

# WHY THIS KEYWORD RESEARCH IS COMPLETELY DIFFERENT BUT ESSENTIAL FOR 2020 [UPDATE]



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First of all, you should forget almost everything you have learned so far about keyword research or rather "how to find an SEO niche". There are many possibilities, ideas and approaches to find the perfect niche. Each of these methods has its right to exist.

And because there are so many possibilities, most are overwhelmed. I don't want to overwhelm you here. That's why I'm going to give you a tutorial which I think you'll have the most success with.

With this tutorial, I just focus on the main things and rules, which might be very different and not just like "how to do keyword research" if you don't know why you actually have to do it or for what you're going to do it.

As most of the people here on this blog, we will focus on "how to start a website" when taking SEO as the first traffic channel. So we first have to find a good niche for which we then make a very intensive keyword research.

### **Rule One: Why you should not aim to find your purpose!**

It's very important: **DO NOT** concentrate on what you like or where your strengths are. We don't want to create a passionate site. We want to create a site that is built quickly, structured correctly, that gets traffic and makes money!

And why this difference and approach is so important, I'll explain it again here:

Finding a good niche is not just about finding a keyword! A good niche is a target group willing to buy! The keywords are the connection to your niche! The keywords are the call to your niche and the desire for a need that you want to satisfy as best you can and as fast as you can!

So that we can make money with a lot of fun, we concentrate on niches where the money is spent. People spend most of their money when it comes to satisfying emotional needs. It will be a bit theoretical now, but this will help you to identify niches and the right keywords that have great potential.

So let's first divide the people's needs into six areas:

Love – Dating, Relationship, Breaking Up, How to get ex back, how to become an alpha, etc..

Meaning – how to be or become important

Certainty – how to become more self-confident in certain areas

Variety – how to do something in another, smarter way

Growth – learning, becoming a better human, sports, etc.

Contributing – make a contribution to a special group of people/audience

We, humans, have different importance in satisfying our needs. For some, the desire for security is higher than, for example, our own growth or our connection to other people. For others, only the contribution to society is key, while certainty plays a subordinate role. Regardless of the contribution, we humans always try to satisfy our own needs with our actions. If we can't do it on our own, for example, the need for love, we buy it or search the internet for a solution that may cost money.

And this is our job. This is your job. This should be your purpose. To help people and to bring each of them a few steps closer to their goal. After this article, you should be able to create a niche site that satisfies a basic need of your target group with the right keywords which you'll later cover with the right content.

To be a little more concrete and not to speak in general and abstract terms, I will now name two major areas where there is a big need to spend money on a solution. These are the following areas:

1. Passionate niches and niches associated with fears, problems, obstacles, pain.
2. For simplicity's sake, we call them "positive" and "negative" niches.
3. Here are some examples to give you a feeling of what to find in these areas:

### **Positive markets (niches)**

- Golf
- Sports fans
- Collectors (coins, stamps)
- Dog owners
- Parents
- Athletes
- Apple lovers
- Pets
- Attraction
- Cars
- Baking
- Cycling

- Boat
- Boxing
- Photography
- Climbing
- Comics
- Cooking
- Drawing
- Languages
- Training
- Fishing
- Gardening
- Hair / Hairstyles
- Engagement
- Films
- Playstation
- Billiard
- YouTube
- Nutrition

Each of these areas can be further detailed and broken down in order to obtain a good niche. How we do this best, you'll find out in a moment.

But first now some examples from the other area (some of which have a higher intention to buy):

### **Negative markets (niches)**

- Abortion
- Security / Theft
- Acne / Pimples
- Addiction
- Depression
- Allergy
- Application
- Arthrosis
- Drugs
- Autism
- Sleep disorder
- Divorce
- Unemployment
- Infection
- Debt

- How do I get pregnant
- Legal dispute
- Smoking
- Diet / Slimming
- Funding
- Taxes
- Computer virus/malware
- Blisters at the foot
- Pregnancy problems
- Child education
- Dating / Ex back
- Stalking
- Mould
- Ejaculation problems
- Odor problems
- Pills/medicine
- Stress / Burnout
- ADHD
- Therapies

What do both niches have in common?

