

## **5 Reasons Why Niche Research Is Important**

**by Michael Oksa**

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Choosing a niche can literally make or break your internet business, so it is very important to make sure you research all your prospective niches before you choose one to enter. There are many reasons why you must do your research; we will look at five of the most important reason in the article that follows.

### **1. You don't want to enter a niche with little interest.**

When you choose a niche you want to make sure there are a lot of people interested in the niche. There are several ways you can go about researching this, but you stand to lose a lot if you do not do it properly. If there is no interest in the niche you choose you certainly are not going to find buyers, and you will not get traffic either. Without either of these it is just about impossible to make money in a niche.

### **2. You don't want to enter a niche where there are no buyers.**

A lot of niches have what are considered freebie seekers. These are the people that come to your site only looking for what they can get for free.

There will be some buyers, but by really researching and understanding what people in the niche are looking for you can avoid choosing a niche with a large majority of freebie seekers. This way you can focus your attention to something that can bring in a lot of sales and revenues from people who are not afraid to spend money.

### **3. You don't want to invest your time building a site in a niche with no search traffic.**

Two of the best ways to get traffic to your site are Search Engine Optimization and Pay Per Click. SEO is where you get listed in the results pages for searches, these are called organic results. Pay Per Click is where you pay for the sponsored ads on the results pages. If a lot of people aren't searching for your keywords you won't do any good to be listed in either spot, because there won't be traffic to the results pages. Basically you want to make sure there is a lot of search traffic coming to your keywords before you choose that niche, because SEO and PPC traffic are both driven through search engine searches.

### **4. You want to choose the best products to affiliate yourself with.**

If there are not great products to affiliate yourself in your niche you will either be choosing products your customers will not like or you won't have any affiliated products. This will drastically bring down the revenue your site could be making, so make sure you find some great products before you choose a niche for sure, and even try some out before you promote them. Customers also will not trust you for future purchases if you affiliate yourself with sub par products.

### **5. You want to build a content site people will come back to.**

That means you need to know a lot about the niche. This is also called an authority site. You want people to be able to come to your site and ask you questions that showcase your knowledge on the niche, if you can't answer the questions you will quickly lose your following of loyal visitors. You just need to make sure you know enough about the niche before you launch a site in it.

## **Conclusion**

As you can see it is very important to research niches before choosing one at random to start your online business. Doing so can mean the difference between struggling along trying to earn a few dollars, or making as much money as you can handle.

Research is necessary, but it can take a lot of time to do it right. One resource that will save you that time is [ProHotList](http://www.prohotlist.com). There you will find free downloads, suggestions, money making tips, and hundreds of well-researched niche ideas.

You can free up that research time and do what you really like. To learn more and start saving time and making more visit [www.prohotlist.com](http://www.prohotlist.com)