

**Peter Drew Presents:**

# **Stupid Simple (and Free) Niche Discovery**

**Brought To You By Robert Michaels**

**<http://seo2.com/evo2/>**



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## Pete's **Free And Simple Niche Discovery Method:** **How to find a Proven Product Easily!**

It's been proven time and time again, All you need to make a good income online is that **"ONE"** product!

Once you have this one product, it is immeasurable how wide you can go with just one "Selling" product.

See, once you have the initial product, you can then go **so wide** on different terms, ranking for all its related terms, the traffic can be grown and grown and grown. This then funds your future Internet enterprises.

Finding your first "ONE" product can be the difference between giving up and long term financial freedom.

This is the biggest stumbling block people find when trying to make it online. Just getting that first Product to sell online that:

(A) Has REAL Traffic.

(B) Converts to sales.

Below I will show you EXACTLY how to do this easily and completely for free. 30 mins after reading this document you should have at least 2 great products to start focusing your energy on.

By proven I mean:

1. Has traffic going to it. Meaning, it's an active "Live" niche right now.
2. Ability to rank for this term in google.
3. Has an affiliate program. Can profit from it right now.

This is a very simple system that I have come up with and am about to share with you right now. You do not need to order or buy anything from me to accomplish this strategy.

I'm using only freely available resources so you can follow the exact steps I take to find one of these in no time at all after reading this document.

If you have been following my PDF's you'll know I'm a big fan of Alexa.com

Alexa is a free website traffic ranking site that we use to discover some pretty startling (and Very Lucrative) data about existing Internet Websites. Let's get into an example right away...



So it stands to reason that the top ranked keywords used to find this website are being used a lot each and every day. By clicking on the Keywords tab, this information is revealed to us :)



So what does this data tell us?

Obviously this site will rank for its own brand name, being ezine articles, though we have two niches here related to each other being:

- cell phone look up
- reverse phone lookup

So out of all the 1000's of different niches stored on this article directory we have now proved using a free 3<sup>rd</sup> party resource that this is a very, very profitable niche.

Why? Because the 165<sup>th</sup> most trafficked site on the Internet is getting a lot of its traffic from this particular niche.

So typically, by entering this term in google.com we should be able to see this term on the first page, yes?

Google   [Advanced Search](#)

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Web [Show options...](#) Results 1 - 10 of about 32,500,000 for [reverse phone lookup](#). (0.12 seconds)

<p><a href="#">Free Reverse Phone Number Lookup   WhitePages</a> WhitePages reverse lookup accesses over 170M phone numbers and addresses for the most accurate results! <a href="#">www.whitepages.com/reverse_phone</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - <a href="#">Print</a> - <a href="#">Close</a></p> <p><a href="#">Reverse Lookup on AnyWho</a> Reverse Lookup. ... FIND A PERSON BY PHONE NUMBER. Phone Number Required. e.g. 8185551212, (818)555-1212. TIP: Cell phone numbers are not available ... <a href="#">www.anywho.com/ri.html</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - <a href="#">Print</a> - <a href="#">Close</a></p> <p><a href="#">Free Cell Phone Number Search - How to Reverse Lookup Cell Phone ...</a> The Honest Alternative to "Free" Reverse Phone Look Up - No BS - No Hooks ... Free Reverse Cell Phone Number Lookup - Find Any Person From Their Cell Phone ... <a href="#">ezinearticles.com/?Free-Cell-Phone-Number-Search&amp;id...</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - <a href="#">Print</a> - <a href="#">Close</a></p> <p><a href="#">Free Reverse Cell Phone Lookup Websites - Do They Exist?</a> Is it really possible to run a free reverse cell phone lookup on the internet? .... The Honest Alternative to "Free" Reverse Phone Look Up - No BS - No ... <a href="#">ezinearticles.com/?Free-Reverse-Cell-Phone-Lookup...</a> - <a href="#">Cached</a> - <a href="#">Similar</a> - <a href="#">Print</a> - <a href="#">Close</a></p> <p><a href="#">Show more results from ezinearticles.com</a></p>	<p>Sponsored Links</p> <p><a href="#">Mobile Phone Search</a> Compare Telstra Mobile Plans Now! Great Range of Latest Mobile Phones <a href="#">www.Telstra.com.au/Mobile_Plans</a></p> <p><a href="#">Reverse Phone Number</a> Find the Top Results for Reverse Phone Number. Ask.com! <a href="#">AU Ask.com</a></p> <p><a href="#">Telephone Reverse Lookup</a> Search for Free by Name, Business, Address or Phone Number. Accurate! <a href="#">www.WhitePages.com</a></p> <p><a href="#">Look Up Any Phone Number</a> Can't Figure Out Who is Calling you Find their Name Address &amp; Carrier <a href="#">www.ReversePhoneDetective.com</a></p>
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And yes, there it is. I bet that article author is doing quite well out of that listing, what do you think?

