

# The Niche Blueprint Report



The **\*Radically Unconventional\*** Niche Website Formula That  
Generated **\$1,214,978** From Free Website Traffic!

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## Introduction...

Hello & thanks for downloading this report!

Our original Niche Blueprint product ( version 1.0 ) sold out fast and we had to shut down the site as literally too many people were buying it and we only had limited spaces. However, the good news is that we've just released version 2.0 which takes this amazing process of marketing to a totally different level.

These techniques work and our customers are proof of this. We have over 18,000 positive posts and success stories in the forum ( *and this is growing daily* ).

This report contains the exact same process we and our customers use to setup niche e-commerce sites, how we go about it and how you can too. What we are about to reveal is something we have been using for the past 3 years to make money in weird markets like “bird cages”, train horns ( *yep that's right* ) and even sewing machines.

Okay enough about us and our customers, let get down to business shall we and show you the exact process we use to build these super successful niche e-commerce stores.

Take a look at the following 5 Step process...

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### **1. Find a market that people are already buying stuff in...**

This used to be a major problem for people but we have solved this issue with our 'Discover Niches' tool – ( *more about this in the next section ...* )

### **2. Evaluate this market to be sure it is worth your time & effort to build a store for...**

Markets that have heavy search volume are great but you still need to evaluate them ( we have a tool that does all this work for you too - *just enter the terms you found from the discover niches tool* & with the click of a button it evaluates everything for you.... but more on that later ).

### **3. Source Suppliers**

A market is no good if you can't source products and suppliers for it – This problem is solved with our Dropship Blueprint program which is free for Niche Blueprint subscribers.

### **4. Build Your E-Commerce Store**

We provide the software which does this for you. Simply upload the software we provide to your website and run the install and add your product line – and that's it!

### **5. Get Targeted Traffic to Your New E-Commerce Store – Free Traffic that is**

Yes, we show you exactly how to get traffic to your website without paying a dime in advertising costs.

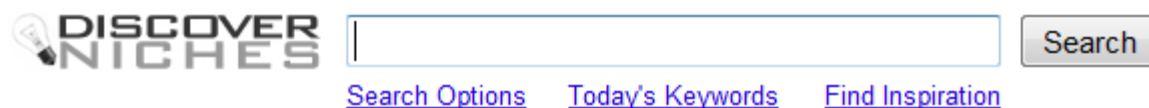
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Ok... let's go into more detail on all of the above:

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## Step 1. Find a Market that People are Already Buying Stuff in...

This used to be such a problem area for people because time and effort was required to research potential markets. However, we have solved that problem in Niche Blueprint 2.0 with our “ **Discover Niches** ” tool.



This tool not only lets you see at a glance what people are actually buying... but it also shows how competitive these markets are too.

Now there are a couple of ways of using this tool ( *as you can see from the options above* ) but for the purposes of this example I am going to click on the 'Search Options' & see what it comes up with for say 25,000 or less competing pages ( *I have just picked this figure at random for this example but I am mindful of picking a market that I have a good chance to get on the first page of Google for or even the no.1 listing for my chosen keywords / products* ).

*Just see what I discovered below after only 5 seconds of research...*

- The keyword phrase 'k swiss sneaker' (a type of shoe) gets over 1.8 million searches per month and has just over 11,000 competing pages meaning that it would be very easy to rank for in the search engines and start selling these items using your own automated website.

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- Now, even though this seems like an amazing opportunity, (which it is), I still have to run this keyword through our evaluation tool '**Keyword Blueprint**' (see the next point) to be sure this is worth pursuing. In fact, during this stage, I recommend you research about 20 markets and draw up a list of 3 to 5 opportunities you would like to pursue.

