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Contents

Introduction	3
What is a Niche Market?	5
Benefits of Micro Niche and Niche Marketing.....	6
Niche Marketing v/s Mass Marketing.....	7
Micro Niche Marketing	9
What are Micro Niche Websites?	13
Using Keywords.....	14
Using Backlinks.....	16
How Can You Make Money out of Micro Niche Websites?.....	17
Types of Micro Niche Software	32
How Does Internet Micro Niche Marketing Software Work?.....	33
Micro Niche Finder.....	36
Benefits of Using Micro Niche Finder	40
Why Is It a Bad Idea to Target a Single Keyword	43
Conclusion.....	46

Introduction

With the economy stuck in a seemingly permanent decline, (a nosedive is not permanent!), business owners must come up with new ways to generate an income for their particular niches. The World Wide Web gives an immense opportunity for hopefuls to do just that. This is where micro niche marketing comes in.



This particular type of marketing has started making waves in the world of online business. Why? The flexibility that this type of business strategy provides to budding entrepreneurs is unparalleled by any other marketing strategies of the type. In other words, even people new to Internet marketing can start raking in sales and making it big if they start to market their businesses this way.

This book will tell you all you need to know about this marketing bonanza. In addition, you will also get to know what are the unique niche marketing strategies and tools that put online businesses on the map. Also, you will get to know how consumer temperament contributes to generating sales and how you can market your niche via micro marketing. You will also get to know how you can make money out of such a marketing strategy and not have to spend a lot of your own cash along the way.

What is a Micro Niche Market?

► What is a Niche Market?

“Niche marketing is a seller’s ability to promote and sell a product or services to consumers.”

Niche markets can also vary by geography, culture, gender, ethnicity, sexual orientation, etc. No matter the target group, niche marketing direct its efforts to figure out what that market might want and to meet the needs that are the most common to a that particular set of consumers.

It is not surprising that some markets might designate a target market to work with. Contrary to popular belief, this marketing tactic is actually easier. Focusing on a specific niche will spare the Internet marketer a lot of legwork in trying to keep up with ever-growing



consumer demand, all the while making sure that services and products appropriate to the niche are always available.

“Once a marketer is successful in identifying a certain niche and decides to capitalize on it, the best approach is to use marketing strategies that are specific to that group of consumers.”

Using the right approach for the right niche will ensure that the Internet marketer’s group of products will be useful to that particular niche and will prove more beneficial than any other product line in meeting the needs of that niche in the long run.

Benefits of Micro Niche and Niche Marketing

Niche or Micro Niche marketing is a great way to uncover a particular or specific consumer market that is often ignored or overlooked because of small scale value. For instance, large-scale companies in the telecommunications field are



more than likely to ignore a smaller (potential) customer base that is related to, say, nonprofit organizations.

“Clients of a faith-based nonprofit organization, for example, would not be interested in anything that such a company sells unless it modifies its selling strategy to appeal to their temperament.”

In other words, niche or micro niche markets face the task of coming up with unique products and services targeting the members of that particular niche.

For example, smart marketers can choose to tap into niche markets even at the state or local level and modify a marketing strategy that will cater to their needs and win their trust easily.

Niche Marketing v/s Mass Marketing

Marketers to mass markets must create a product that every type of consumer will want to buy. This is the reason that a mass marketing strategy will usually promote brands rather than the product itself. For example, a mass marketing approach might focus on selling all Dell products rather than the laptops it is so famous for, even if the intended purchase is indeed a Dell laptop. Large companies tend to sell such products with more focused marketing techniques.

In comparison, because niche markets include only a specific type of consumer, it is a smaller segment of the larger market normally targeted by a company employing a mass marketing strategy. However, the main advantage of a niche market is that consumers normally are willing to pay more for a product that will cater to their exact needs.

“Companies also tend to use niche marketing since it means little competition from other companies that might be selling other brands.”

