



## Checklist 1 - Selecting Your Niche Website

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*A niche website refers to an online site or resource that focuses on part of a given topic, product, or service that is shared by a group of people in a larger market. One of the first moves for setting up a niche website is selecting a profitable niche. When selecting your niche site, it is important to focus on the potential (monetary) of your niche in addition to your passion or interest for the product/service. Niche selection should be based on the size of the audience/target market in your area of focus. Markedly, a niche that is characterized by little or no competition is a red flag since competition is usually a sign of an extensive market. It is always strategic to select a niche that allows variety in terms of topics and contents to be created for ease of marketing in different platforms. Here is a guide for selecting your niche website.*

### Part 1 – The Niche

- 1  
Have you brainstormed niche ideas?
  
- 2  
Are you passionate or interested in your selected niche market?
  
- 3  
What is the problem you are solving?

Notes



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- 4 How does your niche rank on SERPs?
- 5 Have you browsed affiliate networks?
- 6 What are the popular keywords used for your niche?
- 7 What is volume of keywords used for your niche?
- 8 Are there tons of products to sell within the niche?

### Part 2 – The Competition

- 9 What are competitors doing?
- 10 Are competitors making money in the same niche?

*Notes*

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- 11 How are competitors making money (what are the strategies or monetizing channels)?
- 12 What are your competitors' reviews on Google and social media?
- 13 What can you do to stand out from competitors in your selected niche?

### Part 3 – Niche Monetizing Potential

- 14 Do you have a monetizing strategy?
- 15 Do businesses advertise with others in your niche?
- 16 Can you sell ad space?

*Notes*



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Can you refer affiliate products?

 

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Can you sell digital and physical products on your site?

 

**Notes:**

- *Avoid niches where there are limited options of what you can sell.*
- *Use keyword tools such as SEMRush.com, SearchVolume.io, Keywordsheeter.com, WordTracker, UberSuggest.org, to find keywords and analyze keyword volume.*
- *Avoid niches where high-authority sites (competitors) are dominating the Google SERPs since it inhibits your potential to rank highly and get traffic.*

*Notes*