

SEM Coaching 58

Identifying PROFITABLE Niches for SEO Traffic Domination



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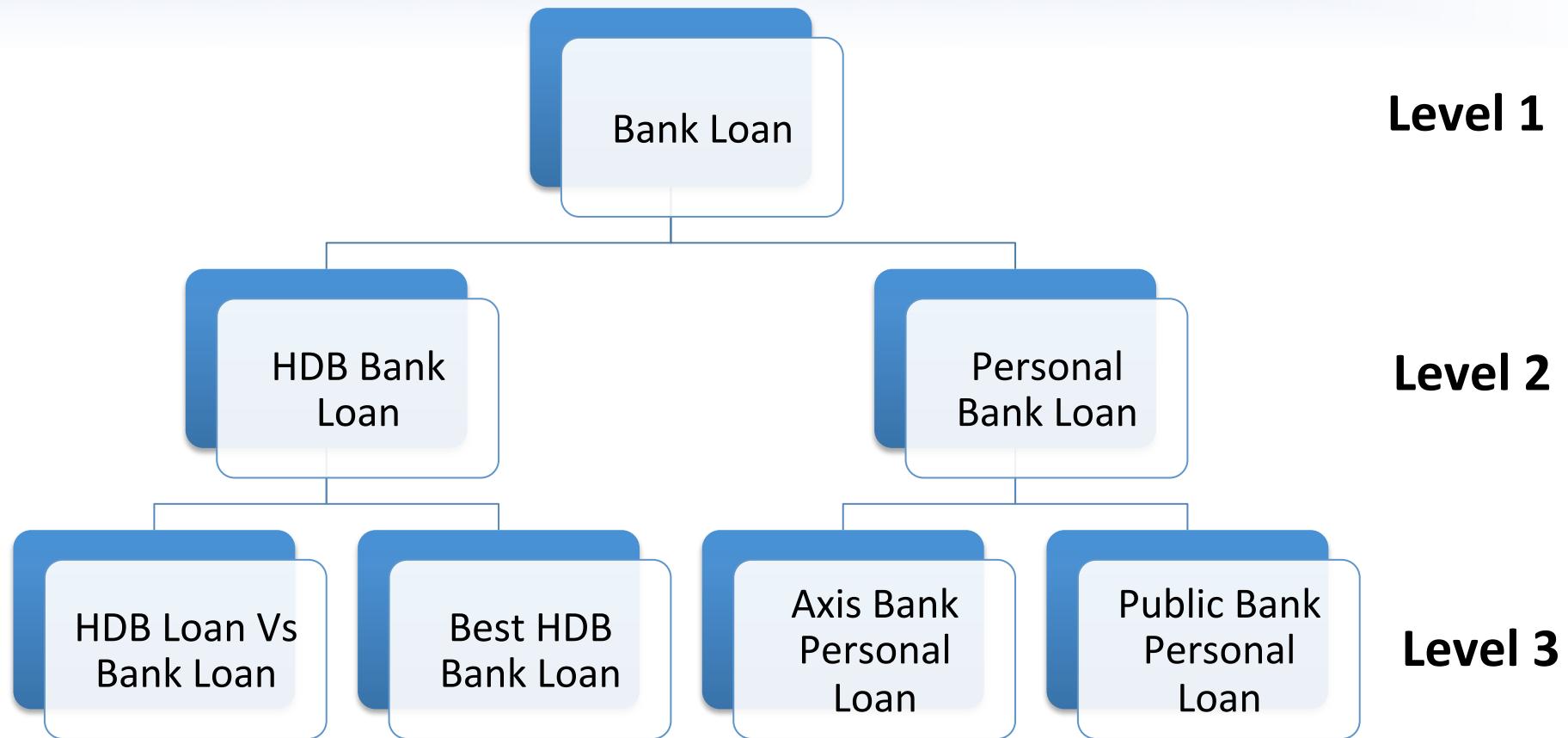
2021

Introduction

- One of the reasons why many fail to succeed in Search Engine Optimization and fail to rank their pages on page one in the search engines is because they target keywords that are far too competitive.
- The truth is there are certain keywords or even complete niches you should avoid, sometimes avoid completely, because you are unlikely to get a page one number one ranking for them, EVEN if you work hard in your SEO.
- Why ‘fight a battle’ you CANNOT WIN?
- The key to PROFITABILITY in SEO is to identify niches you can dominate fairly easily and consistently!

