Web Traffic Research

Presented by @Dawei Ma

- SEO

- Niche
- Affiliate
- Media Buy
- Crawler





SEO



Niche

Niche

A niche market is a segment of a larger market that can be defined by its own unique needs, preferences, or identity that makes it different from the market at large.

For example, within the market for women's shoes are many different segments or niches. Shoes for vegan women would be a niche market, as would shoes for plus-sized women, shoes for nurses, and shoes for transgendered people. These are all niche markets within the larger market for women's shoes.

Authority Site Business Model

Authority Site Business Model

Key Partners

1. 代理平台,比如: Amazon Associates,第三 方In-house Affiliate Programs; 2. 广告平台,比如: Facebook Ads, Google AdWords, etc.

Key Activities

- 1. 搭建网站(域名、主机、wordpress主题和 插件):
- 2. 撰写并发布有价值的内容文章:
- 3. 招聘并管理写手;
- 4. 外联获取外链和品牌曝光;
- 5. 维护读者关系 (email list, social media)

Value Propositions

为这类运动业余爱好者提供准确有用的博客内 容以帮助他们更好的享受这项运动并不断提高 其运动技能,内容包括产品导购指南、技能提 升技巧、社交需求等

Customer Relationships

- 1. 回复读者问题和留言:
- 2. 定期发送Newsletter并管理Email List;
- 3. 线下举办与这项业余爱好有关的交流会;

Customer Segments

欧美国家某项运动的业余爱好者

Key Resources

- 1. 域名、主机、wordpress主题和插件等基础设施:
- 2. 内容创建团队,包括: 写手、编辑、VA等; 3. 内容推广团队,包括: SEO, email outreach 等。
- 4. 各种必须的互联网推广工具,比如:Ahrefs, Google Analytics, A/B testing tools, etc.

Channels

- 1. 自然搜索(Google, Yahoo, Bing, etc.)
- 2. 社交媒体(Facebook, Twitter, Instagram, YouTube)
- 3. 付费流量渠道(Facebook Ads, Google AdWords, etc.)
- 4. 行业垂直论坛、Q&A站点等(比如: Quora, Reddit, etc.)
- 5. 线下渠道, 比如: 体育酒吧、社区公园等。

Cost Structure

- 1. 购买网站主机域名等基础运营设施的支出;
- 2. 购买各类付费软件和工具的支出;
- 3. 文章创作和外包管理产生的费用;
- 4. 内容推广产生的费用;
 5. 全职员工薪资;
- 6. 办公场地费用;
- 7. 辅助设备和产品产生的费用。

Revenue Streams

- 1. 代理商品和课程佣金(Affiliate
- Commission)
- 2. 展示广告收入 (Google Ads, Amazon Native Shopping Ads, etc.)
- 3. 外部合作和赞助收入 (Sponsorships)
- 4. Email List产生的商业收入。

Finding Your Niche: 8 Niche Market Examples to Inspire You

- Google's suggestions
- SimilarWeb
- SEOquake
- Keyword Surfer
- Google keyword planner
- Google trends
- Social Networks
- Communities
- semrush.com
- ahrefs.com

Niche Market Ideas

idea

mvp

1. Niche PV

2.

3.

4.

5. Authority Site Business Model

6.

Affiliate

Media Buy

Crawler



https://t.me/web_cpc