### **EMOTION!**

Our target group thinks emotionally rather than logically to get a solution. However, we don't want to steal money out of people's pockets. We want to help people to find a solution to their need or problem and thereby satisfy their needs.

When we have chosen a market and have broken it down into a niche, it is about evaluating the niche. So to find out if it is a good niche. To do this, it's important to find out whether the target group has purchasing power.

### **My 5 points for evaluating a niche**

- Positive or negative Market
- Search volume significant
- Purchase intention and sales potential available
- Products/services available to help you earn money from the provision of a solution
- Competition

This process of evaluation is carried out for every niche idea you have. The order of evaluation is important. You don't search for existing products only to find that the search queries are not high enough and the percentage of people willing to buy is too low.

Good, that's all of my theoretical explanation. Let's get shit done!

We now want to find a suitable niche and take the five points of the evaluation according to the principles of SEO Geek Lab.

### 1. **How do I find a good niche?**

Easy: Enter keywords in Google.

By knowing what our target group enters when they are looking for a) offers for their passion and b) solutions to their problem.

These could be terms like:

- How do I solve...
- Help against...
- How do I lose...
- How to remove ...
- How do I improve...
- How do I fight against...
- How do I get...
- Where can I get...
- How do I find...
- How do I remove...
- How do I stop...
- How to {a verb} right
- How do I learn to...
- How to stop...
- How will I...
- How do I reduce...
- How do I get rid of...
- What to do about...
- How can you...
- Where can you...
- How do I overcome...
- How do I become a pro in...
- How do I start...

There are also other words that show a problem or the search for a solution. These would be, for example:

- Treatment
- Solve
- Solution for...

and many more.

A good tool to use is Power Suggest Pro. As you can see on the screenshot it allows you to not do it manually but by just taking a template.

So as you can see, we not only need "keywords" but also we need a topic.

Have a heart with me: I really want to help you, but to list all problems/challenges / fears of us humans would go far beyond the scope of this article. To be honest, I also don't want to because that work must be done by you!

But what I can do to help you is to choose the right niche and how to address possible topics that you can then use for your research.

These would be e.g.

- Travel
- Fraud
- Theft
- Compare (electricity, insurance, products in general, everything that costs money!)
- finances / money
- Crime
- Hobbies
- Health
- Disease
- Depression
- Appearance
- Sports
- Club sport
- Competitions
- happiness / laughing / joy
- Property / House / Flat
- Car / Motorbike / Scooter / Caravan / etc.
- Love / relationship / partnership
- Sex
- Skills/abilities (juggling, flips, dancing, human flag, etc.)

- Babies / Children / Education
- Pregnancy
- Religion (including birth, baptism, communion, confirmation, death)
- Fitness
- Success
- Computer / Technology
- Internet
- Software / Tools
- Games / Online games
- Music / TV
- Budget
- Clothing
- Communication (e-mail, SMS, WhatsApp, telephone, etc.)
- Leisure / Entertainment / Culture (Theatre, Musicals, Opera, Cinema)
- Hotels / Restaurants
- Equipment Household
- Cosmetics
- Investment
- Drugstore
- Pharmaceuticals
- Night activities

Each of us made his own different experiences, a different environment, profession and viewpoint and different hobbies and challenges in life and therefore comes across different niches. This overview of topics should help you to find ideas/niches when you think about a category.