In other words, if an individual marketer chooses to market a niche this way, it normally means increased revenues. The fact that there is very limited competition is an added bonus. An effective niche marketing strategy also means that such a marketer will be able to retain clients for a longer time period. In the rare case that a niche marketer loses a client to the competition, the loss is not as damaging because the potential revenue per client is not as great. In other words, you won't lose a high-revenue client since this type of marketing is done on a smaller scale.

Perhaps the best thing about niche marketing is that it can be applied to almost any type of business. For example, real estate agents might choose to market niches that are focused on apartment complexes rather than single homes. The options are nearly endless.

“A bookstore might choose to focus on a niche market that is attracted to books by a certain author. A cosmetic company might choose to target women in a specific age range, which means that their products will be applicable to every age range regardless of where the women live.”



➤ Micro Niche Marketing

Micro niche, as the name implies, is on an even smaller scale than niche marketing. In other words, micro niche marketing is based on marketing to only one segment of a niche market. For example -

1. **Mass Market** – We sell Samsung products.
2. **Niche Marketing tactic** – We sell Samsung refrigerators.
3. **Micro niche Marketing** – We sell Samsung refrigerators in San Francisco.

Get the picture? Locating a niche market might eliminate the competition; however, locating a micro niche market can prove to be even more beneficial to budding online entrepreneurs. If you define an even smaller subgroup in a niche market and find products that are appealing to just that group of consumers, you have in your hands a micro niche.

If you are still unsure of what capitalizing on a smaller version of a niche market might entail, here are some ideas. –

1. **Credibility**

Your area of specialization gets narrowed down when you are working on a micro niche. This can give you an advantage over other competing niches. Since you are targeting only a specific subgroup of your niche, consumers will be more attracted toward your recommendations.

Why? Consumers are more inclined to trust your own recommendations and resources rather than generalized information from your competitors targeting a larger group.

Consumers are more inclined to trust your own recommendations and resources rather than generalized information from your competitors targeting a larger

Focusing in a specific area of expertise will also help you forge long-lasting relationships with clients who are in search of the exact service or products you are offering.

2. Leave the Competition in the Dust

You can have just a single portfolio of specific products and services if your business is marketing to a micro niche. Remember, the key is specialization. Your competition may be focusing in the same niche that you are, but since they will also try to spread out on a wider scale, their lack of specialization will put them out of the equation.

3. Enjoy a greater ROI

ROI means “return on investment.” The best thing about micro niche marketing is that it allows you a great advantage of charging higher prices for your products and services.



“Specialization in anything has its perks. It allows you to claim being an expert in whatever you are selling. Customers feel comfortable taking their businesses to those who they feel will provide them with quality information and products. Chalk one up for credibility.”

Since you have already established yourself as an expert in your field by now, you can now focus on beefing up your brand. All it takes is making sure that your products or services stay in the top position in your customers' minds, one micro niche at a time.

“Customers will also start associating your own name with the niche you are promoting. This way, a lot of them will keep coming back.”

Other than that, micro niche marketing will also help you build on your relationship with key customers more efficiently. This beats having to keep track of a lot of sales as well.

This will also spare you the effort of having to compete with larger companies that have already established their brand in the broader market. Obviously, these companies get to enjoy a bigger marketing budget which allows them to stay ahead of their competition. However, even if they do claim to sell everything under the sun, you have what they don't – **specialization**.

Remember, it is easier to keep up with the latest trends and events in a narrow niche market than it is to keep track of every mainstream market as well as its sub niche.

4. Stay in Touch with the Latest Trends

Another reason why micro niche marketing is a better alternative to mainstream marketing is that it allows you free reign to create products that no major brand has even envisioned.

Garnering all your marketing prowess toward a single market segment is a great way to cater to a specific target audience as well.

▶ What are Micro Niche Websites?

Micro niches, in spite of their appeal, still require consistent and focused marketing, and the only way you can do that is through micro niche websites. The concept behind building one of these websites is fairly simple. All you have to do is to select a small niche and determine whether you will base your marketing strategy on information or actual products and services.