DISCOVER NICHES

Search

[Hide Options](#) [Today's Keywords](#) [Find Inspiration](#)

Min Search Volume

Max Competing Pages 25000

Max CPC

Min CPC

Keyword Expander Mode

Results 1 to 50 of 252,899

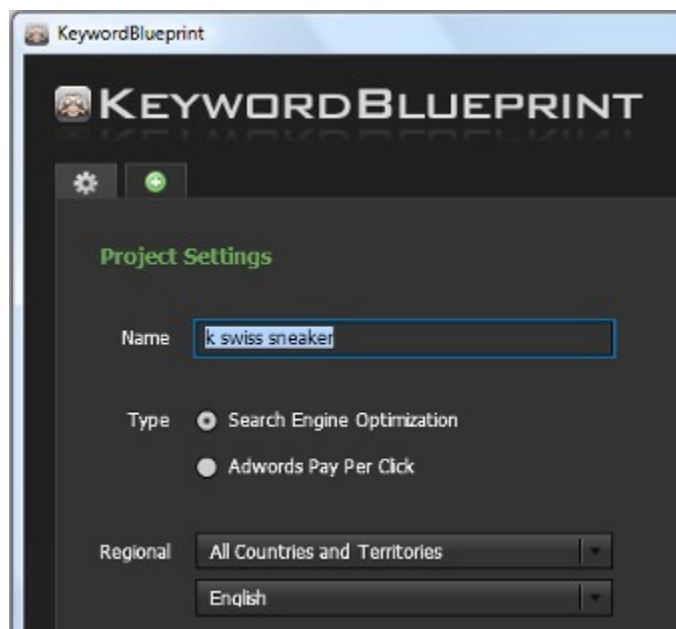
<a href="#">Keyword Phrase</a>	<a href="#">Monthly Searches</a>	<a href="#">Competing Pages</a>	<a href="#">PPC Position</a>	<a href="#">PPC CPC</a>
k swiss sneaker	1,830,000	11,200	4 - 6	\$0.32
video games hardware	1,220,000	22,600	1 - 3	\$0.30
tv stands furniture	1,220,000	14,100	7 - 10	\$0.31
ravel shoes	823,000	10,200	1 - 3	\$0.22
cribs baby furniture	823,000	12,300	4 - 6	\$0.31
home decor rugs	673,000	23,800	1 - 3	\$0.30
trains o scale	550,000	9,930	1 - 3	\$0.26
sports memorabilia football	550,000	10,500	1 - 3	\$0.30
table lamps lighting	450,000	18,900	4 - 6	\$0.31
speakers electronics	450,000	20,500	1 - 3	\$0.30
sweaters clothing	450,000	15,700	1 - 3	\$0.30
toddler boy clothing	450,000	20,000	1 - 3	\$0.26
radio controlled aeroplanes	450,000	4,260	1 - 3	\$0.30
drapes curtains blinds	368,000	808	1 - 3	\$0.26

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## Step 2. Evaluate Our Research From Step 1 Above...

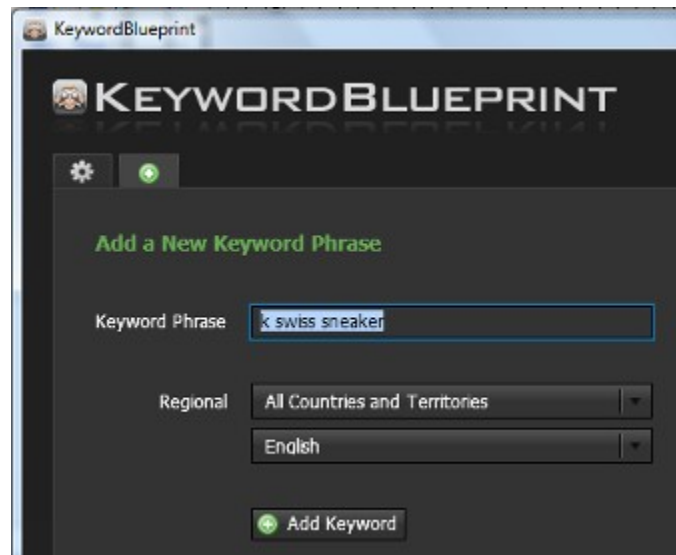
Now that we have found a market ( *again I recommend you come up with a list of 20 or so from Discovery Niches to evaluate* ) from our research, we now take it through the evaluation process using our Keyword Blueprint Tool ( *this tool is included with Niche Blueprint 2.0* ) .

Simply create a Keyword Project with these default settings & click on the green + tab (see below)



Add our keyword phrase 'k swiss sneaker' and click on the 'Add Keyword' button

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Keyword Blueprint will then search for, find and evaluate this keyword phrase and other phrases related to this market, as you can see on the screenshot on the following page.