Keyword Levels in SEO

Level 1 to 3 Keywords



Levels of COMPETITION in SEO

Levels of Competition in SEO

- A COMPETITIVE niche is a one where **Level 1 to Level 3 Keywords** in that industry are dominated by BRANDED domains.
- A SEMI-COMPETITIVE niche is a one where **Level 1 to Level 2 Keywords** in that industry are dominated by BRANDED domains.
- A NON-COMPETITIVE niche is a one where **NONE of the Level 1, 2 or 3 Keywords** in that industry are dominated by BRANDED domains.

COMPETITIVE Niches in SEO

Competitive Niches in SEO

- **A COMPETITIVE niche is a one where Level 1 to Level 3 Keywords in that industry are dominated by BRANDED domains.**
- These BRANDED domains ATTRACT NATURAL backlinks because they are news or conversation worthy.
- Over time, these sites develop strong off-page factors which result in them ranking highly in the search engines – even for long-tail keywords and even if they have weak on-page factors.
- Your best strategy is to AVOID these niches and identify less competitive ones

Google bank loan

Web Images News Maps Books More Search tools

About 403,000,000 results (0.21 seconds)

ANZ Personal Loan Promo - anz.com
Ad www.anz.com/MoneyLine -
Get low rates as low as 6.6% p.a. & Samsung GALAXY S4 zoom worth S\$798.
Promotions - Easy Online Application

Low Int. Personal Loans - Directory-sg.com
Ad www.directory-sg.com/Loans_in_Singapore -
Trustworthy Best Review Moneylender -Monthly Repayment Personal Loans

Apply HSBC Personal Loans - hsbc.com.sg
Ad www.hsbc.com.sg/ -
Attractive low interest rates w/ Longest Loan Tenor of up to 7 Years
HSBC's Personal Loan - Attractive Interest Rates - Quick 1 Hour Approval

Loans and loan rates | OCBC - OCBC Bank
www.ocbc.com/Personal-banking/Loans/index.html -
Check out our various loans and loan rates OCBC have available for your personal or property loans.
Cash Loans - Home Loan - For OCBC Fixed Repayment - Insurance

Loans in Singapore - Bank Loans, Unsecured Loans, Hom...
www.posb.com.sg/personal/loans/default.page -
POSB continues to help Singaporeans finance their dreams and goals in life with an enhanced and innovative range of secured and unsecured loan products ...
POSB Loan Assist - POSB Further Study Assist - POSB HDB Loan

News for bank loan


Banks face Rs 1 lakh cr loan restructure hurdle: Modi govt ...
Firstpost - 7 hours ago
The rating downgrade effected by Standard and Poor's on state-run lender, Indian Overseas Bank (IOB) is yet another strong warning to the ...

Payday loan brokers regularly raid bank accounts of poor ...
The Guardian - 6 days ago

Bad Turkish Bank Loans Puncture Profit as Buffers Degrade
Bloomberg - 1 day ago

More news for bank loan

All Bank loans Compared
www.enjoycompare.com/Bank/Loans -
Top 20 Bank deals in Singapore
Fast, simple & clear comparison

Need A Personal Loan?
search.insing.com/ -
Professional Licensed Money Lender.
Hassle Free, Low Monthly Interest !

Lowest Bank Loans
www.homeloanwhiz.com.sg/LowestRates -
We Work With 16 Banks In Singapore
Finding You The Best Deal! Act Now
9 6001 Beach Road, #22-01 Golden M...
6631 8980

Standard Chartered Bank
www.sc.com/sg/Personal_Loans -
Get 60-second approval-in-principle & up to 4X your monthly income!
9 3155 Commonwealth Avenue West

CreditAble Term Loan
maybank2u.com.sg/CreditAbleTermLoan -
Quick Cash Loan W/ Low Interest.
Apply For CreditAble Term Loan Now!