Next, you will need to build a website that focuses on specific keywords. In other words, you will have to specify keywords that are applicable to that particular market. You want to choose the words that your potential customers will be using when they search the Internet. If you choose the right keywords for your

market, you may find that you will start getting a lot of traffic to your website. Inevitably, your website will rank higher on Google as well as other major search engines, bringing even more traffic and business to your niche.

For example, users are more likely to search for car batteries than for a brand that sells them. In other words, they will search for an item by typing in search phrases like “buy car batteries,” “car batteries for sale,” “used car batteries for sale,” etc.

Using Keywords

So what does a micro niche marketer do to ensure that such visitors are directed to his online store? The skilled micro niche marketer will insert the same keywords (in the exact order) on his website, either on the web pages themselves or on a blog.

These blogs and sales pages will not only give customers the information they are looking for, but will also offer to provide them what they are looking for by directing them to your websites.

Sounds easy right? Wrong! Typing in a few popular words to get customers to flock to your niche might seem like a convenient way of marketing any business. However, you won't be doing your business any favors if you do not know what you are doing. In other words, it pays to know what you have to do in order to create a marketable website.



Don't think that coming up with keywords will be a piece of cake either. Not only do your chosen keywords need to have enough oomph to get that Internet traffic moving your way, but they also must also be unique enough to rank higher on major local search engines than the keywords your competition is using.

“This means that your chosen keywords need to have as little competition as possible on the World Wide Web in order to stand out in an already overcrowded online market. Proper keyword research will let you

know what the hottest searchable words are and give you a head start on the competition.”

However, siphoning out just the right keywords is a tiresome process in itself. You might think you know the words that most consumers will use, but that is hardly ever the case, as most niche marketers will tell you. On top of that, you will ultimately have to figure out whether the niche you are targeting actually has any potential to bring you any profits at all.

Using Backlinks

Actually determining a niche and building a website around it might seem easy until you come to using backlinks.

These links will also ensure that your website (as well as its services and products) gets to see the light of day on local search engines. You can also get other sites to link to your site in a number of ways, such as forum signature postings, bookmarking, or articles submitted to online directories. This may seem like a tedious process. However, once you start on it, you can see your website soar to the top of search engine lists before you know it.

How can you Make Money out of Micro Niche Websites?



There are a lot of ways you can make money out of your micro niche website. Most micro niche marketers act as affiliates for major online stores such as Amazon or eBay. You also have a choice of inserting pay per click advertisements or using campaigns via networks like Google AdSense.

Basically, you can use such tools to make your online advertising campaigns easier to manage.

For instance, Google AdSense can extract relevant scripts from your websites and use it as advertisements for your niche. These targeted advertisements have

the potential to generate profits whether they come up to 5 cents or to hundreds of dollars when potential customers click on them.

Like the name implies, micro niche websites are very small. This is also why many micro niche marketers opt to produce as many such websites as they can in order to generate a sizeable income. Such websites have the added advantage of increasing in number over time especially if you manage to gain a lot of profits from your previous ones.

“In fact, there are online entrepreneurs who actually make a comfortable living by creating micro niche websites every single day.”

All it takes is a little hard work and a lot of perseverance on your part. There will be times when you won't be able to accumulate a lot of profits during the initial stages, but you will eventually start noticing your success grow over time. All you have to do is make sure that you stay at the top of your niche even when it seems that no one is biting.

How Can you Promote Your Brand Through Micro Niche Marketing?

In other words, how do you determine which niche you want to market? It might be easy taking up the venture. However, you won't be doing yourself any favors if you don't figure out a marketable niche that is engaging enough to attract your target audience. In other words, the niche you decide to invest in will not prove to be a lasting business venture if you do not make sure that it has the potential to generate any profits for you.

