

How to Find a Profitable Niche Market for Your Online Business

One of your first steps to becoming a successful online entrepreneur is to pick a profitable niche.

Luckily, there are many niches out there that you can choose.

Unfortunately, not all niches are profitable, and not all will appeal to you.

However, here's how you can find a profitable niche for your online business and get on the path to success.

Step #1 – Research

If you want to find the right niche for your online business, then you're going to have to spend some time researching keywords based on your interests and the demand in the market.

So, the first thing that you should do is write down a list of all the possible ideas you have for your business. Write down anything that comes to your mind. Once you've written everything down, choose your top five niches. Focus on those ideas that you would most enjoy doing for a living.

Step #2 – Narrow Down Your Niche

For each of the five niche topics that you choose, you're now going to do some keyword research to determine the number of searches conducted every month that are related to your business.

Start by doing a Google search of the keywords that are related to your top five ideas. Make sure to search not only the broad topic, but also the more specific aspects as well.

Once you've found a handful of keywords, you can do a keyword search with Google Ads Keyword Planner to determine the monthly search volume for each keyword.

When you enter your keywords into the tool, it will show you how many searches were conducted per month for that particular keyword. If it shows

more than 10,000 searches per month, it's usually a good indication that the niche is a profitable one.

Step #3- Pick Your Online Niche

After you've researched your keywords, the final step is deciding which niche you will choose. Look at the five top topics that you research and make your decision.

You want to make sure that you choose a niche that will be both viable and profitable, based on your keyword research, as well as one that interests you. If you aren't interested in the niche you choose, chances are you won't last very long in the business.

Once you've chosen a niche market, you can start to create the products you want to sell and identify and build your audience. Finding your niche is just the first step to running a profitable online business.

How to Find Your Niche in 20 Minutes or Less

Finding a niche for your online business is about as important as remembering to take your swimsuit to the beach.

If you don't, chances are you won't get very far. If you want to be a successful business owner, then you need to focus on finding a niche that will allow you to focus on creating successful online products and services.

If you haven't found your niche yet, here's how you can find it in 20 minutes or less.

Finding Keywords to Work With

Searching for niche ideas is incredibly easy when you use Google's External Keyword Tool or similar tools like answerthepublic.com.

Some of the tools are free, and they allow you to discover both local and global search volume numbers for keywords, related keywords, and the competitiveness of those keywords. When it comes to choosing a niche, you want to find keywords that have a minimum of 1,000 searches a month.

You also will want to make sure that the keywords you choose aren't overly competitive as well.

Determining the Competitiveness of the Keywords

Once you've found some keywords that you think you want to work with and which ones you want to focus your time on, you can start to check out how competitive each one is.

You can do this by typing your chosen keyword into the Google search bar to see how many other pages show up on the results pages.

Don't forget to spend some time looking at the video and image search results as well.

This will allow you to see what other kinds of competition you'll be up against besides the organic search results and PPC customers.

Making a Decision

Now that you have found some relevant keywords and determined the competitiveness of those keywords, you can decide on whether or not you will move forward with your niche idea. If the organic competition is low and there isn't a lot of paid for competition, then you can feel reasonably confident in moving forward with your idea.

However, if the competition is high, you might want to move through the process again to find a better niche to enter. If you decide to move forward, the next thing you should do is select a domain name that fits your keyword.

Choosing a niche for your online business doesn't have to be a long, drawn-out process. Following these three steps will help you choose your niche in 20 minutes or less, and you'll have your online business up and running in no time.

How to Know if Your Niche Idea Will Be Profitable

If you are looking into getting into the niche marketing business, then it is essential for you to know what makes a niche profitable. In order to determine if the niche that you have chosen will be profitable, you will have to take the time to do some research online.

Here are four ways that you can tell if a niche will be profitable.

