

Defining your niche

<http://blogcademy.com/resources/useful-links>

Keyword Search Tool: Google Adword keyword External Tool

	Keywords	Search Count
Primary Keyword		
Sec Keywords		

Google Trend:

Q: Is your niche an increasing or decreasing trend: Increasing / Decreasing

Google.com (Go to *Google.com/ncr* for international site)

1. Perform a simple search with your keyword.
2. Number of search results returned? _____
3. Scroll through the first 5 pages of the search results. How many of the search results are blogs related to your niche. (how many competitors do you have?) _____

Technorati

1. Find your niche in Technorati. Check out the top 10 blogs in your niche.
2. Do you enjoy their content? What do you think are the things that entice you to read more?

4. From a reader point of view, what are the things that you wanted to know, but are not covered in the blog?

5. How can you do better?

Profitability

1. Go to Google Adword Traffic Estimator. Type in your primary and secondary keywords.
2. What is the search count and CPC?

Search count: _____

CPC: _____

3. Go to the various affiliate sites and see if there is any physical or digital product related to your niche. What are the things that you can be an affiliate of?

6. What are the ways that leading blogs are using to monetize their sites?

Sustainability

1. What are the topics/things/stuff that you can write for this niche?

2. Will you enjoy writing these topics everyday?

Yes / No