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Niche Markets and Mini Sites Profits – The War Has Begun!

By Valeriu S. Popescu

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Niche markets and mini sites are taking lately by storm the Internet marketing field. But despite of all kinds of free information you receive, there still plenty of tips couple of Netpreneurs "forget" to tell you about.

Now don't get me wrong, I would not go here into deeply analyses of niche marketing and mini sites strategies. The subject is too big to discuss it in one single article. Rather than this, I will try to outline couple of things which been overlooked and might influence in a good way your mini Net empire profits.

First time first, you have to understand WHY a niche market can be so profitable. Well, the answer is simple: just because people need to find quick answers to their SPECIQUE problems. And the fastest way today to reach information are the search engines. That's why niche markets, mini sites and the search engines cannot be considered separately.

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A niche market offer the right kind of information to a crowded mass of searchers. It's **TOTALLY** focused around one subject, and **ONLY ONE**. This way searchers are coming "right to the point" and become highly targeted visitors to your web site. These overlooked niches represented huge business opportunities that could quickly change your life and put you on a path to Internet success.

So I'm not kidding when I'm saying that 90% from your mini site success reside in founding a very profitable niche market! A wrong niche market (or the topic of your web site) can mean a wasting of time (and money) on trying to (pre) sell something no one wants, or is even looking for.

The equation is simple: good niche market + a nice mini site + top position on search engines = solid monthly profits!

But from where profits come? There are two ways: either you promote on the mini sites your own products or services, either you build them up around an affiliate program or a joint venture association. A short look around the Net life will tell us that we have a winner on the second one — by far this is the most used method today.

Speaking on niche markets, let me confess a little bit. Couple of time ago, when I first started to build mini sites around profitable niches, I was hunted for three different markets. At that time, I first realize the outstanding help offered by an extraordinary powerful online service.

Wordtracker was invaluable for my searches and definitively influence my final decision on creating my mini site. If you are not familiar with Wordtracker, take a little break and read my review, then come back:

<http://www.internetmarketingprofitscenter.com/wordtracker>

OK..., the KEI values for what I've been looking for was:

- keyphrase #1: 6.486
- keyphrase #2: 306962.112
- keyphrase #3: 3480.255

If you read my Wordtracker article you know that a KEI over 400 is a Good gift! For two of my keyphrases I was way above, but couldn't decide which one to choose it. K1 wasn't attractive, not at all. K2 and K3 had very good potential at that time.

K3 it wasn't so close to my expertise. As a matter of fact, I didn't know too much about this subject. And since I decided to build a mini site around an affiliate program, my expectations on K3 affiliate potential wasn't fulfilled.

What I found was 5 affiliate programs with very, very poor information, statistics, etc. I wasn't able to identify primer tools which makes an affiliate program workable. Not to mention what kind of customer/ affiliate service they had! Uggghhh... what a waste of time. I dump the idea of using K3 for my mini site.

What was left? K2 with his impressive KEI value. With a lot of luck I found 2 affiliate programs which best suit my affiliate needs and requirements. Even better, I was able to find the right kind of information for this topic (niche market), so I simply "reserve a spot" on building future search engine highly targeted web pages full of helpful information!

OK, but what other people hide from you?

Long-time mini site and niche marketing planning!

When it comes to mini sites, most folks think at a web site with 1-4 pages. This is totally wrong. It can work for some niche markets for a period, but on a long run I'm certain will not. That's because of the search engines and their continue improvements. And what would be a mini site without getting free traffic from them?

Let me explain!

It's all about your web site structure and your ability to build search engine friendly web pages. And you have to understand that your niche market will not live forever. Through the time, more and more people will come and build web sites around your niche market. Don't make the mistake of considering yourself the only smart guy on the Internet.

To assure always top 10 positions on your niche market, you have to build a proper web site, with a very flexible structure and compelling information.

By "flexible structure" I mean an internal web site dispossess so you can easily allow search engines to find your new web pages. Ideally would be to start with 5–12 pages and a maximum of 2–levels deep. This will allow spiders to index your site quickly and to score ALL your internal pages!

Even more, if you use an affiliate program on your mini site, consider that your merchant company will always try to build new products. Better will be to do businesses with a company which frequently create/improve new products related to your niche market. More products is equal to more separate web pages.

With multiple pages on your site, you'll concentrate each page on a different keyphrase, thus increasing the number of ways people could find your site!

Better yet, if you find more affiliate products for the same niche, consider to build multiple mini sites and link them together. Build a mini net empire around a niche market and watch how your profits will soar from the thin air.

Nothing beats your competitors more rather than your own mini site niche empire!