Check the Marketplaces

You can browse marketplaces like Amazon and Clickbank to see if there is an interest in your potential niche. You can enter broad keywords in their "Find Products" search bar to uncover niche products. Take a look at the results and see what products are popular.

Those that are at the top of the results page are the most popular and is a good sign that there is some demand.

Check Google Search Volume

Finding out how many people are searching for your niche idea is an excellent way to tell if it will be profitable. Enter your keywords or phrases into the search bar on the Google Keyword Planner tool to see the monthly volume of searches being conducted for that keyword.

Searches that reach to at least 10,000 per month or higher show that there are a lot of people looking for help with that topic, which means it could end up being profitable.

Check Google Trends

You can use Google Trends to quickly check to see whether or not your niche idea is a dying trend.

When it comes to picking a niche topic, you want to try and focus on evergreen niches rather than the hottest trends.

You can enter your niche idea or keyword into the search bar to see if it is a solid niche.

Validate Online Activity

You can look for popular blogs and websites to validate the online activity for your niche idea.

If you find a lot of authority blogs and sites on your niche idea, it's a good sign that there are customers online looking at that niche.

A profitable niche will have easy to find hubs where the target audience hangs out, which allows you to network with the owners and drive traffic from those sites.

Look at Forums and Message Boards

More massive forums with a lot of active members mean that people are passionate about the niche topic and are willing to discuss it and ask questions about it.

When people are passionate about something, they are almost always prepared to spend money on it.

You can use FindAForum.net or Boardreader to find forums about your niche idea.

After you've gathered your data from these simple tips, you can determine whether your niche idea will be profitable.

If the data points to it not being profitable, don't worry, there are plenty more niches that you can choose.

Niche List | Done-For-You Research

Applying what we've learned, and using data acquired from Amazon, WarriorPlus.com, JVzoo.com, and Clickbank.com, here are the top performing niches in the online affiliate ecosphere:

Note: An asterisk denotes a breakout niche with huge volume.

- ***Health and Wellness:** Includes supplements, fitness programs, diet plans, and health products.
- **Beauty and Skincare:** Ranges from anti-aging products to daily skincare routines and high-end cosmetics.
- **Tech Gadgets and Electronics:** Covers everything from smartphones, laptops, and cameras to wearable tech.
- ***Software and Apps:** Includes software for businesses, productivity tools, education platforms, and mobile apps.
- ***Online Education:** Encompasses e-learning courses, tutorials, webinars, and educational tools.
- ***Finance and Investing:** Covers financial advising, investment platforms, cryptocurrencies, and budgeting tools.
- **Fashion and Apparel:** Wide range including designer brands, everyday wear, and specialty clothing like activewear.
- **Travel:** Includes booking sites, travel gear, accommodation rentals, and experience packages.
- **Home Decor and DIY:** Ranges from furniture and home improvement products to DIY project guides.
- **Pet Care and Supplies:** Includes pet food, toys, grooming products, and health care items.

- **Gaming and eSports:** Covers gaming hardware, software, accessories, and tournament events.
- **Sports and Outdoors:** Includes sports equipment, outdoor gear, fitness trackers, and adventure sports.
- **Automotive Products:** Covers car accessories, tools, and DIY repair products.
- **Sustainable and Eco-Friendly Products:** Focuses on green products, organic goods, and sustainable living essentials.
- **Food and Gourmet:** Includes specialty foods, meal kits, gourmet snacks, and organic products.
- ***Hobby and Craft:** Encompasses materials for crafts, model building, painting, and other hobbies.
- **Parenting and Children's Products:** Ranges from educational toys to maternity gear and parenting guides.
- ***Personal Development:** Includes self-help books, motivational courses, and personal coaching services.
- **Subscription Services:** Covers everything from streaming services to subscription boxes in various categories.
- **Wedding and Event Planning:** Includes planning tools, wedding decorations, and special occasion products.
- ***Relationships & Dating:** Encompasses a wide range of products and services that help individuals improve their romantic and interpersonal relationships.