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Thread: [Tips on niche research](#)

T-rom - September 29, 2015, 10:39 pm

So I have been working a niche for a while and have extremely low hits.

The keywords have good traffic stats and I know I have gotten some traffic but it seems like google has me off to the side (sandboxed perhaps) so im not even ranking.

Anyone have any tips on how to get a feel for good niche markets or keywords?

Its for a website (affiliate marketing some products)

ether2 - September 30, 2015, 4:35 am

ok first thing to do to check if you have been sanboxed is to use the site: string in google search.

example site:yourwebsite.com

If your website shows up first your not sandboxed, If it shows up but it's lower down the search results, you've got a Google penalty.

If that is the case you will need to disavow your bad links or check your anchor text ratio in ahrefs, majestic or any other tool you might use.

I can't give you a proper analysis without knowing your site.

As for Market Research well that's a lot easier for me to talk about.

You'll need the following tools, Similarweb firefox extention and a follow.net account.

Install both of these and visit all of your competitors websites. The free options of both of these will give you

some useful information you can use to see where the traffic is coming from and what keywords they are using.

Some of the info you will get include: Traffic = Organic or Paid, Keywords, banners, Ad copy, Social signals, Social mentions etc.

If you follow sites on follow.net they will send you emails anytime your competetion makes posts or are mentioned.

Another thing worth doing is getting your competitors backlink profile and seeing how many of those links you can get yourself.

There are free tools for this, it would just be a lot easier to buy a gig on fiverr to have your competitive analysis done from someone who is paid member at semrush, ahrefs or majestic if you don't have the funs for their membership.

If you can copy all of your competitors moves and tweak them to make them better you start to put

yourself in a really good position.

bebonzy09 - *September 30, 2015, 4:40 am*

For short term niche research check out popular trends sites like google/whatthetrend, see what is about to go viral. Look for upcoming releases, new products, holidays, etc

samsuung - *September 30, 2015, 10:01 am*

man write good content, update, update, good content, original content

your site will be on top of google.

this is how it works nowadays.