

Niche Site Quick Start Guide



5 Steps To Get Started Building a Successful Niche Site

If you are interested in building a website that ranks in Google and makes some money along the way, this guide is going to be a huge help to you. I've been building niche sites for years and although this guide is short, it's packed with critical information. Be sure to read the articles that are linked to in this guide for more advanced research.

First, let's quickly break down the essentials you have to have when creating your own income-generating website.

1. **A Domain Name:** This is the url of your site and how people will find you. I recommend thinking of a professional sounding, branded domain name, rather than one full of keywords. For instance, a site about drones would sound higher quality if named something like www.dronecentral.com as opposed to www.best-drones-for-the-money-2016.com - I use [NameCheap](#) to buy domains.
2. **Hosting:** After you buy a domain name, you have to connect it to a host to a host in order to launch your site. There are tons of hosting providers out there, but I personally suggest starting with [BlueHost](#) because it's affordable and has been very reliable for many of my sites.
3. **Site Design:** I run all of my sites on Wordpress, which can be installed with one click when you use BlueHost. To get a nice looking, responsive website design I use a professional theme because you can have a professional looking site in just minutes. While there are some nice free themes out there, I've become a big fan of [Thrive Themes](#) and use them for many sites.

Once you've bought a domain name, set it up on a host, and installed a theme you are ready to start adding content to your site. Before you do that, I highly recommend taking a step back and detailing your content strategy to get traffic and make money (that's whole point, right?)

Successful Niche Site Strategy Overview

1. Focus on Long Tail Keywords - If you've been reading Niche Pursuits for a while, it's no secret that I've always been a fan of targeting low competition keywords because they are easier to rank especially for newer sites if you are writing about keywords that are too competitive you'll have a very hard time ranking well in Google. I recommend you look for keywords that:

- a. Are 3 or more words long
- b. Have low authority types of sites ranking on the first page of Google
- c. Use modifiers like: best, vs., review, under \$100 (or other price), etc
- d. Have a KC score under 30 (according to [Long Tail Pro Calculation](#)).

[Read more about long tail keyword research here](#)

2. Write For Humans First - Although you want your site to be loved by the robots over at Google, it's more important for your site's content to be loved by your actual human audience. Google tracks how long people stay on your site, and if people stay for a long time Google tends to move your site up in the rankings. To make my site content more visually appealing, I like to use the [Thrive Content Builder](#). To read more about the proper content strategy, [click here](#).

3. Build Real Links - Getting high quality links pointing to your site is another thing Google loves to see! Rather than taking any shortcuts, I like to follow a few simple link building strategies for my sites. These strategies include email outreach to other sites in my niche, creating and sharing infographics, as well as broken link building. Read more about some of my preferred [link building strategies here](#).

4. Monetize Your Site - It's going to take several months before you start getting any real organic traffic, so don't worry about making money too soon. Once you do get some traffic rolling in, a couple of the easiest ways to monetize a niche site are Google AdSense and Amazon Associates. I tend to make bigger earnings with Amazon, and using the [Easy Azon plug-in](#) makes adding your affiliate links much easier. Check out my full list of ideas for [maximizing your affiliate earning here](#).

5. Build an Email list - Collecting email addresses is a fantastic way to stay in touch with your readers and really maximize the amount of money you make. One of my favorite ways to get people to give me their email address is to create some valuable free download (like this PDF you're reading) and then promote that free resource on my site. This is often called a "lead magnet." The important thing is to make sure you're using pop-ups, in content ads, and more to draw attention to your offer. For that I suggest using [Thrive Leads](#).

At a high level, if you start by targeting the low hanging fruit known as long tail keywords and then deliver excellent content - you'll be on the fast track to success. Building links to your site will help the traffic come even faster, at which point you can start monetizing that traffic and working on building an email list that you can follow-up and get them coming back to your site again and again.

Successful Niche Site Strategy Overview

Below is a recap of the tools we use and recommend for building successful niche sites:

[Namecheap](#) - We use NameCheap to buy our domain names. They are affordable and the system is easy to use. They also provide free private registration for the first year.

[EasyAzon](#) - This plug-in will help you add Amazon affiliate links to your content in a more efficient way and gives you far more control over the links as well.

[BlueHost](#) - This is the budget - friendly hosting service I use and recommend to others. You can host all of your sites for just a few bucks per month.

[Long Tail Pro](#) - This is the keyword research software I created and still use to help discover content ideas and figure out which search terms I can easily rank for.

[Thrive Themes](#) - Thrive themes are responsive and built with conversion in mind, which is hugely important. Personally, I use the entire suite of Thrive products.

[Thrive Leads](#) - Part of that suite of products I mentioned is Thrive Leads which we use to show pop-ups, sidebar opt-ins, and deploy several other strategies to build our email list.

I truly hope that you've found this guide helpful! You can learn more and follow along with my own business ventures at [NichePursuits.com](#).