This is the important part - see this listing here:

[http://www.google.com/search?hl=en-GB&q=reverse+phone+lookup&sourceid=navclient-ff&rlz=1B3GGGL\\_en-GBAU330AU330&ie=UTF-8](http://www.google.com/search?hl=en-GB&q=reverse+phone+lookup&sourceid=navclient-ff&rlz=1B3GGGL_en-GBAU330AU330&ie=UTF-8)

You will see the results are all **internal page listings**, meaning by comparison, this front page is not full of top level domain listings only.

Which means we can rank very well for this term. My Brute Force members will know this already, by getting their sites ranked above ezinearticles.com pretty easily. I know - I do it all the time.

So far we have determined that we have found a great trafficked niche PLUS we can rank for this term.

So lets now check out this article and see what's in the author's bio to see which product is being promoted.

This is important, because I for one have never heard of this term before, so I'll read the article to find out what it is :)

Here's the authors resource box information:

Visit the [Cell Phone Number Search](#) website to perform reverse phone lookup and find the owner cell phone or unlisted number.

So now we click through on the link in his resource box, which takes me to <http://www.reversemobile.com/> ...

Which also has <http://www.reversemobile.com/affiliates.php> .

At this stage, I'm checking this website for its ability to convert sales.

There's no point in sending massive traffic to a product if the main website is not going to convert, but in this case its a beautiful site that I think will convert very well.

Another check we can do is to also check this sites Alexa traffic ranking. This site has an Alexa ranking of 82,000 so I know it's getting a ton of traffic and I'm sure from the examination of their sales technique is converting well.

In this case, this site is using clickbank.com as their merchant. Which then allows me to check if this site is selling via its gravity ranking. See <http://www.clickbank.com/marketplace.htm?category=-1&subcategory=-1&keywords=reverse+lookup&sortBy=popularity&billingType=ALL&language=ALL&maxResults=10&searchButton=Go>

4) ReverseMobile.com - #1 Reverse Phone Search Program - 75% + Bonuses! 1:20 Conversions -  
Http://reversemobile.com/affiliates.php.  
\$/sale: \$17.27 | Future \$: - | Total \$/sale: \$17.27 | %/sale: 75.0% | %refd: 95.0% | grav: 70.16

As you can see it has a good gravity (meaning it converts to sales well) and other helpful stats as well, like the %refd which in this case means that 95% of sales are coming from Affiliates, and NOT the site owner or his PPC, and that's very good for us.

Thus, this looks like it could be a VERY good product and niche to enter based on what we've discovered- for Free.

## So What Have We Unearthed So Far?

We have a site with **1000's upon 1000's** of niches as content, it's getting a lot of traffic for a particular niche, and we have also found a great product to sell in this niche; a niche that we can rank well for in google.com.

**This is a Sure Win Strategy For Success.**

But it gets even better... what if we put the reversemobile.com site **itself** in Alexa to see what keyword phrases are being used to find it?



Then how about we then find the top listing in google.com under our main term, reverse phone lookup:

Google reverse phone lookup Search

Web [Show options...](#)

[Free Reverse Phone Number Lookup | WhitePages](#)  
WhitePages reverse lookup accesses over 170M phone numbers and addresses for the most accurate results!  
[www.whitepages.com/reverse\\_phone](http://www.whitepages.com/reverse_phone) - Cached - Similar - [🗨](#) [🔗](#) [✕](#)

[Reverse Lookup on AnyWho](#)  
Reverse Lookup. ... FIND A PERSON BY PHONE NUMBER. Phone Number Required. e.g. 8185551212, (818)555-1212. TIP: Cell phone numbers are not available ...  
[www.anywho.com/rl.html](http://www.anywho.com/rl.html) - Cached - Similar - [🗨](#) [🔗](#) [✕](#)