DBS Business Account
www.dbs.com.sg/sme -
Apply online in 5 mins & enjoy
3 mths free banking*! Find out more

Online Loan - in 5 min
www.moneyguru24.com/moneylender -
Get Your credit card quick & easy
Apply for a loan Now!

Apply For Small Loan
www.about.com/Apply+For+Small+Loan -
Search for Apply For Small Loan.
Find Expert Advice on About.com.

SEMI-COMPETITIVE Niches in SEO



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2021

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Semi-Competitive Niches in SEO

- A SEMI-COMPETITIVE niche is a one where Level 1 to Level 2 Keywords in that industry are dominated by BRANDED domains.
- Top 10 organic results are comprised of a mix of branded and non-branded domains, and a small number of social or ‘weak’ sites:
 - Social Media sites: Facebook, Twitter, Google+
 - Free Blogs: Blogspot, WordPress
 - Forums, Directories, Classifieds, Deal, News sites
 - Sites with Long URLs (weak PageRank)
- **Niche Strategy: FOCUS on Level 2 and Level 3 Keywords!**

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Semi-Competitive Keyword – Golf Lessons Singapore

Heartland Golf Schools - Singapore's Premier Golf Academy ...

www.heartlandgolfs.com/ ▾

Heartland Golf Schools - Singapore's Premier Golf Academy - Private, Group and Corporate Golf Instruction - **Singapore Golf Lessons - Singapore Golf School**.

Golf Lesson, Golf Coach, Golf Instructor, Golf Teacher, Golf ...

www.agc.com.sg/ ▾

Welcome to Asian Golf Centre in **Singapore** Golf Learning and Improvement Specialists. Business Reg. No. 47813000K (since 1993). Tel: 8222 1121

Singapore Golf Lesson | A Place To Learn And Enjoy Golf

singaporegolflesson.com/ ▾

If you are looking for a qualified, certified, credible and friendly **golf coach**, you have found me. My name is Ben Ang. I am presently serving as Director of the ...

Beginner Golf Lessons Singapore | S\$180 Promotional ...

www.golfcentral.asia/beginner-golf-lessons-singapore/ ▾

Jul 4, 2013 - Looking for beginner **golf lessons** in **Singapore**? SMS 9151-2855 for promotional beginner packages with choice of 4 locations now!

Modelpro Golf Lessons Singapore - Learning Golf like a Pro

www.modelprogolf.com/ ▾

Want to Learn to Play Golf? ModelPro **Golf Lessons** provides professional **golf lessons** for golfers to Master Golf Professionals in **Singapore** using Modelpro Golf ...

\$180 for 10 Professional Golf Lessons for Beginners or ...

www.groupon.sg/...golf-lessons...beginners...golf-academy...-/71590807... ▾

for Ten 60 min Professional **Golf Lessons** for Beginners or Intermediates at ... \$89 per pax for 2 Skydives with DVD and Photo at iFly **Singapore** (Worth \$152); 2.

Golf Lessons Singapore | Learn Golf in Group or Personal

leecarringtongolf.com/ ▾

Lee Carrington is accredited professional that specializes in **golf training** lessons and classes for personal, group or even for corporate outings. Call 9798 5858.



NON-COMPETITIVE Niches in SEO

Non-Competitive Niches in SEO

- **A NON-COMPETITIVE niche is a one where NONE of the Level 1, 2 or 3 Keywords in that industry are dominated by BRANDED domains.**
- Top 10 organic results are comprised mainly of social and ‘weak’ sites such as:
 - Social Media sites: Facebook, Twitter, Google+
 - Free Blogs: Blogspot, WordPress
 - Forums, Directories, Classifieds, Deal, News sites
 - Sites with Long URLs (weak PageRank)
- **Niche Strategy: Focus on Level 1, 2 and 3 Keywords!**

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Non-Competitive Keyword – Artificial Grass Malaysia

Inspire Grass: Artificial Grass Supplier in Malaysia

www.inspiregrass.my/ ▾

Artificial grass usually used for residential and business compounds because it requires minimal maintenance, making it unnecessary to mow, trim or fertilise.