While micro niche marketing may allow you the added benefit of charging extra for items that most people cannot find anywhere else, it also gives you a very narrow clientele

"It is therefore best to narrow down your prospects and figure out the type of micro niche you want to target instead of deciding to invest in the first one that first catches your fancy."

As discussed before, a niche market is a sort of spin off or subset of a bigger industry that focuses on promoting only specific products or services. The products or services that you decide to sell will depend on an even smaller market demand. The following steps will help you get started in determining a hot niche –

1. Brainstorm Sessions

You need to generate ideas for a micro niche before you even think of banking on it.

It is important that you focus on determining a niche that has customers who will want to buy.

For example, you can try searching for popular niches yourself. Amongst the most clickable ones are websites about dating, pets, cooking, loans, beauty products, travel, hair/skin care techniques, insurance products, to name only a few that come quickly to mind. These ideas are simply



suggestions to get you thinking. The one thing that you may have noticed is that these particular niches are very narrow. The keywords that people in these niches use to find what they are looking for tend to be along these lines: narrow and specific.

That is, the keywords you choose to attract the attention of a particular niche do not necessarily have to specify a certain brand of product or service in order to appeal to a target clientele.

“You cannot expect someone who is on the lookout for the best hair products to specifically ask for the brand you are marketing.”

Your job as a niche marketer is to organize these niche ideas as main categories and devise many subcategories that will automatically direct customers to your product or service. Whatever the case may be, no matter what type of topic you think of, you can count on there being a market for it. Just make sure that it is a market that is profitable enough for you to get the most out of it.

1. Know the Market

It pays to know what other people are buying from the limitless retail store that is the World Wide Web.

“Every now and then take a look what people are searching for on online marketing ecommerce websites like Amazon and eBay.”

This will give you an idea of what makes up popular market demands and buying trends.

In other words, you need to narrow down your target audience. Think about it. How will you determine what you are actually going to market if you do not know what people are looking for?

The only way you can do that is to figure out which online “watering holes” visitors like to frequent. You can start off by “staking out” social network websites like Twitter, Facebook or MySpace in order to get an idea of what the general public is into and therefore what they will be most likely to buy.

2. What to Look out For When Determining your Target Audience

As mentioned, your niche or micro niche market must have an adequate clientele that will be exclusively interested in your products or services. Other than that, they need to have the resources to purchase anything from your niche and actually be able to afford what you are selling.

You cannot expect to get any clients if you price your products well beyond their means. That won't be very practical.

It is important that you consider your options like the competitive power of your chosen niche, its overall size, and its profit margin before you actually settle for a price range or the target audience that might be able to afford it.

You can start off by “staking out” social network websites like Twitter, Facebook or MySpace in order to get an idea of what the general public is into and therefore, what they will be most likely to buy.

For example, research has shown that the niches that were most in demand for the year 2010 included those on relationships, millennial topics, health or weight loss, business-related topics, self-development, green or environmental topics, and cooking, to mention only a few.

3. Finding your Own Niche

It is finally time to find your very own niche. You can make this process a lot simpler on yourself if you use various micro niche-finding tools.

The two most popular ones happen to be **Micro Niche Finder** and **Market Samurai** (more on these later).

As the names imply, these are basically keyword software that are designed to locate micro niches.



The best thing about these niche finders is that they cut your search to almost half by narrowing down a list of niches that are the most popular on the web. For example, Market Samurai is designed to locate popular pay per click advertisements and search engine optimized links.

4. Turning a Niche Idea into a Micro Niche Idea

Remember, unlike mass marketers who have a smorgasbord of advertising campaigns and people to run them, you will be going on your own marketing journey solo. There is absolutely no way you can ever hope of satisfying everyone at once, so don't even try it. If you try to make everyone happy, you will satisfy no one, least of all yourself.

Therefore, it is best that you divide your niche into small "bite size" or manageable pieces. This isn't being lazy; it's just good business sense.

For example, instead of choosing such a broad topic like a "dating" niche, focus all of your business acumen in promoting everything that might be related to it, like "senior dating", "single mom dating" or "Asian dating."