[Free Cell Phone Number Search - How to Reverse Lookup Cell Phone ...](#)  
The Honest Alternative to "Free" Reverse Phone Look Up - No BS - No Hooks ... Free Reverse Cell Phone Number Lookup - Find Any Person From Their Cell Phone ...  
[ezinearticles.com/?Free-Cell-Phone-Number-Search&id...](http://ezinearticles.com/?Free-Cell-Phone-Number-Search&id...) - Cached - Similar - [🗨](#) [🔗](#) [✕](#)

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We find the #1 listing is [www.whitepages.com/reverse\\_phone](http://www.whitepages.com/reverse_phone) so we put this in Alexa and see what other terms people are using in google.com to find this website related to our main keyword phrase.



And so it goes on. What we are doing here is sourcing more **proven niches** that we can use to promote our new website on.

I can put any of these terms found in Google.com and then find the top listing for this term and then put it in Alexa to find even more related keyword phrases, thereby building a list of terms that we know are being used **Right Now by Real People** to find these sites.

This means these are live niches that people are searching for, looking to fill a need that we can now rank highly for in Google for a lot of different (though related) terms, and getting a large share of this traffic to our websites.

### **This is a Recipe for Success Online.**

Typically I would purchase a domain with my main terms in the domain URL in this case something like:

- [easyreversephonelookup.com](http://easyreversephonelookup.com)
- [howtoreversephonelookup.com](http://howtoreversephonelookup.com)
- [simplereversephonelookup.com](http://simplereversephonelookup.com)

Or similar- just ensure the name contains the Main Keyword Phrase!

After finding the available domain, using the content supplied by the affiliate page, on a blog or standard sales page. I would promote this domain first.

Then, every day or week create a new directory on this new domain  
e.g: [easyreversephonenumberlookup.com/reversecelllookup/](http://easyreversephonenumberlookup.com/reversecelllookup/)

and create another blog page or sales page targeting this term and then promote this directory URL.

You can discover high level methods of promoting and More info on my SEO techniques here:

33 Pages of my High Level SEO Information

<http://www.bruteforcelinkingloophole.com/BruteForceLinkingLoophole.pdf>

Every time I build up links to the directories on this domain, I am also building authority to the overall domain.

This means my main term will rank higher and each time I add another directory onto this domain and build its authority, the faster and easier these new terms will rank higher in the serps.

And using this strategy, the amount of proven keywords/phrases is endless, infinite!

You will be ranking for the high rank and low level terms across the whole spectrum.

That's how you win, scaling it up and targeting all related keyword phrases.

Now, please do not think you do this with only 1 site. Some sites / niches pick up faster than others, and you need to be paid while you are working.

So I recommend studying this strategy and finding 10 GREAT niches with related products that have an affiliate program.

Then refine this down to 5 and get started:

Look for your available domain names, and buy them.

I know a lot of people only have one hosting account, meaning all your domains will be on the same IP address. Personally to me this is too risky, putting all your IP eggs in one basket.

Preferably you will put these domains on IP's that are not shared with the other 4. As you can get a hosting account at Hostgator or the like for just a few bucks a month, it's a no-brainer to have several.

Now, let's explore the next step:

## Where to find these **proven keyword phrases**?

Do not use the reverse phone example above, this document will be viewed by 10's of thousands of people over the next month. Or you can if you want, though expect competition by the other people reading this document.

This is what I personally LOVE about this strategy.

There are just SO many content sites out there that we can replace the original ezinearticle.com site I used in this example.

Think of sites like this. I will not be too specific so people find their own and not compete with the other readers of this document.

- Social Bookmarking Directories.
- Article Directories.
- RSS Aggregators.
- PDF document Directories.
- Podcast Directories.
- Any site that has a LOT of varied Content so the ones revealed in Alexa are proved to be significantly better than the rest and are producing traffic.

Once you choose a content site. Go to <http://www.Alexa.com>, then enter this sites URL , then click on the Keywords tab and get started NOW, you will be amazed at what you find, I know this, because I am every time I check new sites.