The great thing with mini sites: their running totally on autopilot. Even if you do nothing, it will continue to generate sales month after month using the search engines. Well, at least as you score well on the top 10 of major players. But could it be another way to generate profits faster using mini sites, since a good listing for a new web site can take up to 8 weeks?

Yes, by using the pay–per–click search engines, which by far are the most targeted ways of bringing prospects to your web site. In this case, just forget about search engine optimization and try to focus on compelling ways to pre–sell your merchant product(s). But PPC is a number game and if you use them from the start, you are half blind.

Why? Because PPC are unique in their way. You need to have certain results before you deep down into their traffic, unless you want to be left poor right from the beginning. The next article from this issue will cover exactly what information you'll gonna need to know if you want to run a PPC successful advertising campaign.

So if you want to play the niche marketing and mini site game, I would suggest first to start generating traffic from common free search engines. Once you'll know exactly how much a visitors will "worth" to your new mini site, you can go on PPC promotions or other profitable Internet marketing strategies. But never BEFORE!

Final Thoughts:

Mini sites build around a niche market has been and will be a successful financially from a poor numbers of visitors. It depend only on YOU to convert a higher percentage of them into buyers. And of course to get as many as you can of their personnel informational and to follow-up them later down the road (I bet you miss that!!)

Phil Wiley, the author of "Mini Site Profits" book, considered by many Netpreneurs (including me) to be the definitive work on mini sites, and a must-buy for anyone who

wants to know more about the subject, explain into a recent interview:

"A mini site doesn't have to be made to sell a product, but the kind I build are designed to make sales... to make a profit! I think mini sites will survive as long as search engines survive in their current form.

If they all end up becoming pay per clicks you might not want the hassles of handling 20 to 100 sites, but that's not to say they'd stop working. Even if you had to pay for all the traffic, that wouldn't really matter too much once you know that the site makes so many dollars for so much spent you can just leave it running on autopilot."

Great stuff Phil!

And speaking of niche profits, allow me to finish by

telling you how my first mini site DIDN'T end-up on top 20(!) on major search engines, but score in one month \$6,045.65 in sales from 146 unique visitors, and \$2,000.00 in one single day in the next month... from only 5 unique visitors!

Believe it or not, I DO NOTHING to deserve this -- I DO NOT invest a single dime into buying traffic, or posting ezine ads, or writing articles, or other stuffy promotions (excerpt registering my domain name and website hosting account, all together under \$100). I DO NOT waste a single minute to promote it!!! Traffic came only from different search engines.

The bottom line: start building profitable niche mini sites right now. Take this article as a starting and referring point. Printed it, "learn" it and pass it to your closest friends (excerpt your competitors!) But please don't leave it into dust...the niche market and mini site war has begun!

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Learn How To Identify Profitable Web Niches For Your Business!

By Per Strandberg

Most get it wrong when they start an e-business! They start building a business on the web by picking the wrong market.

Many start by giving advice on how to start a home business or by marketing Internet marketing information. This is the wrong way to do it!

Or even worse, become trapped by the many business opportunity programs that are out there. Many of them are nothing more than pyramid scams in disguise.

Why do so many try to market Internet marketing products online? One reason is that this is a subject that people get interested in and they soon see themselves as experts in this field.

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You find another reason when you look and examine Internet marketing materials. What have most of the marketing of these products in common?

The answer is that they are marketed by slick copywriters. The marketers want to promote their own products, so they naturally promote these products on their websites, newsletters and where ever they can.

Of course, they don't tell you the truth! The harsh truth is that if you are a beginner in web business and start by promoting web marketing products, you will fail.

To start with, you don't have the right experience and you don't have the traffic that you need.

You are much better off, if you focus on web markets that are not as saturated by competitors as in the internet marketing field. One secret to successful Internet business is by find niche markets where people are spending money and the markets are not saturated.

So how do you find suitable web markets that is right for you? That will depend on how you plan to market. Do you plan to build an information theme site, mini sites, work with Pay-Per-Click marketing or do you plan to make a product to sell on the Internet?

If you target information theme sites or mini sites, then you want to find web niches with little competition and you also want to identify web niches where the bid values on pay-per-click are relative high.

If you use Pay-Per-Click promotion you might want to find niches with low Pay-Per-Click bid values and a lot of traffic.

And if you want to try to a market product you have produced, you want to make sure that there is a market for the product. You also want to know if there is a need for the product and that people are

spending money on products in this Internet market.

A final key point is to find niche markets that you have an interested in or at least have some knowledge in. It is much easier to work in a niche that you are interested in than in a niche that have no interest in at all.

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Per Strandberg is a web site maker and software designer!
Find new Web Niches with The Niche Market Database!
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