Your task now is to take either a blank word or text document (or alternatively a piece of paper and a pencil) and write down possible ideas from each area. Here I'd really take 5 minutes for one topic and just think about what belongs to this topic. I sometimes move from one topic to another and just try to collect information and use my own brain:

- Travel
- Luxury travel
- Cycle tourism
- Business Travel US
- Rental car US
- Holiday in the Caribbean
- Health resorts the US
- Aircraft
- Aida



- Cycle tourism
- Hiking tourism
- Singles tours
- Honeymoon
- Holiday with baby/children
- Gay / Lesbian tours
- Sex tourism
- Package tours
- Last Minute Travel
- Sightseeing
- City tours
- Bus Tours US
- spring break parties
- Sporting events / Sport trips
- Football tickets + overnight stay
- Way of St. James / Camino de Santiago
- Hideaway / recreational holiday
- Language travel
- Long-distance travel
- World Travel
- Balloon flights
- Camping
- Wilderness Holidays
- School trips
- Airports
- Train stations
- Incentive trips

Okay. Five minutes have gone by and I've come up with some interesting ideas. I have now received a sub-section from a large market (travel). These are mostly not niches yet, because areas like luxury travel, long-distance travel or world travel are still much too big. But there are already topics that are a niche in themselves, such as balloon trips or wilderness holidays.

To understand this even better, you can read how I do brainstorming for the area "love, relationships, the partnership":

- divorce
- ex back
- blowjob
- better sex

- sex with women
- sex toys
- hardcore sex
- porn
- jerk off
- improve the relationship
- how to quit relationship
- how to date
- addressing women
- polygamous
- monogamous
- fall in love
- get married
- marriage speech
- divorce costs
- wedding ring
- wedding
- celebrate a wedding
- Prepare the wedding
- Wedding speech
- tinder dating
- write to tinder
- manipulating women
- Winning women
- men dating
- woman dating
- honeymoon
- increase attractiveness
- how not to be a nice guy
- understanding women
- set a date with a woman
- how to correctly deal with the separation
- how to get to know a new woman
- becoming independent of women

What we have to do now is to break down each area into niches. It's more and more effort to break down all areas, so I would only choose those areas that I'm somehow interested in.

In my case, I'll take a closer look at the area "Honeymoon". To do so, I go to Google and use their tool (Google Keyword-Planner).

If you don't have it yet, just get an account on Google Ads, go into the ads dashboard and then search for tools and click on Google Keyword Planner. I'm not sure when you're reading this article exactly but Google is known for changing constantly. So if you can't find it just use Google to get a solution - so you already get into action, right ;-)

In the screenshots below you can see, that Google doesn't show the exact search volume...

Well, in autumn 2016, Google disabled the exact search volumes for the in-house keyword planner. Instead, only the rough areas where the search volume for a keyword is located will be displayed:

However, this isn't too bad for the beginning, because especially as a beginner you usually pay too much attention to the search volume and leave other factors out.

But imagine: 1000 people, who are willing to pay for a high ticket offer is way better than 100,000 who just want to read jokes about Juck Norris.

Remember? We want to earn money. You need focus. Don't get yourself distracted by that.

Let's keep going:

In the keyword planner, I enter my noun and look at the suggestions Google gives me. In the example "honeymoon" the process would look like this:

When I look at the proposals, I see that honeymoon has a lot of categories. You can break it down much further. Also, Google is suggesting to break it down as you can see in the last screenshot. So there are different keywords like "honeymoon destinations", "honeymoon places", "honeymoon resorts" etc.

- Honeymoon + City / Country / Place
- Honeymoon offers
- Honeymoon
- Honeymoon holiday
- Honeymoon cheap
- Marriage abroad
- Honeymoon
- honeymoon booking
- honeymoon destinations
- last-minute honeymoon
- honeymoon destinations
- honeymoon in June/May (+ other months)
- cheap honeymoon
- honeymoon tips

- honeymoon cruise

So - we found some interesting niches here, which we can continue to work with.

And you can do the same for your topics/ideas. **If you can't find any good niches, then you can subscribe to our list and get 200 niches for free!**

### CTA - OptIn Newsletter

A little tip: Enter the keywords one by one at Google and have a look at the search suggestions of Google. Always expand your search term with a new letter. For example, "How do I solve" and then "How do I solve a" and then "How do I solve b" and see what Google suggests.

Here I already mentioned the Power Suggest Tool. It's worth it and doesn't cost much. But by this, you're really able to find interesting niches which could generate you some nice income!