What we want to ensure is that we can successfully rank in the top 10 for our chosen keyword phrases. I have selected 4 other related keywords to evaluate by ticking them and clicking on the 'magnifying glass' icon at the top of the column to analyze them ( *You can analyze a maximum of 10 keywords at a time*).

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KeywordBlueprint

KEYWORDBLUEPRINT  Reduce

⚙️ + k swiss sneaker

⊖ All Countries and Territories (English) Evaluation Filter

Keyword Phrase	Daily Searches	Value	Evaluation	Score
sneaker shoes	729	●	☐	
girls sneakers	729	●	☐	
sneaker freaker	729	●	☐	
schuhe sneaker	729	●	☐	
k swiss mens	729	●	★	
low sneaker	890	●	☐	
k swiss shoes	890	●	✓	13
mid sneaker	1,088	●	☐	
k swiss schuhe	1,627	●	★	
k swiss trainers	1,988	●	✗	
kswiss	6,607	●	☐	
k swiss sneaker 🔑	60,157	●	★	

What Keyword Blueprint has done here is to calculate the number of competing pages there are for each of these keywords in Google, assess the optimization levels of those pages which are currently ranking in the top 10, and then evaluate whether we could realistically target the top 10 of Google for each of the phrases ourselves to draw in free search traffic and consequently make money.

As you can see in the screenshot above, our chosen keyword shows a 'golden star' in the evaluation column which is excellent. *There are only 3 possible symbols that keywords can evaluate to and here is what they mean:*

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- ✘ This means that this particular keyword has failed the evaluation process as Keyword Blueprint has determined that it would be too difficult to rank in the top 10 of Google. Therefore we ignore this keyword.
- ✔ This means that although the keyword has successfully passed the evaluation process, it has determined that it would take some additional work (such as link building) in order to rank in the top 10. The Score you can see to the right of the tick is the evaluation score and this ranges from 1 to 20. The higher the score the easier it will be to compete for a keyword. As this keyword has a score of 9, we can assume that it would take a little more SEO work in order to compete. As a further example, if we had ten keywords we were evaluating which all had the same 'value'... but nine of them had a score of 6 and one had a score of 16, we would obviously try and target the keyword with the score of 16.
- ★ The gold star means that you would probably be able to set up a website or Web 2.0 page and rank in the top 10 of Google without having to do much additional search engine optimization other than a few incoming links and optimizing your website pages properly (on-page SEO). These gold star keywords are exactly what we are looking for and in this case Keyword Blueprint is telling us that the keyword 'k swiss sneaker' is something we could realistically target and hopefully make some money with.

Now before we move onto sourcing suppliers, let me just say that this is demonstrating just ONE of the features of Keyword Blueprint. There is SO much more to it and in the main course you will find numerous tutorials on how to use it.

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### Step 3. Find Suppliers for Our Chosen Product...

Now that we have found a product that people are searching for and that has also passed our evaluation process, we now need to find a supplier *before* we build our e-commerce store.

Now remember, the idea here is to source suppliers that will dropship the product for you (as in send the order directly to a customer who purchases from your e-commerce store) so you don't get involved at all with inventory of any kind.

Please note there is a module dedicated to this in Niche Blueprint 2.0 that covers this topic extensively ( *as in how to communicate with suppliers / dropshippers etc, how to locate manufactures directly etc..* ) but for the purpose of this example we are going to use another tool called 'Dropship Blueprint' ( *which is included with Niche Blueprint 2.0* ) that is a good place to start.

After logging in I just type the root keyword as in 'sneakers' into the Search box and a number of suppliers / dropshippers were returned.

I would then click on the links to find out the actual details of the suppliers & either phone them or email them to find out if they could dropship this product to my chosen region. That way I do not need to worry about stocking the item at all.

