do people consider your service first and price later?
3. How can prospective customers tell you apart from the masses of businesses in similar fields?
4. Who are your target clients?
5. Who aren't your target clients?
6. Do you turn down certain kinds of business if it falls outside your niche?
7. What do clients think you stand for?
8. Is your niche in a constant state of evolution?
9. Does your niche offer what prospective customers want?
10. Do you have a plan and delivery system that effectively conveys the need for your niche's services to the right market?
11. Can you confidently predict the life cycle of your niche?
12. How can your niche be expanded into a variety of products or services that act as profit centers?
13. Do you have a sense of passion and focused energy with respect to your niche?
14. Does your niche feel comfortable and natural?

15. How will pursuing your niche contribute to achieving the goals you have set for your business?

If you can't answer these questions, you probably haven't found the right niche for your business. So what do you do?

Stop looking! Good niches are never found—they're created, then matched carefully with a grateful audience.

If you want an excellent niche market, try the creative real estate niche of lease purchasing. It allows you to answer all of the above questions.

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Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

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Finding Your Niche

Easy Niche Marketing Success

Getting Your Domain Name

LOOK FOR YOUR NICHE MARKET IN PLACES YOU WOULDN'T EXPECT

Reverse Domain Name Hijacking Now!

Home Vegetable Garden

Dream Psychology

Domain Alarm – Is your site working?

Ready-Made Niche Websites

The Public Domain Reports



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