

# Web Traffic Research

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研究什么?

- SEO
- 互联网广告
- Niche
- Affiliate
- Media Buy
- Crawler
- 流量站

# 研究的目的

如何研究？

SEO

# 互联网广告

# Niche研究（如何寻找网站受众）

# Niche是什么?

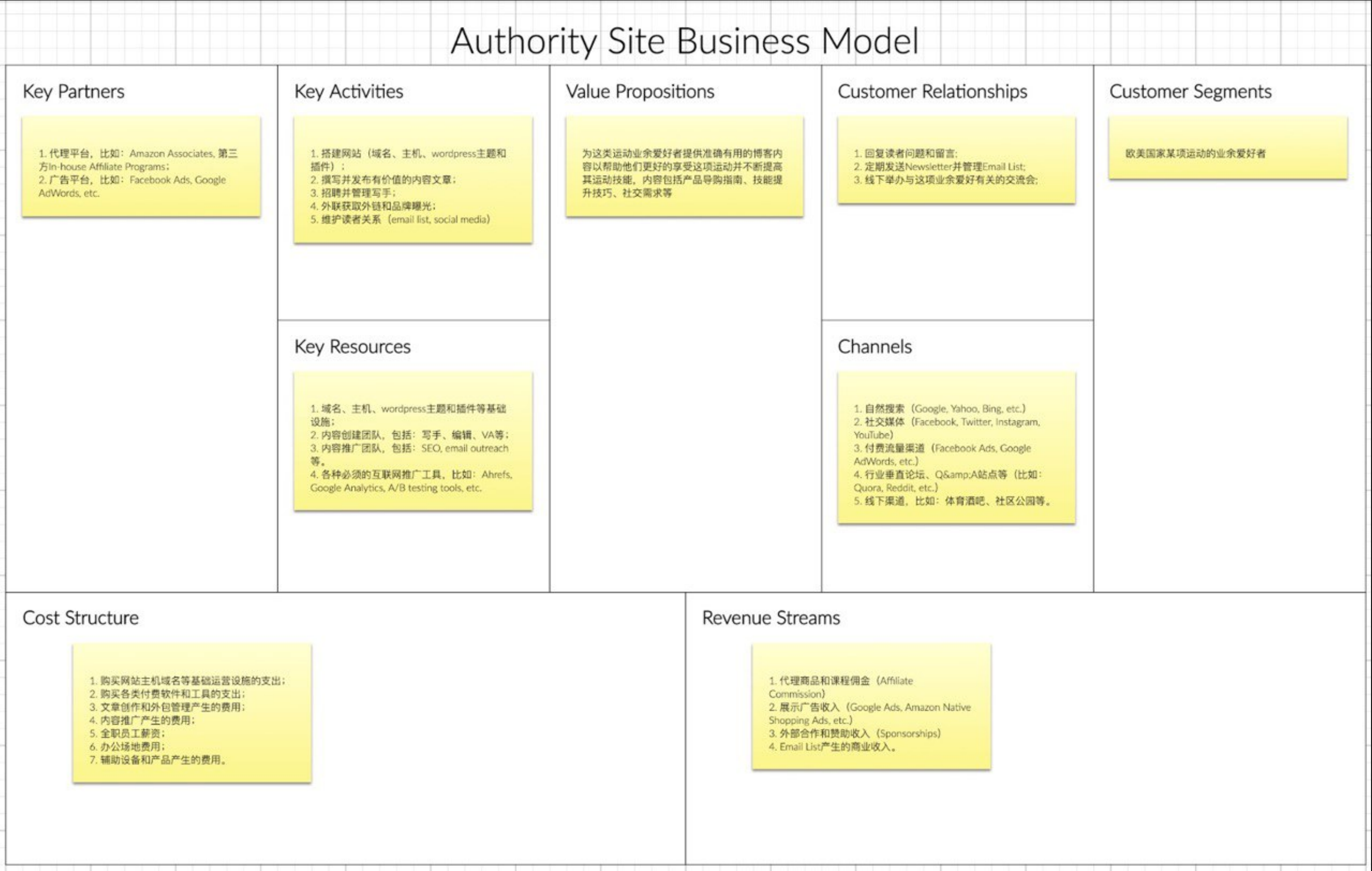
## 利基市场

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



# 寻找流程

参考 《Finding Your Niche: 8 Niche Market Examples to Inspire You》

# 常用工具

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

如何评估Niche Market Ideas?



## 流量站日志



# 作业

1. 寻找一个Niche市场（市场规模不能太大，存在一些月PV中等规模如几百万级别的竞品网站）
2. 寻找该市场的最大竞品网站
3. 总结该竞品的核心关键词
4. 分析这些核心关键词的月搜索度/竞争度
5. 制作Authority Site Business Model
6. 逆向分析该网站的开发成本（可选）

Affiliate

Media Buy

Crawler

流量站

电报频道: [https://t.me/web\\_cpc](https://t.me/web_cpc)