Alternatively, you can also use free online tools for this process, such as Ubersuggest (<https://app.neilpatel.com/en/ubersuggest/>) or get a test account on Semrush for 30 days ([only here!](#))

For Semrush we will do an extra guide - and it's better than this what Semrush offers ;-). Believe me - they want you to buy their tool. But I want you to make money!

So who might have a better view on it? Maybe you should have a look at our Semrush Guide and Youtube Video.

To be honest - you don't need this now when you're just starting out. You can make your first 300 to 400 by just using free tools. If you want to grow your site, then use Semrush and get your hands on our guide and watch our Youtube video!

## 2. Check search volume

In the second step, we check whether the search volume for this niche is high enough that it's worth creating a website for it.

One thing in advance: there is no value to be achieved, as this will, of course, vary from niche to niche. I have websites that have an average of 2-3 visitors a day and earn 250 EUR a month. But other websites, they have 800 visitors a day and only make 100 Euro.

**So you always have to see it in relation to the topic and the niche.**

You mustn't just look at one keyword individually, but bundled with the other relevant keywords.

For the niche "honeymoon" it would look like this:

honeymoon to bora bora – 6600

honeymoon in vegas – 6600  
honeymoon in maldives – 4400  
honeymoon to maldives – 4400  
honeymoon maldives – 4400  
honeymoon suites near me – 2900  
honeymoon where to go – 590  
honeymoon destinations in europe – 260  
honeymoon resorts near me – 210  
honeymoon who pays - 1300  
honeymoon where to go - 590  
how much does honeymoon cost - 390  
when honeymoon phase ends - 90  
who plans honeymoon- 70  
honeymoon where does the word come from- 70  
how much does honeymoon in maldives cost- 30  
are honeymoon funds tacky- 30  
are honeymoon suites soundproof- 20  
how much honeymoon in maldives 10  
how honeymoon is done 10  
how much should honeymoon cost 10  
how many days honeymoon 10  
are honeymoon packages worth it 10  
how much honeymoon cost 10

In these examples we see that there is search potential. It is not that small, but it is concrete and goal-oriented. In the example "honeymoon maldives" we have at least 4400 interested people per month (maybe more, but no data is accurate - but it's enough at least!) who are looking for something concrete. In principle, this is way enough for our project.

However, it would only be worthwhile financially to a limited extent to create a separate page for the

keyword "how much does honeymoon in maldives cost". Here we have a lot of emotion behind those keywords with a lot of good opportunities:

Since I have written this article especially for beginners, I will use the tool "Ubersuggest" first. I used "honeymoon maldives" as a keyword and put it into Ubersuggest. Take a look at the following screenshot:

As you can see, we have plenty of keywords. And a lot of search volume. The search difficulty (SD) is not that hard and I also wanted to be sure that these data are correct.

So, I used SEMrush and it showed me that these websites are authority websites but the post which is ranking for the keyword doesn't have a lot of backlinks or rather sometimes no and only weak or spammy ones.

That's a clear sign that it's doable to get into this niche and create a better website, with better links, with better branding and **with a higher focus on honeymoons in the Maldives**.

See the following screen:

Most of the links are no-follow. Some are do-follow. It's very easy to get them via guest posts, press releases, Web20 or also PBNs.

More on this you will get later in the process so I'd recommend you subscribe to our list! There we will show you everything and you will see how the website is ranking.

### 3. Determine purchase intention and sales potential

The third critical point is to determine the buying intention behind a keyword in a niche and its sales potential.

How do we do this?

There is a good and tested way of doing this, which works in many niches.

We simply look at whether other market participants are making money in this area. This can be checked quite easily with the Google keyword tool or even just by doing a Google search.

