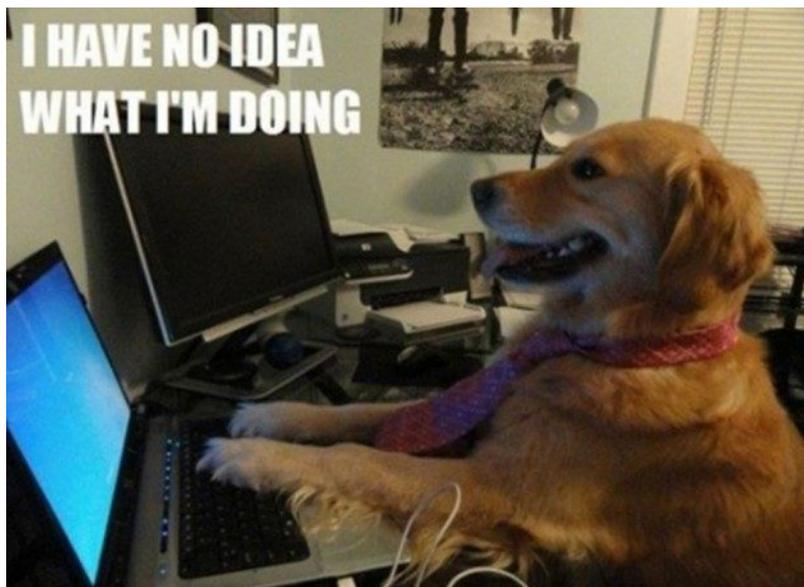


# The Ultimate Blueprint to Building a Profitable Niche Site

One of the great ways to get started online and earn a *Passive Income* is building **Niche Sites**. What you build your site around completely depends on you.

There are so many different kinds of niches and sub-niches out there that anyone can write about.

The aim is to create an information specific site that is rich with quality content and then rank it as fast as possible so we can move on.



If you don't know how to create these profitable niche sites or don't even know what they are... It's all good! I got you covered.

## What You Will Discover

- My blueprint to building niche sites
- How to effectively research your niche
- Coming up with winning keywords to target
- Build up your site with the right foundation
- How to write valuable articles
- Increasing the ranks

In this tutorial, I will reveal the ultimate blueprint that I use to build these monster niche sites. If you're worried about the animal police, don't be. You will know why by the end of this tutorial as well as the reason why it's better now than it has ever been before.

## What it takes to create a Profitable Niche Site

Building these information based sites with rich content does take a bit out of you. You have to do proper research, write really good content or be able to know if it's any good.

On top of that you need to know a bit about SEO and have lots of patience. It might seem like hard work, but the beauty of it is that once you're done with one of these sites, it doesn't take much effort to nurture it.

Is it free to build these sites?

No, not quite. You do have to fork out a bit of cash to get started. Depending on how willing you are to invest in your own time, you could be spending more or less. It all varies and there is no set amount of cash you need to spend. It's all about time vs money. Either way it's not free.

Is it easy to set up?

Absolutely! You don't need to know any HTML or CSS coding to build up these sites. Just follow along and you'll have a site up and running in no time.

Can it produce riches overnight?

Sorry to burst your bubble, but no. It does require a bit of work and as I said earlier – patience. It's all about creating sustainable passive income for the long haul.

Now that we've gotten a few questions out of the way, let's begin with...

## Getting started with Niche Research

If you didn't know by now, research is crucial when it comes to building a profitable niche site. You can scrape by without having done the [in-depth niche research](#) and may manage to make some decent dough, BUT it will boil down to a game of chance.

That's the last thing we want to play with as it might take 1-2 months just to find out it's a waste of your time.

What we're looking for is a PROVEN niche that sells. A niche that other internet marketers are making money from. In other words – a buying market.

Why take it upon yourself to spend resources and time to find out a winning market, when others have done the ground work for you?

How I go about looking for a sweet niche is by using the following sources of free information.

- ClickBank
- Amazon/eBay
- Flippa

Also, we want to look for a *specific* market or audience that isn't overly competitive. Our aim is to build these niche sites and try to rank them as quick as possible.

Generally, the more competitive the niche, the harder it will be to rank your site, but of course, that is not always the case... at least that's what I say generally.



So avoid broad niches like – Make money online, Weight loss, Body building, Dating and so on...

