



## SEM Coaching - 18



# Creating a Niche Directory Business



## Creating a Niche Directory Business

- ❖ Goal: Dominate a niche in your local area by creating a detailed business directory of a particular niche e.g. wedding
- ❖ Business Strategy: Go beyond Groupon's DEAL A Day approach. Build a community and grow a mailing list. Offer a merchant directory. Start a forum etc.
- ❖ Traffic Strategy: Search Engine Optimization (SEO)
- ❖ Platform: Use available off-the-shelf solutions e.g. <http://www.edirectory.com>
- ❖ An affordable directory platform solution is:
  - <http://www.premiumpress-themes.com>



# Case Study: SingaporeBrides.com

singaporebrides

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ARTICLES DIRECTORY FASHION FORUM WEDDINGS 101



*It's love, plain & simple.*

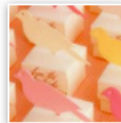


Directory of services and [more](#).



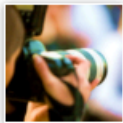
## Bridal Boutiques & Services

Bridal shops and services that make your dreams come true



## Wedding Banquet

Our finest selection of dining venue for your wedding banquet



## Pre-Wedding Photographers

Pre-wedding photography services for memories of your sweetest moments



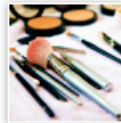
## Wedding Day Photographers

Wedding day photography services to capture those special moments



## Wedding Videographers

Wedding videography services to capture the beautiful moving moments



## Bridal Makeup Artists

Let these professionals bring out the best in you



[fashion.singaporebrides.com](http://fashion.singaporebrides.com) →



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2021

## Getting Started

- ❖ Select a local niche you wish to focus on
- ❖ Research existing online competitors
- ❖ Create a 'Competitive Matrix' – Compare competitor features & benefits
- ❖ Determine your Unique Selling Proposition (USP)
- ❖ Start building a comprehensive business directory using available sources e.g. Yellow Pages, Business Associations
- ❖ Select website platform and secure domain name
- ❖ Important: Research relevant keywords for each section



# Questions?