Record the info to a file as you proceed, all URL's per domain you check. Record the following information:

- Domain checked.
- Alexa keywords
- Google.com URL
- URL of domains listing in google.com
- URL of product page that is being promoted.
- URL of affiliate page of new found product.

Check results in google.com to see if first page is all Top level domain listings. If it is, move on to another niche, we want the first page full of internal page listings. These we can rank for (especially if using my brute force range of seo software)

Things to consider when choosing the best 5 from your selected 10.

- Affiliate commission, price and continuity if any.
- Competition in Google.com
- Is there a NEED for this product? Is this product going to solve a problem for your site visitors?
- Affiliate program used to sell it.

Give each of your chosen 10 a ranking from 1 to 10 for each of these points above, then sort them from best to worst from your ranking score.

In your chosen 5 niches/products to promote, choose the one with the least competition and the most competition and the other 3 the best ranked.

Start finding available domain names for these products, noting that the better the domain reads, the more CTR you will get from organic search listings.

This is why I used the words “easy” and “simple” in my examples above. These are powerful search triggers that are used by many when searching, and in combination with your keyword-based domain name give you a powerful advantage over the competition!

Start making your websites to promote these products: Optimised Wordpress blogs are great when using a page to enter the site, and you can purchase or find great sales page oriented themes for free to suit your wordpress blogs.

Google loves wordpress blogs, plus you get the benefit of its rss feed that you can promote via the rss aggregators easily, see my ([www.badassrss.com](http://www.badassrss.com) for example videos). Or, create sales pages using the content supplied by the affiliate pages of the products.

Another point, once you have a site/product that is going gang busters, you can then build on the brand of this site.

Using all the free web 2 sites out there, Get your brand out there Big time. Create accounts with your sites brand name on all of the popular web 2 platforms, creating even more links and authority back to your new brand / site.

In the case of our example, I would be creating accounts all over the place called easyreversephonelookup (if that's the domain I registered).

Then move onto your next best brand/site/domain and repeat.

## But You Gotta Do It, Mate.

Do not close this and think yeah that's a good idea, I'll get started one day :) Please get to [www.alexacom.com](http://www.alexacom.com) (notice I made it clickable hint, hint) right now and enter the name of the first content site you can think of and ***you'll be stunned by what is revealed in there.***

If it's not the first site, maybe the second. **But you WILL find one**, that will be all you need to know how powerful this strategy really is, then move on to complete your list of 10.

Really, you just need that **first 1 big site** to take off making you a nice income, it's a home run from that point onwards and you can relax knowing income is coming in... and then just rinse and repeat.

### So Go DO It!

Cheers,



Peter Drew

<http://www.peterdrew.net>  
[BruteForceSEO: EVO2](#)

## Resources:

[BruteForceSEO: EVO2](#) Test for only \$1. it does EVERYTHING listed Above and MORE.

NOTE: Soon we are releasing **Brute Force Seo "Evolution II"**. It does pretty much everything in a very simple to use Wizard style, and is pretty much AUTO Everything. Auto capture solving, auto email confirming. Just sit back in amazement as it promotes your sites to give you just incredible rankings in Google.com (Get on the list there to be the first to use it before it fills up)

## Petes Free Tools

[www.Html2rss.com](http://www.Html2rss.com) Free, convert your html pages to RSS feeds, convert batches of URL's to RSS feeds.

Free keyword research tools

<http://www.peterdrew.net/freekeywordsearchtool/>

This site lists the Free RSS Aggregators to post to easily.

<http://www.peterdrew.net/socialsiteregistrations/>

Petes Free SEO Tips on Facebook, become a fan to keep updated.

[www.facebook.com/seo.tips.peter.drew](http://www.facebook.com/seo.tips.peter.drew)

[www.BadRSS.com](http://www.BadRSS.com) Petes Free Rss Aggregator that also allows the creation of Batch RSS feeds, mash your existing rss feeds into one big mash and distribute these new feeds promoting your existing fees. = more link love for your existing feeds.

## Petes Affiliate Programs

<http://www.bruteforceseo.com/affiliates/>

1. Pays 33% of 147.00 monthly recurring, Paid Instantly.
2. On 12 month subscription Pays \$370 recurring yearly, Paid Instantly.

All Petes products are a \$1 trial then convert to membership price and convert extremely well. Why wouldn't they? They all work very well and do exactly what it says on the box. :)