The key is to break these topics down into little micro niches. For example, instead of building a site around weight loss, try a specific diet plan like the "pritingin principle" (after a quick Google search). Just make sure that there is an audience and, more importantly, that there are buyers!



Still have no idea what niche to tap into to? Just come up with any ideas you might have now and cross reference with the other sites to see how well of a market it is.

## Brainstorming for Keywords

My fancy way of saying, [keyword research](#). You're probably thinking... More research?!?!

I know, I know, research is boring, but it makes the difference between a profitable niche site to one that completely bombs. Believe me, I'm doing you a favour!

The idea of keyword research is to look for some easy to rank keywords that have a good number of people searching for it per month. Sounds easy enough, right?

But if you don't do this step correctly, you'll find yourself struggling to get to the top and it will take years to make a profit (if any).

There are many ways to go about this, the free method – the combination Google's keyword planner and other necessary tools to get the job done.

Alternatively, you can use an all in one tool like [Long Tail Pro](#) (LTP) to speed up the whole process, which is incredibly easy to use and much, much quicker.

Keywords to avoid:

- High Competition (High searches per month)
- Big authority sites
- No volume of traffic
- Non buying keywords

So, start off by brainstorming a huge list of keyword ideas and then eliminate the ones that don't tick our boxes by using the tools available.

Check Google's first page for each of those keywords to see what you might be up against. Are they big authority sites, e-commerce sites, forums or other niche sites?

A search bar with a blue border containing the text "Top 10" and a microphone icon on the right side.

Google Search

I'm Feeling Lucky

Remember, we are constructing small sites to quickly rank for certain keywords.

The general rule of thumb is to target keywords with low monthly searches. Keywords with roughly 1,000 to 3,000 searches per month, especially if you're new to the game.

As you reach keywords with a lot higher searches, like let's say 100,000 searches per month, it will be near impossible to get rank #1 position, let alone be on the first page.

Also consider the wording used within your keywords. Think of it from a buyer's perspective looking for more information before making the decision to buy, what would they type into Google?

Try adding prefixes (e.g. best, top, cheap) and suffixes (e.g. review, guide, comparison) to the keyword to make it a buying keyword.

## Website Construction

First things first, you will need to register for a domain name and host it on a server. You can't have a website without any of these.

This is the easiest process of them all and you can read my guide on [how to kick start your website here](#).

It's really important to come up with a domain name that sticks. As the era of EMD (Exact Match Domain) is over... Well not really, it's just not necessary to have it exact. It's better to have a domain name that is memorable, a brand name so much to speak. As long as it's short and catches on, you have yourself a winner.

The registrar of our choice is [namecheap.com](#)

As for the hosting...

- [Traffic Planet](#)
- [Hostgator](#)

The content management system of my choice is WordPress. It's so friendly to use, it's fast and gets the job done.

Whether you buy a premium theme or use a free one, it's up to you.

It needs to be easy on the eyes and looking like a proper site, unlike some websites out there...

So it's important to have a custom made logo and banner designed catered to your site. A simple search on fiverr or any other freelance websites will get you sorted in no time. Of course, if you can design it yourself, even better!

As for the plugins for my niche site, it really varies and I like to mix it up.

So be sure to check out the list of useful plugins for niche sites here!



## Content creation

You can't have a niche site without any content. But not just any content, **quality content!**

Before you begin to write about the topic at hand, make sure you have enough content to write about. Nothing worse than only to realise half way through you don't have enough information to write about. So it's always good to plan out the layout of your website.

It's also important to have pages that most websites have. Pages such as contact us, about us, terms and service, privacy policies, affiliate disclaimers and so on. Not only does it save your butt but it also builds trust between you and your readers.



When writing for content, remember that it's for the readers and not for the search engine. You can have the best optimized content possible but if the readers don't enjoy it, they won't be clicking your affiliate links.

Make sure you have well written articles with plenty of information with a bit of umph! No seriously... put some personality into your writing and it will go a very long way.

A good amount of words can be anywhere between 1,000 – 2,500 for each article. It might be a very long article but think about all the long tail keywords you could be accidentally targeting for!

Of course, not all articles need to be this long. It really depends on the layout of your website and the best advice could give is to test it out.