Another advertising example of micro niche marketing might be "Buy bicycle chains in Chicago" or "Make a better burger on your outdoor grill." The possibilities are as limitless as the human imagination.

These examples should give you a clear idea of how to narrow down your marketing options. This way, you will be able to segment your chosen niche into many micro niches, no matter what your initial niche might be.

5. Micro Niches Give you a More Competitive Edge

As discussed above, the best thing about micro niche marketing is that it is more manageable than larger projects. This means that you will have ample time and leverage to correct any glitches that might occur in your micro niches.

“Bigger companies sometimes have to resort to spending millions of dollars especially if their “glitches” happen to be something major like a product overhaul or call-backs.”

Not only that, but these companies also eventually have to bear the brunt of the significant financial losses that are a result of such “glitches.”

6. Work on a Marketing Plan

This is where you will need to be practical. The thing about marketing strategies is that they take a while to come to fruition. In other words, having a trial and error temperament will take you a long way in achieving your goals.

When it comes to micro niche marketing in general, the sky is the limit. The most

Advertising their products and services on social media like Facebook and Twitter is a smart strategy since they have the potential to create customer bases at warp speed.

commonly used tactics that successful (and beginning) micro niche marketers choose to market their niches are web log postings, pay per click advertisements, or article marketing. A lot of micro niche marketers also use social media websites to build a



following.

Advertising products and services on social media like Facebook and Twitter is a smart strategy since these websites have the potential to create customer bases at warp speed. For example, all it takes to get a following on Facebook is the convenient "Like" button. However, be sure that you try other ways as well.

Since micro niches are, well, micro, they give you that much time to react to any problems that might arise.

This way, you will be in a better position to forge long-lasting relationships with clients. After all, customers would only be willing to stay loyal to something if they think that it will meet their needs to the fullest degree. Someone who is willing to do all that and more has a better chance of rising above the competition and staying there.

7. Work Through the Steps

Let's say that you want to investigate a micro niche idea for a car wash. Type the broad word "car wash" into your keyword tool of choice. Your keyword tool will then show 1000 searches for the word you typed in.

For example it might show listings like "Suzuki car wash," "car wash in Seattle," or "car wash New York." These will give you the gist of what to expect when it comes to siphoning out what potential customers are on the lookout for.

In other words, you can find a lot of micro niches from just a single broader niche like "car wash". One thing is for sure, you won't have any trouble finding people that will be on the lookout for such micro niches. The 1000 searches are enough proof that you are on the right track where a marketable niche is concerned.

8. Be Passionate About your Niche or Micro Niche

No one in your targeted niche is going to bother doing business with you unless you make sure that they have an incentive to do so. And the only way you can do that is to be passionate about what you are selling.

Advertising your micro niche usually requires that you keep your followers updated on certain topics that might interest them via resources like articles and blogs. However, in order to ensure that they stay hooked on these “freebies,” you need to make sure that they are written passionately.

If you are not enthusiastic about your niche, how on earth will you expect yourself to write about it? A callous attitude will ultimately show in the content you display on your website.

Think of it this way: if you are not passionate about what you choose to market, how do you expect your customers to trust you? At this point, you need to strike a balance between having a niche with a promising keyword (or one that is bound to pay off) and cultivating the drive to write about it.

All it takes is confidence in your abilities and the perseverance to ensure that everything stays on track.

9. Keep Updating

Make sure that you keep adding new content on your website on a regular basis. No matter what type of niche you decide to target, it won't do your business any good if you leave customers hanging for news about their favorite items or services. Customers want to see new and fresh content every day they visit your site. For example, they would want to see something exciting like new coupons or products in order to give them a reason for coming back for more.

Whatever type of tactic you decide to use, the bottom line is to provide your target audience with something new and compelling every time they visit your site.

This will at the very least ensure that they never abandon you. Even a run-of-the-mill website can become engaging if it features exclusive advertising offers.