Product - News - Get Free Sample

Inspire Grass Malaysia - Petaling Jaya, Malaysia - Other ...

<https://www.facebook.com/InspireGrassMY> ▾

Inspire Grass Malaysia, Petaling Jaya, Malaysia. 39409 likes · 988 talking about this · 21 were here. Artificial grass is an innovative product...

Artificial Grass - Malaysia Artificial Grass | Landscaping with ...

www.bukitjalinnursery.com/gallery/artificial-grass ▾

Artificial Grass 046. Artificial Grass. Product: Artificial Grass 046 Model: Artificial Grass Quantity: My Enquiry: Enquire. Artificial Grass 047. Product: Artificial Grass

...

Artificial grass Malaysia

www.royalgrass.com/dealers/malaysia/ ▾

Information about the market leader for artificial grass in Malaysia. All about products, prices and more.

DIY Artificial Grass for Home & Office Decoration - MYN World

mynworld.blogspot.com/.../myn-world-diy-artificial-grass-for-home.htm ... ▾

Feb 26, 2013 - Do-It-Yourself (DIY) Artificial Grass Rolls are currently available to customers from Malaysia at an affordable price by Cash & Carry in Bangsar ...

Malaysia Artificial Grass, Malaysia Artificial Grass ...

[www.alibaba.com/.../Country Search ...> Malaysia](http://www.alibaba.com/.../Country%20Search%20%3E%20Malaysia) ▾

29 Results - DIY Artificial Grass are supplied in 2m x 1m rolls to facilitate convenient transportation by car and easy Do-It- ...

[Up to 58% Off] Natural-Looking Synthetic Grass with 5-Year ...

www.groupon.my/deals/national-deal/Clark-Megan.../716649471 ▾

Delivery to Peninsular Malaysia Included. Limited ... Today's Groupon remains yay high with natural-looking synthetic grass from Clark Megan Furnishing, inclus .

Malaysia Artificial Grass Carpet Suppliers - LuLuSoSo.com

www.lulusoso.com/.../Malaysia-Artificial-Grass-Carpet-Suppliers.html ▾

Looking for malaysia artificial grass carpet suppliers ? Here you can find the latest products in different kinds of malaysia artificial grass carpet suppliers.



SEO Niche Selection Criteria

SEO Niche Selection Criteria

- **Step #1:** Select niches that comprise visitors with **COMMERCIAL INTENT** (both buyers and sellers)
- **Step #2:** Select niches with **SEMI-COMPETITIVE OR NON-COMPETITIVE** competition
- **Step #3:** Ensure **AT LEAST 100 keywords** are available at the **NEXT LEVEL** available for keyword selection (based on Google Keyword Planner)

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**Number of Keywords Available
At NEXT Level**

The screenshot shows the Google AdWords Keyword Planner interface. The top navigation bar includes 'Google AdWords', 'My Client Center', 'Client reporting' (which is selected), and 'Customer adwordssg@...'.

The main search term entered is 'artificial grass'. On the left, there are targeting options like 'Malaysia', 'All languages', 'Google', and 'Negative keywords', along with a date range set to 'Last 12 months'. On the right, there's a bar chart titled 'Search volume trends' showing monthly search volumes from October 2013 to September 2014. A callout bubble highlights the need for 'Ensure At Least 100 Keywords Available'. Below the chart, there are tabs for 'Ad group ideas' and 'Keyword ideas', with 'Keyword ideas' selected. The results table shows one keyword: 'artificial grass' with an average monthly search of 480, high competition, a suggested bid of \$2.02, and 0% ad impression share. A red box highlights the 'Add all (223)' button at the bottom right of the table.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
artificial grass	480	High	\$2.02	0%	»

Questions?