**The articles will also need to be 100% unique**, so no copy and pasting other people's content!

Also, try and break the article into as many paragraphs as possible and be sure to add related images and/or videos to the mix. I'd say an image for every 500 words would be good. This will give reader's eyes a breather and grasp the awesome content before them.

Great content really does make a huge difference and you'll be surprised how much engagement and conversions you'll be boosting.

If you believe that content isn't so important, think about it this way.

It is easier to convert 30% of 1,000 visitors than it is to convert 5% of 5,000 visitors. To generate that much traffic, you're looking at a lot more articles to be ranked and more resources to be spent.

So be sure to spend a lot of time in judging the content, whether you decide to write it yourself or outsource it.

At the end of the day, it's all about conversions!

## Increasing the Ranks

Now it comes down to the fun part of the equation. The bit where everyone wants to learn but there's never a clear answer!

Sorry to disappoint but there never will be the perfect method to rank a site!

When it comes to SEO, you're essentially playing a game with Google.

Google sets up the boundaries and our job is to see how far we could push.

You might say.. Hang on a minute, isn't that blackhat or greyhat?

Honestly, I don't know and don't really care... I just do what works to bring in the money.

You could play the safe side of Google all your life and still get punished.

Now, let's get into business!

First off, you'll need to have your site properly optimized and it should really come to you naturally.

What I mean by this is – **Onpage SEO**.

Anything that could be added and tweaked internally that points to your keywords like your titles and headings, URL structure, alt tags of images and interlinking should be taken care of first before you build any kind of links.

Just follow my guide to the on-site ranking factors (that's coming soon) and you'll be fine.

It's time to move onto **Off-site Factors** like building your links.

Despite having really great content and excellent keyword research, you won't get too far without the initial link building push to get your niche site into gear.

But once you start getting some traction, that's when your content will really count.



This is my basic strategy for building links that have known to work for me. Like I said earlier, there is no perfect method so you'll have to test it for yourself.

These are:

**Private Blog Networks.** This is by far the most effective of them all that is currently working for me now. It really is a powerhouse of a link that could really work wonders for your niche site.

Here's a [beginners guide to building a PBN](#) that would come in handy.

**Relevant Blog Commenting.** When I say relevant, I really do mean RELEVANT.

I don't worry so much about the do follow and no follow as you'll want to have a good mix and diversity anyway. But I find this a great indicator to our friendly search engine exactly what niche our website is about and why it's important. Just be sure to avoid using any kind of anchor text here.

Be sure to actually read the post and reply accordingly. The idea is to get your comment approved by NOT spamming.

**Social Signals.** Social signal is something I'm still testing at the moment but it seems to have some kind of weight to the final decision. You can test it out for yourself and report back! I'll be interested to check out the data.



Important backlinks to steer away from!

Poor quality web 2.0 sites. By poor, I mean badly spun articles. These are so easy to pick out but if you really want to incorporate web 2.0's, then make sure it is manually written with related images/videos and relevant to your topic. I find that quality is more critical than quantity.

Using the above strategies should be more than enough to get your lucrative niche sites up and running. Just remember to take it slow and be patient. Don't go spamming your sites with links on day 1. Spread it out and randomize it!

Finally, the monetization of your site. There are a few options you can choose.

You can build your site around affiliate programs like Amazon by using the associates program, you could have CPA offers all over your site with all sorts of banners and/or Google AdSense.

They all have their pros and cons, each of them very easy to get started so it's just a matter of doing it. Feel free to mix and match to really get it going.

## Up Top – A Quick Recap

1. Find a profitable niche to target
2. Research for the right Keywords

3. Plan out the layout/categories of your website
4. Come up with a neat content strategy
5. Follow the on-site structure for your articles
6. Build up a nice backlink portfolio
7. Choose the best suited monetization method for your niche site

## **Conclusion**

If you're expecting one highly profitable niche site to be enough to replace your job straight away, think again. The aim is to gradually grow, bring in traffic and rise in ranks over time. In the meantime, feel free to start thinking up of new niches to tap into and expand your portfolio.

As you gain more experience building these sites, it will get easier and easier. Soon enough, you'll have your very own passive income that you could happily live off. So take the necessary step by taking action...

There you have it!

Hope you enjoyed the read and if this is the first bit you read, you started at the wrong end!

Make sure you check out [Super Affiliate Academy](#) as well. You can literally get started today for just \$1.