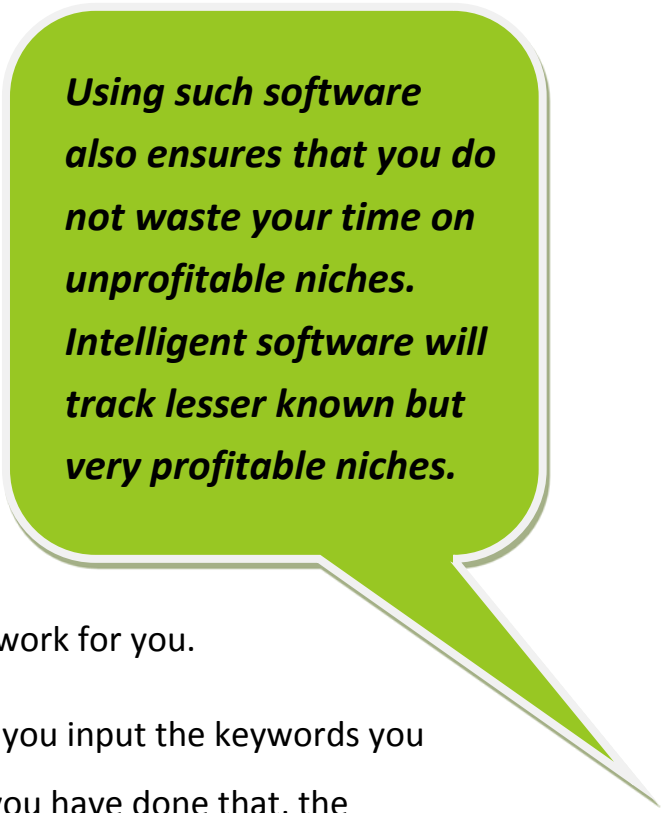
The best examples of this principle are affiliate websites that can provide extra businesses or tools that you cannot find anywhere else online. Promising bonuses like these can increase your website's value as well as make for a tantalizing treat for your customers.

Types of Micro Niche Software

Of course, you cannot expect to arduously target each and every niche by meticulously searching for whatever keywords you think might be the most promising. This is the reason that most niche marketers opt for Internet niche marketing software to make locating a favorable niche easier. In other words, using this kind of software has the added advantage of doing all the

digital legwork for you.

Basically, all this type of software requires is that you input the keywords you are targeting in your niche or micro niche. Once you have done that, the software will take over and do the rest.



Using such software also ensures that you do not waste your time on unprofitable niches. Intelligent software will track lesser known but very profitable niches.

How Does Internet Micro Niche Marketing Software Work?

First of all, you need to narrow down your options considering the niche you want to target. After that is finished all you have to do is type you're desired keywords into the search function of the niche software tool.

The software will then search through all the possible types of niches that might be based on the keywords you typed in. The search results that the software finds will actually be the most popular on the web.



“Using this kind of software package will give you an idea of what certain types of customers are searching for online.”

Since the software will give you an idea of how many searches are regularly conducted for a certain product or service, you will know what niches or micro niches you should target that will be sure to give you the most revenue.

After you are equipped with all the information you need regarding your niche, you can also use the software to do a search that is based on the synonyms of your chosen keywords.

The best thing about most niche-locating software programs is that not only do they come with a basic keyword search option that is integral to niche marketing, but also they provides users with a variety of handy tools to make finding your own niche even easier.

There is also more sophisticated software that comes with even more functionalities. For example, some packages also allow you to save your searches. This can come in handy especially if you plan on handling a lot of micro niches at once and need something that can help you keep track of everything. There are also functions that allow you to appoint thesaurus functions to look for words.

Not only that, sophisticated software tools such as these will also often provide you with keywords that are not so common since they might be spelled incorrectly. (Most people do not sweat the small stuff like correct punctuation,

grammar or spelling when they type in their keywords to locate their desired items or services).