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[Member Login](#)

Search:  Within:  or Region:

**Member's Area**

Welcome, **Larry O'Connor**

**Search By...**

- [Product Types](#)
- [Brand Names](#)
- [Dropshippers](#)

### Uptown Wholesale

**URL:** <http://www.uptownwholesale.com>  
**Email:** [uptowngear@aol.com](mailto:uptowngear@aol.com)  
**Phone:** 646-339-8576  
**Fax:**  
**Contact Person:**

**Category:** [Clothes & Accessories](#)  
**Supplier Type:** Wholesaler  
**Shipping Regions:** International

**Company description:**  
Uptown Wholesale is your source for brand name urbanware and accessories for men and women.

**Product Types...**

Army Fatigues	Blazers	Buckles
Denim	Designer Hoodies	Designer Tops
Dresses	Formals	Fur Jackets
Hats	Hip Hop TShirts	Jackets
Jeans	Ladies Outerwear	Plaid Shorts
Polos	Scarves	Shoes
Sneakers	Suits	Tees
Watches	Winter Essentials	

**Brand Names...**

AKA Stash House	Akademiks	Anole Bottoms
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If you don't happen to find a supplier in the Dropship Blueprint database listing then don't worry as there are a number of ways to successfully source suppliers ( *this as I mentioned earlier is covered extensively in Niche Blueprint 2.0 - even including a script on how to interview drop-shippers* ).

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## Step 4. Create Your E-Commerce Store...

Okay now that we have our product and supplier that is going to dropship for us, it is now time to build out our e-commerce store. But before we do that we need to:

### Choose a Domain Name..

Based on my research above I can see that 'k swiss sneaker' is being heavily searched for each month so I should look at trying to register this domain name for my e-commerce store as this will help in the ranking of my website in the search engines.

Even though the method for doing this is extremely simple, the problem is usually to do with availability. If you plan on selling a product in a specific country then you should look at targeting a top level domain ( TLD ) for that country. For example -

if in the US I would look at targeting .com, .org and .net ( in that order )

if in the UK I would look at targeting .co.uk

if in Canada I would look at targeting .ca etc..

A quick search reveals that this domain has already been taken for my chosen country - US

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[Domain Suggestions \(Beta\)](#) | [Geo Domains \(Beta\)](#) | [Premium Names](#) | [Expiring Names](#)

Search by domain, keyword, or phrase [Search Multiple Domain Names](#)

**KSWISSSNEAKER is available in the following extensions:** [FRE](#)

<input type="checkbox"/> .com TAKEN	<input type="checkbox"/> .net TAKEN	<input type="checkbox"/> .info TAKEN	<input type="checkbox"/> .org TAKEN	<input type="checkbox"/> .me \$9.95	<input type="checkbox"/> .tel \$9.99
--	--	---	--	--	---

So the next best thing to do is see if my preferred domain name containing a hyphen '-' in it is available and it is so I will go ahead and register the .com version of this domain as my new e-commerce store and I am now ready to upload the e-commerce software to this website which you get as a member of Niche Blueprint 2.0.

[Domain Suggestions \(Beta\)](#) | [Geo Domains \(Beta\)](#) | [Premium Names](#) | [Expiring Names](#)

Search by domain, keyword, or phrase [Search Multiple Domain Names](#)

**K-SWISSSNEAKER is available in the following extensions:** [FRE](#)

<input type="checkbox"/> .com \$8.99	<input type="checkbox"/> .net \$8.99	<input type="checkbox"/> .info \$2.99	<input type="checkbox"/> .org \$7.49	<input type="checkbox"/> .me \$9.95	<input type="checkbox"/> .tel \$9.99
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## Installing the E-commerce Software

