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How to Find a Niche For Your Blog

By Mike Seddon

It is important to realize that your choice of a niche can have a significant influence on the success or failure of your new blog.

Deciding on a theme can be a daunting task. What exactly are you going to write about? Your niche needs to be a popular topic that many people are interested in.

If you are going to blog about yourself, then you better have a very interesting life, or you will have difficulty keeping your readers coming back for more. You should choose a topic that will make it comparatively easy to grow your readership and build a strong following.

Since many bloggers write about their favorite subjects, it's not a bad idea to start brainstorming by writing down a list of your hobbies, interests, and any areas of professional expertise. Now try to determine a niche you can target within one of those areas.

Should you blog about automobiles in general, or the latest sports cars? If you choose too narrow a theme then you may struggle to come up with regular, fresh content. And if you choose a topic that's too general your readers may be confused by a jumble of seemingly unrelated posts.

You might consider niches within the following general topic areas which have proven to be popular for blogging:

- Automobiles
- Computers & Information Technology
- Digital Cameras
- Gadgets
- Music

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- News
- Photography
- Politics
- Shopping

If you plan to use Pay-Per-Click advertising to get traffic to your blog, then remember also that the hottest topics might have the highest pay-per-click fees.

You can sometimes get great niche ideas by browsing at Blog directories and sites like Google Blog Search:

<http://blogsearch.google.com>

Since it is so time-consuming trying to come up with the 'perfect' niche idea, many bloggers and webmasters have turned to specialized niche discovery tools. I particularly recommend Online Gold Finder and NicheTopics.

With Online Gold Finder you can uncover profitable, undiscovered online markets with just a couple of clicks. Read more about Online Gold Finder at:

<http://www.moneyforblogging.com/goldfinder.htm>

NicheTopics is quite handy in a different way. You get to use some great research that's already been completed by an expert. It is a ready-to-use report on 109 unique, untapped niches. Read more about NicheTopics:

<http://www.moneyforblogging.com/nichetopics.htm>

The tools above are not free but consider for a moment. If you are planning - or would even like - to make some money from your blog, then it will be worthwhile to start off with a well-researched niche.

If a particular tool uncovers a good niche that pays an additional \$5 a day, it will pay for itself inside the first month!

Don't forget, it will be very difficult to change the theme and niche of your blog later. So invest some time wisely during your planning stage.

You will be off to a strong start in building a successful blog.

Mike Seddon is a writer, entrepreneur, and webmaster. He is the author of the popular e-book, 'How to Build a Money Making Blog', available from

<http://www.MoneyForBlogging.com>

Blog Marketing Crash Course

By Rob Wood

Many people with blogs get disheartened after a few weeks or months when their blog fails to attract thousands of readers. It is a real shame, because if bloggers followed a few simple blog marketing steps, then they would probably find that there is a willing audience just dying to read about most topics. So what can a blogger do to get noticed? Here are a few blog marketing ideas that should get most blogs getting reasonable traffic in a short space of time.

Blog about a niche: The world doesn't really need another 'vanity blog' about what you had for breakfast. Unless you are a super-model good looking teenage girl who wants to put a lot of photos on your blog, then you are probably going to have a hard time getting noticed. If you already have a vanity blog and are wondering why you are not getting traffic, then you need to know that the vanity blog market is totally saturated. Consider starting or changing your blog to some other topic - an interest or a hobby for example.

Next, you need to start posting to forums. Put the URL of the blog in your forum signature (don't spam forums saying "look at my blog"). If you just join in the conversation naturally, then people will get curious and you will get a few more readers. If the forum you post in is also to do with a similar topic to your blog then you will probably get repeat readers from it! Try to find the most popular forums in the niche you are writing about. To find them, just go over to Google and search for your niche keyword plus 'forum' and you should get a list. Try to find forums with at least a few thousand active members.

Make sure to do trackbacks and pingbacks to other blogs that you have linked to so that they know about you. When people find out that you have talked about them, they will come to see what you said. So will some of their readers. Talking about popular stories from popular blogs may get you more than just a few visitors too.

Comment on other people's blogs as much as you can (without spamming). In most cases you can put a link back to your own blog and people do follow these links. It is also good to target blogs that talk about the same subject as you, because then you will get targeted readers who are more likely to continue reading your blog. (Avoid using "comment spam" programs as Google can track this and will penalize you).

Most importantly, you need to keep blogging! Nobody will return to a blog that is updated weekly or only occasionally. You need to add more content at least once per day, especially in the early stages of getting your blog noticed. This is hugely important.

Now if you follow these few rules, then you should be well on the way to getting a constant readership for your blog. Don't forget to check out

<http://jamdo.com>

to get more tips on making your blog popular.

Rob Wood runs a site on blog marketing at

<http://jamdo.com>



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