This is the reason you should make sure that the Internet niche marketing software you are currently using (or will be using) is up to date with the latest market trends and search trends.

Making money out of small niche marketing isn't going to be easy. There will be a lot of other marketers out there that will be gunning for the same niche and keywords. Competition in the online market is tough. Every marketer is looking to grab the most profitable niche, so it is best that you stay on your toes.

Micro Niche Finder

By this point, you probably agree that smart keyword research is one of the most integral aspects of online marketing. Micro Niche Finder is one of the most used micro niche finders everywhere. Micro Niche Finder helps you search for a specific demand in a specific niche which you can ultimately use to make a website. Besides that it also helps users in the following –

As these things go, Micro Niche Finder helps you search for a specific demand in a specific niche which you can ultimately use to make a

Geographical Targeting

Micro Niche Finder is one of the few niche-finding tools that actually lets you narrow down your search according to specific geographical locations and languages. This makes it easier for anyone who wants to use a micro niche marketing strategy by targeting a specific audience.



In Depth Research

One of the handiest things about Micro Niche Finder is that it also allows you to use other keyword research tools. You can use Google Trends as well as other types of free software to make your niche search easier.

Project Management

This software also allows you to archive all of your keywords into separate project files or spreadsheet downloads. This can save you a lot of time especially when it comes to keeping track of all of your micro niches.

You need to know what base keyword phrases you can use on this software. Some of the most common are the following –

1. Pre-Term

This can be any key term or phrase that users can choose to utilize with their own specific keyword phrases. After users have input their keyword phrases, Micro Niche Finder will then search and turn up 250 possible niche market words.

2. Broad keyword Phrase

These are words that have broader meanings like car, credit card, fashion, football, baseball, etc. In other words, these are as generic as searchable keywords can be. The software will find as much keywords that are related to such words as possible.

3. Product name

If you enter the name of a product in Micro Niche Finder, it will come up with several keywords that are related to that product.

For example, let's say that you go to Amazon.com. You see that the bestselling items seem to be red pens. After that you open Micro Niche Finder and type the words "red pens" into its search box.

"The software would then generate a list of about 200 words or keywords that are related to red pens."

Now delete those keywords that you think are insignificant to your niche. For example, if you come across keywords that say something like "free red pens" or "red pens for free," you would cross them right off since they would not benefit your niche as far as a potential cash flow is concerned.

After you have gotten rid of the keywords that you think are useless, you can then eliminate more irrelevant keywords from the list. For example, you can set

a criterion by deleting any searchable keywords or items that are low in search volume.

After that you will need to determine the competitive range of the keywords you selected. In other words, you will need to find out what type of keywords will get more traffic on your own website.

“Micro Niche finder can find how strong or competitive each niche is.”

For example, if a specific keyword happens to be too competitive, Micro Niche Finder will display a red circle in front of it.

If the keyword is moderately competitive, the software will display a yellow circle. You'll see a green circle if the competitive range of the phrase happens to be low. Your best bet would be to start off your micro niche marketing ventures via the keyword phrases or niches that have a green circle in front of them.

Opting to insert searchable phrases that are either in the green or yellow range will give your website a competitive advantage over others, because unique keywords mean more traffic for your website.

Micro Niche Finder will also tell you whether your chosen keyword is available as a .org or .net domain. It will also inform you the number of backlinks you can use for your keywords as well as the estimated

percentage of visitors who might want to buy the items you are offering.

Other than that it will also tell you the number of websites that can compete with you via the same phrases as well as the cost per click that advertisers will be willing to pay Google.

Benefits of Using Micro Niche Finder

As far as raking in a lot of revenue is concerned, Micro Niche Finder is one of the best online marketing tools around. Not only does it help you in tapping into profitable niches, but also it gives you possible keywords that you can use in your content, and keyword-targeted content will ultimately aid your website in search engine optimization.