We take the following keywords to test:

Keyword	SV / month	CPC
honeymoon maldives	4400	\$1.92
honeymoon to maldives packages	1900	\$2.06
honeymoon in maldives cost	260	\$1.06

honeymoon maldives cost	260	\$1.06
honeymoon maldives cost	260	\$1.06
honeymoon maldives and sri lanka	30	\$10,69
honeymoon maldives and dubai	20	\$0
honeymoon maldives and where else	10	\$0
honeymoon maldives or mauritius	10	\$0

Enter these first only at Google and check how many Google Adwords ads are available for it. As you can see in the table, almost all of them are targeted with Google Ads. So this is a very good sign.

That tells me that there are companies that are willing to pay money to Google to get new visitors. These providers would not do that if they would not make money with it. (At least most of them wouldn't!)

Now I can better estimate which keywords will generate sales. From experience, I only approach niches where at least one CPC of over one Dollar is paid and concentrates on specific keywords. In this case, "honeymoon maldives" would be the perfect article on my homepage. But I can also see that there are also a lot of keywords that target the same topic but go way more in-depth.

Why is a CPC of over 1 Dollar good?

The CPC is the price an advertiser pays to Google when a visitor clicks on their ad. So the advertiser pays more than 1 Dollar to Google for just one click. If you think about it further, you have to assume that the advertiser earns more than 1 Dollar per visitor if he is willing to pay 1 Dollar to Google. So he converts money in this market / for this keyword. And where the money is converted, it is easier to earn money than where no money is converted. That's why the CPC is a good indicator of the purchasing power of a niche.

To come back to the example: you can definitely see that there is money in that niche. You can see this from the CPC's, which are between \$1 almost \$11.

I also can see that it might be good to check if other locations would fit into this website - but this is another topic which I cover in another article how you can convert a niche site into an authority site which targets other locations like Bora Bora, Bali, Sri Lanka or Mauritius, Hawaii, Greece, etc.

So there will be way more to come in the future and it might be possible to make a lot of money in such an industry or niche.

Apart from the CPC, you have to try to put yourself in the shoes of the target group who type in a certain keyword and think about what kind of results they can expect and where they are at right

now.

Take the keyword "slimming tips" as an example.

What are these visitors looking for? For quick tips to lose weight. So they are "only" looking for information.

Are they looking for free or paid information?

Rather free. Most people associate "tips" with something free. Tips never cost money.

The keyword is considered not to be a strong buying power, because too many of the people looking for it would not be willing to spend money on a solution.

In addition, the keyword is very broad. Slimming is a very broad and general term. Too unspecific. So the keyword would be VERY BAD for a small niche site.

Let's take a look at another keyword.

The keyword "buy furniture online".

On the positive side, the addition of "buy online" is there. This is very specific and signals IMMEDIATELY that the target group is willing to spend money. They say it through the keyword. So the keyword is a keyword that is strong in buying. But the problem with this keyword is that it is too general. The target group wants to buy furniture. When I now imagine how many different types of furniture there are, I get sick. You can't address this target group precisely and help them exactly where they need help in making decisions.

So a better keyword, in this case, would be "buy corner sofa leather white online". It is specific and it has a purchase intention in the keyword.

Let's take another example.

The keyword "wordpress generate press theme advantages pros and cons".

This keyword is also good. It is specific (wordpress generate press theme) and it signals an intention to buy. If you are looking for advantages and disadvantages to a specific product, you are toying with the idea of buying this product. So you could sell him this product (if the advantages outweigh) or even recommend another product if the disadvantages outweigh.

My advice at this point is that you really put yourself in the target group's shoes for each keyword and try to anticipate what kind of buying process the visitor is currently in. Is he at the very beginning and doesn't even know what he really wants or is he about to make a purchase decision and still needs the last information from you? The later in the buying process, the better!

And so we now come to the fourth point that we need to check before we decide on a niche.



#### 4. **Is there any money generating affiliate programs or lead-gen opportunity in place that we can use to make money in the niche?**

Often you fail at this point if you only look superficially. But here we don't have to look for a lot of different programs - we could already mail them directly.

Otherwise here a small list of affiliate networks:

- Awin
- Share a Sale
- Flexoffers

and many more - just search for affiliate networks (+keyword) or just look for big authority websites in your niche and search for: "brand" + affiliate program.