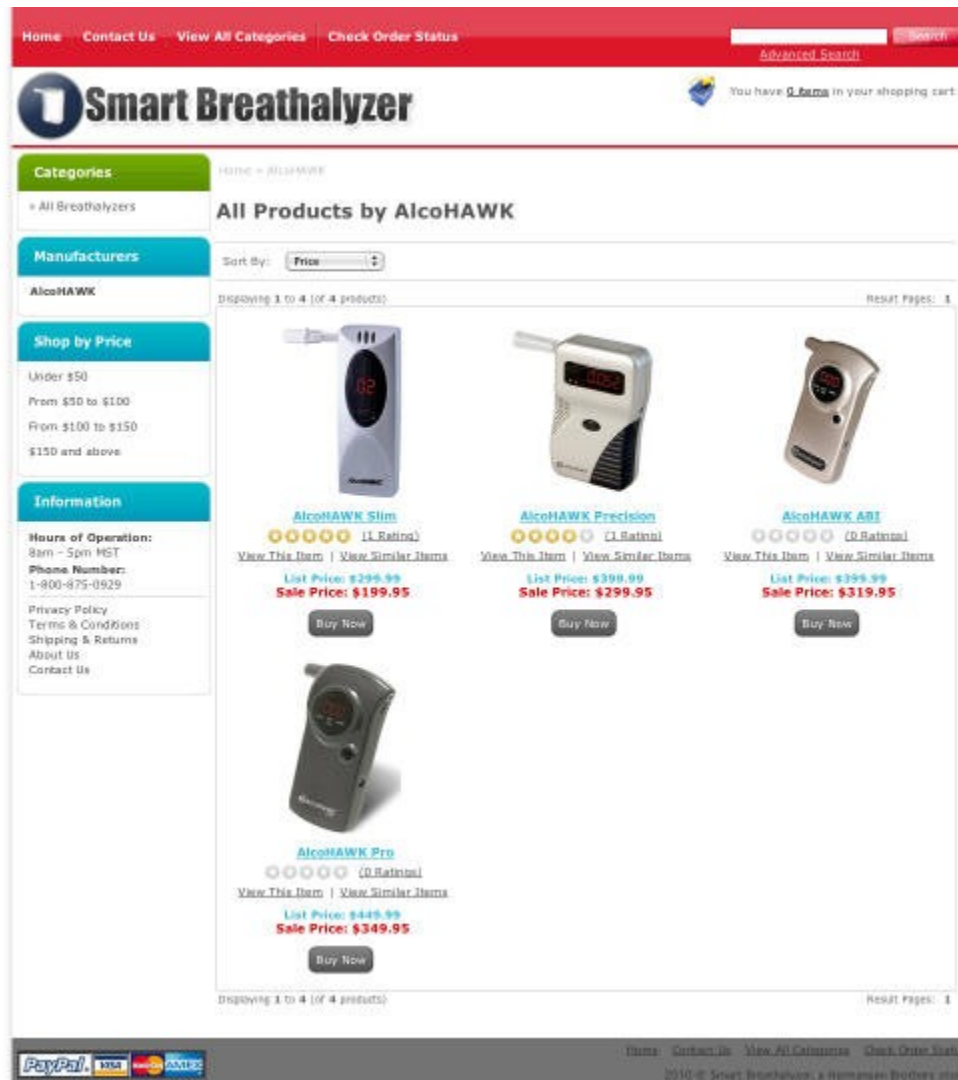
To install the Niche Blueprint 2.0 software to your website requires absolutely no HTML knowledge at all.

You simply...

- Upload and extract the software to your website.
- Create a 'database' to store your website on ( we show you how to do this).
- Run the installation process.

ON the next page you can see a screenshot of what a website would look like after installation:

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There is a complete module in Niche Blueprint 2.0 ( including videos ) on how to setup your store ( including how to add your products, categories and custom logos. ) so no knowledge of html is required for this at all.

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## Step 5. Get FREE Targeted Traffic...

The most targeted traffic for these type of e-commerce stores is going to be the 'organic' free traffic from the search engines. Because of the research and evaluation process I have already gone through in this report I know that with some SEO efforts ( *as in creating one way backlinks to my website from other high page ranked websites* ) I stand a very good chance of getting to the top of google listings and therefore enjoy **FREE Targeted Visitors** to my website who most likely will want to buy my products.

Before I get into a step by step plan on how to go about building backlinks for free in order to increase my rankings in the search engines, let me give you an overview of why we need to do this.

### Overview :

As a very general rule, the more links a website has pointing to it, the more popular or 'important' Google deems that website to be; and in most instances ( depending on the quality of the links and a number of other factors ) the higher they will place that website in their rankings.

Google measures a website's importance with a system called 'page rank' with 'Page rank 0' websites being the least important and 'Page Rank 10' sites being the most important.

The higher the page rank (or PR) of a website that is linking to you, the more effective and beneficial that link will be to you.