Micro Niche Finder also comes with the following benefits –

Micro Niche Finder is renowned for working best with the Google search engine. There are a lot of other keyword tools out there that are vying for the exact same phrases as you are. Many of these phrases are as yet unexploited and therefore have the capacity of generating a lot of leads and traffic for your website. This can take a lot of time and effort especially if you try to do it on your own. By providing a large list of promising niches and micro niche keywords

to choose from, Micro Niche Finder takes the concept of fast keyword research to the next level.

“If you happen to locate and use the right keyword phrase, it means that you might just be well on your way to getting that much needed traffic to your website.”

The one mistake that can cost you the most might not be selecting the wrong keywords for your website at all. Settling for items that are not in demand will do anything but make visitors stay on your site. Sure they might end up on your website via the search engine optimized keywords you so meticulously and arduously placed, but they won't have a reason to stay on if you do not claim to sell what they might specifically be looking for.

This is where Micro Niche Finder and other online keyword tools shine the most.

They will help you find keywords that are pertinent to your specific industry as well as helping you find profitable markets that you can pursue on your own.

This takes away most of the arduous guesswork that is required in determining what types of products and services have the potential to sell and those that don't.

Why is it a Bad Idea to target a Single Keyword

“At this point, you might have gotten your desired domain for maximum Google benefits. This means that your website is probably ranked on the first pages of this famous search engine.”

Either that or you have finally succeeded in ranking in the first two pages after countless tries. But there is a problem. Your website seems to be lacking the web traffic that it actually needs to gain any revenue.

Your website needs to target long-tail keywords or phrases that people are most likely to type in when searching for their desired items – items that you claim to provide for them.

The keyword that you have based your website on does not seem to have the capacity to draw in a lot of web crowd, and your business is bearing the brunt of it all.

This is one of the few drawbacks that you will come across in micro niche blogging. You might be tempted to settle for a single keyword phrase in targeting your desired clientele but this is something that you absolutely must not do.

In other words, there is more to having pertinent keywords for your website than just ranking high on Google. Your website needs to target long-tail keywords or phrases that people are most likely to type in when searching for their desired items – items that your website claims to offer them.

You need to put yourself in your customer's shoes if you want a semblance of what and how they might choose to search.

For this you need to generate a long list of keywords that you think will draw visitors (and potential customers that hope to get what they are looking for from you) to your website. The reason that you should use long-tail keywords is that you are apt to gain momentum in your marketing endeavors this way and from the first try.

“Make sure that you do this for all the content you feature on your site. Remember it will serve you better if you include more long- tail keywords that consist of three phrases than trying to target a single hot phrase.”

This will more than triple your chances of gaining traffic for your content as well as ranking better on Google.

Ranking for longer keywords will be your best bet in making visitors want to visit your website.

The last thing you want to do is work to the bone in getting a single measly keyword to rank higher in local search engines only to find out that it has proven to be useless since it does pull in any visitors to your website.

Therefore make sure that your keyword research is more intense and has the potential of generating phrases that Google's keyword tool would be all too happy to pick up. If the tool gives only a cursory glance to your keywords, this means that you should keep at it until you get it right.

This is also why you should make sure that an exact matching domain is available for your website.

Niche finding tools like Micro Niche Finder and word tracker will not only provide you with the phrases you want but will also suggest related keywords that might help out as well.

Needless to say, related keywords are important in searching for keywords and any content. For example, a website that includes content that has to do with something like lawyers should also include long tail or related keywords like "divorce lawyer", "insurance claims" etc.

Conclusion

With the economy as it is, it becomes increasingly difficult to come up with new and innovative ideas in order to generate a steady income. The best thing about the World Wide Web is that it gives people a lot of opportunities to do the same and in less than half the time.

Micro niche and niche websites give you the added benefit of working in anything of your own choosing. You don't need to build a business from the ground up. All you need are the handy tools and strategies that will provide you with all that you will need in building on your own business ventures at the comfort of your own home.