Another way how to find good lead-gen clients would be to use a tool called "Botsol", which crawls locations for a specific keyword. Like "honeymoon resort" or "honeymoon resorts" in Hawaii - look for local companies that offer nice locations.

With that tool, you can collect several email addresses and just write to them. Otherwise, look for their social media presence and text them. Whatever you do... they are always open to new business opportunities and nobody could resist getting high quality leads from people coming on your site and giving you their data!

#### 5. **Review the competitive situation**

Also at this point, I expect you to try to detach yourself from old "teachings" and strategies that you have picked up or read somewhere.

In principle, you should not put SO MUCH value on the competition. Because if your niche is very good and your concept, USP, branding and EAT etc. works out, it almost doesn't matter how good the competition is, because then Google will list your new site at the top, because it converts best for visitors to the crucial search terms and really gives them, what they're looking for.

But that is the ideal case. From my experience with my own websites, it's not always working but with some advanced strategies and a bit of time, you're able to create a big impact which results in getting TOP 3 rankings in the long term.

Be aware: SEO is never going fast. But it can go faster and we will show you some techniques to stay safe (SEO Shield) in case of some new updates which are constantly coming.

Okay. But how do I find out easily and without much effort if I can place myself in the top three positions in the market within a reasonable time (less than 6 months)?

It is sufficient if you can answer the following two questions with no:

1. are there more than three pages on the first result page of Google, which have the same intentions as you have with your niche site? So is there any other site, which is really **focussing** on your topic as well?

Does this mean whether there are keyword-optimized websites that are very well prepared in terms of content and help the searcher with a purchase decision?

I did research on the top 10 for honeymoon maldives. Most of them are travel blogs, magazine websites, travel writers, booking websites, holiday websites, travel hack website and two other websites, which are more specific with honeymoon topics.

Watch out for pages whose focus is ONLY this niche. General pages that have reviews on the topic or that only deal with your niche topic on the side can be considered less important because, in my experience, pages that focus on a topic are usually always placed in front of pages that only touch on the topic or deal with it on the side. There are exceptions to this rule, but in most cases this statement is true.

**So just check how many pages there are whose main focus is this niche.**

2. Check if there are thematically similar pages, are they at least as good as you could implement them?

There are niches in which there are already very knowledgeable affiliates who have already done an absolutely clean job with regard to content and have immense expertise and can communicate this very well. They are therefore several months/years ahead of you. To overtake these competitors would take a lot of time and effort.

Therefore my advice is at this point: If there is already at least one site that is doing exactly what you want to do, don't do it. Better look for another niche.

Short outlook: Later, when the website is going to be converted into an authority website, we'll be able to use some other strategies to compete against those bigger websites and still cover more than only one location!

Here are some questions I hear quite often:

**How do I get past top dogs like Amazon, Wikipedia?**

That is irrelevant. You will create target-specific content with your site that will easily rank ahead of the above-mentioned sites in the right niche because those who type in the keyword do not want to buy the product directly from Amazon or do not want to read the general information on Wikipedia and do not want to see a pure comparison on bigger touristic websites.

They need to have an answer to their last questions before making a purchase and to resolve their doubts. That's what your site is made for and if you can do that, it will rank before top dogs, because

it works and people will click it.

### **What about the backlink data or data from tools like Ahrefs, SEMrush and values like a number of backlinks, keyword densities, etc.?**

For our purposes, everything is only half as important. You cannot rely on a lot of data from different tools. Based on this I would not conclude any more analyses. And also I have already brought pages into the top 10 that had almost no backlinks and overtook pages with backlinks in the five-digit range. All black magic. So my advice is to hide all the data for now and focus only on the essential. Namely the content. Check questions 1 and 2 and leave out the key figures!

Obviously the competitive situation is not easy, but it can be done! :-) And remember - we want to make money!