Hypothetically, if 2 identical websites were trying to rank for a particular keyword and one had a single backlink from a PR2 site and the other had a single backlink from a PR8, then the website with the link from the PR8 will out rank the other.

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## Link building Techniques....

### **Build your links slowly:**

If you build backlinks to your site over a longer period of time they will seem more natural to Google. If you build links too quickly, Google may think you are trying to manipulate their results and will knock you out of their listings.

### **Use Anchor Text:**

When you are creating a link from another website to your own, always use 'Anchor Text'.

'Anchor text' is the visible, clickable text in a hyperlink and if you were trying to rank for the keyword 'k swiss sneaker', you would make the Anchor text 'k swiss sneaker' and the link would be formatted like this:

[K Swiss Sneaker](#)

And this would link directly to your website URL, which in the case of the above example would be:

<http://www.k-swissneaker.com>

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## Resources & Tips To Building Back Links For Free...

These are just a few methods. In Niche Blueprint 2.0 we will be revealing many additional ways to get backlinks without spending any money.

Here's a step by step plan you can use...

### 1. Install SEO for Firefox (<http://tools.seobook.com>)

### 2. Find forums using Big Boards & submit posts (<http://www.big-boards.com>)

- Google likes relevancy, so post on forums / sites that are relevant to the content of your website.
- Use your SEO for Firefox plugin to avoid forums with 'Do Not Follow' enabled because you won't get any link juice from these (the links (assuming you are using SEO for Firefox) will show up red if DNF is enabled)
- Post *helpful* information and add value to these forums or your posts and signature links (which is where you will add your backlink/anchor text) may be deleted.
- Return to the forum to ensure your posts are approved.

### 3. Submit Posts At Blogs Which Have PR

- More blogs than forums have DNF enables, so you must be even more aware here of DNF.
- Search for "Do Follow" lists like the one on Tucson SEO Solutions.
- (<http://tucsonseosolutions.com/dofollowlistoflists>)
- Just Google "do follow blog list" for more lists like Tucson SEO Solutions' above.
- Again, use your SEO for Firefox plugin to avoid blogs with Do Not Follow enabled.
- As with forums, return to the blog over the next few days to ensure that your posts have been approved.

### 4. Comment Kahuna (<http://www.commentkahuna.com>)

- Use this free tool to find high page rank blogs without DFN enabled and automatically post to those blogs.

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- Again, add value in your posts

## 5. Web Directories

- See a list of web directories at SEOBook (<http://www.seobook.com/archives/001583.shtml>)
- Find free directories and take the 5 mins required to add yourself on each.

## 6. Social Bookmarking

- Go to Traffikd for a list of social bookmarking sites (<http://traffikd.com/social-media-websites>)
- You want your site on each of these bookmarking services. Because of the trickle-down effect, people who like you will bookmark you and the more people that bookmark you the more Google takes notice... and the more Google takes notice the higher they will rank you.

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## 7. OnlyWire (<http://www.onlywire.com>)

- This will speed up the social bookmarking process above. All the benefits; less time to complete.

## 8. EzineArticles (<http://www.ezinearticles.com>)

- Google loves EzineArticles. It has a very high page rank which is exactly what you want.
- Write a relevant article, including the keyword phrase you want to rank for in the title and at least four times within the article body as this will increase the chance of your article ranking in the top 10 of Google as well as providing a valuable backlink to your website.
- Use the bio box to create keyword phrase anchor text that links to your website.

## 9. Yahoo Answers (<http://answers.yahoo.com>)

- Set up an account for yourself and answer 2-3 posts in the niche *before* adding backlinks (otherwise Yahoo might see it as spam and ban you)
- If there are no questions to answer, consider asking people you know to post questions for you to answer.

## 10. Squidoo, Blogger & Wordpress

Set up profiles, create targeted content rich pages about the product you are promoting and then link to your main affiliate website. More on this in a moment.

## 11. EDU Links

- Google really loves .EDU / .GOV links.
- Many college students receive webspace which can provide pages & links to your site.
- Find a college student via friends and family, etc. to place a page for you on a .edu site
- Click here for an example page - <http://webpages.csus.edu/~pek34>

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**12. LinkedIn** (<http://www.linkedin.com>)

- Another high page rank site (that employs Do Follow links) where you can add your links.
- Set up a profile and list your sites *with anchor text*.