Still unsure? Here is another example in a negative market

If you still haven't found a niche or don't know if your ideas are good, I would like to give you some examples of how I validate niches. Hopefully, you can learn something from them and apply it to your results:

I will go through the following five steps:

- Select positive or negative market
- Check whether the search volume is significant
- Check whether there are a purchase intention and sales potential
- Checking whether products/services are available that generate enough money
- Review the competitive situation

### **Select positive or negative market**

I'm picking a positive market this time. The baby market. Now I take my mobile phone and set a timer to 1 minute and do a simple brainstorming on this term. I want to get this article finished so I just reduced it to 1 minute and not 5. But please: Take your 5 minutes if you want to find more ideas!

Without Google first of all

Here we go:

- baby massage
- baby doesn't sleep
- baby diarrhea
- change diapers
- baby clothes
- baby food
- baby toothache

- baby fever
- baby sick

Okay, time's up. That was not an easy thing to do on this subject. Now I have to choose some topics where I have a good feeling that they would be interesting for a small niche site, so that I can break them down in the next step and analyze if the search volume is significant at all.

### **Check search volume**

So I call up the Keyword Tool and type in a keyword there. I start with "baby massage".

The one that has the most to do with my problem is "baby massage". According to the tool this keyword has 3600 average searches per month. That is quite a lot.

So I am now looking at another keyword. I enter "baby doesn't sleep" and I get relevant suggestions. All parents and especially young ones know how hard it can be when the new generation turns night into day. With a total of about 320 search queries per month, well distributed over the whole year, the whole thing doesn't sound so bad. Also those related keywords in total result in a pretty good amount of traffic and with a lot of emotions. I decided to investigate this niche further and find out if there is sales potential and if there is an intention to buy among the searchers.

### **Check if there are purchase intention and sales potential**

As I can see there are people who bid \$4.30 per click. To get a feel for the niche, I'll take a closer look at some of the paid and organic results. I notice that there are many authority websites. But also here: The exact URL doesn't have that many backlinks and as we know: It's about branding and not only backlinks. But there is no niche site. So pretty good in my opinion!

### **How to monetize it?**

Well - just look for good affiliate offers like ebooks, where it's described how to help your baby to sleep better. Or just write your own one ;-)

Or maybe write a massive article by purchasing the best book for it on amazon and promote everything which is related to the needs of parents with young babies. Both will work in my opinion. Just let the people fill out some forms when you get traffic and then you can easily find out what they might need. Is there maybe a special bed which helps the baby to sleep better? ;-) Or special pajamas, bedding, sleeping pillows....?

Now I think about the niche and go through the points again.

At point 3 (intention to buy) I stop. How high is the purchase intention with the keyword "baby doesn't sleep"? I try to put myself in the shoes of the target group. Mostly it is probably parents who are looking for it. And you already could imagine why. If parents can't sleep anymore, then there is enough emotion like to spend money so that the problem is finally over.

If they can get a solution which they can implement on the exact same day - they're going to buy it! Put a money-back guarantee if the baby doesn't sleep on the same night when they do what's shown in your ebook. Give them some discount offers from specialized baby online shops.

Whichever topic it is, I'm sure they're willing to spend money on a solution that meets their needs and solves their problems. I think that the market is strong in buying. But the keyword

### **The end:**

There is some risk here, but all criteria of profitable niche sites are fulfilled, even if the intention to buy is not as strong as it could be. However, it would be worth a try. And that's the main point in SEO.

1. You'll never know if a keyword is going to rank or not. Because you're not google
2. You'll never know if a keyword really makes money. This depends on the offer!
3. It's key to understand what's behind the keyword
4. Do you know the audience behind it? Know them better than they do!
5. Search volume is good, quality is better!
6. If people pay, you should try to rank for it!
7. If the articles for these keywords are poor, make them BETTER
8. Backlinks are important - but it's not all about them. We're going to show you how to outrank authority websites even with way fewer links and less overall content
9. Brand your site for the keyword - we will show you how!

Good luck and now do your research so that you find at least 10 good niches which you can rank!

Fabian

**There are no comments yet.**