**13. Flickr** (<http://www.flickr.com>)

- Another high page rank site again with 'Do Follow' links

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## The Next Stage - Duplication: Web 2.0 & Article Sites

### An Overview:

There are two reasons why we want submit relevant articles to article directories and set up pages within Web 2.0 sites that are based around the same keyword phrase.

The first is because your individual pages within these websites could be ranked in the top 10 of Google under the same keyword phrase you are targeting with your main affiliate website. If you do manage to get them ranked then you'll obviously dominate the first page of Google results and your traffic and sales will increase dramatically. If your keyword phrase has under 50,000 competing pages and you optimize them correctly, then there's a good chance this will happen, especially with EzineArticles.com

The second reason is that you can link back to your main website using your keyword anchor text which will obviously act as a valuable back link which in turn will help to improve your sites rankings.

I'm not going to go into too much detail on how to set these additional sites up; we go into great depth on it in the Niche Blueprint 2.0 course. However, please bear in the mind the following:

Most of these websites manually review your content now before they let it go live; so try and avoid making blatant sales pitches. Think of them more as 'feeder sites' which act as traffic funnels to your main affiliate website which in most cases will do the majority of the pre-selling in order to generate commissions.

When you're setting up one of these pages, make sure that you use your keyword phrase in the page title, the page extension (URL) and the tags.

For instance, for our keyword k swiss sneaker, I would set up the pages so the URL's were like this:

[www.Squidoo.com/kswissneaker](http://www.Squidoo.com/kswissneaker)

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[www.kswissneaker.blogspot.com](http://www.kswissneaker.blogspot.com)

[www.hubpages.com/hub/kswissneaker](http://www.hubpages.com/hub/kswissneaker)

...etc etc

If the pages/extensions aren't available try adding a dash or underscore between the keywords.

### **Adding content:**

What we usually do when setting up new Web 2.0 websites is to have two relevant unique articles written for each (which can be done at [www.need-an-article.com](http://www.need-an-article.com) for \$5 each). We submit those first to offer value and then add in additional and interesting content underneath such as YouTube Videos and other media from a variety of sources.

In terms of linking back to your own site, be sure to place a primary link near the top of the page; but instead of using your keyword phrase as anchor text, use something that will act as more of an incentive for people click on the link and visit your site. For instance, using the example of k swiss sneaker again, I would initially link back to my website using text such as:

[for special offers on these sneakers](#)

Then further down the page, I would begin to use my keyword phrase as anchor text. Try to link back to your site using some of the other similar keywords you found in keyword blueprint ( as in for this example I would use 'k swiss shoes, k swiss shuhe' etc..) on a couple of occasions as it won't seem so obvious to the moderators at these Web 2.0 sites that you are simply setting up a page purely for the purpose of getting link juice.

If they think this then they may not let your content go live. Also, after setting up each site, add fresh content to it each week for a period of four weeks.

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Here are some of the Web 2.0 sites where you should set up pages...

[www.Squidoo.com](http://www.Squidoo.com)

[www.Zimbio.com](http://www.Zimbio.com)

[www.Hubpages.com](http://www.Hubpages.com)

Also, submit content and articles to both...

[www.Scribd.com](http://www.Scribd.com)

[www.ezineArticles.com](http://www.ezineArticles.com)

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## Conclusion...

Setting up a successful Niche E-Commerce Store is easy once you have the right tools & resources. Essentially the technique is:

**Market Research => Evaluate => Source Suppliers => Build Store => Get Free Traffic = \$\$\$**

... and it is something that works - time and time again.

So even if you only make a sale a day per website (which is VERY possible if you follow the steps correctly), all you need is to set up 5 - 10 of them and that alone will produce a substantial monthly income in a short period of time.

Obviously, the more effort you put in, the more money you'll make. In fact, because of the millions of people who search Google each day, the potential is practically unlimited... There are thousands of markets, niches and sub niches out there to take advantage of.

Thanks for reading !

**Get Started With The Niche Blueprint System & Start Making Money!**

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