



## Step 4: Google Competitor Analysis

(any site with links < 100) = 2 points

(YouTube, Facebook, Amazon, etc) = 1 point

(direct competition) + (links < 1000) = 1 point

Rank	Website	Links	Points

## Step 5: Pay-Per-Click Analysis

# of Advertisers

Google Adwords Ads (Primary Keywords)

Bing PPC Ads (Primary Keywords)

## Step 6: Facebook Advertising Analysis

Total Count

Facebook Pages (1000+ likes)

Facebook Groups (Public with 1000+ Members)

## Step 7: YouTube Marketing Analysis

Total Count

YouTube Videos (1000+ views)

YouTube Channels (1000+ subscribers)

## Step 8: Niche Blog & Media Site Research

Name	URL

## Step 9: Product Offer Research

Affiliate Offer	\$/Sale	URL

  

Physical Product	Price	URL

# Step 10: Niche Market Validation Scoring

Criteria	Score
Primary Keywords (2 points each)	
Low Direct Competitors (total points)	
Confirmed Google Advertisers (Yes = 3 point)	
Confirmed Bing Advertisers (Yes = 3 point)	
Confirmed Facebook Pages (1 point each)	
Confirmed Public Facebook Groups (1 points each)	
Confirmed Niche YouTube Videos (1 points each)	
Confirmed Niche YouTube Channels (1 points each)	
Niche Blogs & Media Sites (1 point each)	
Affiliate offers confirmed (1 point each)	
Physical products confirmed (1 point each)	
<b>Total Score:</b>	

## Total Score Assessment

**0-40 Low**

**41-59 Good**

**60-81 Excellent**

### Understanding Your Score:

The purpose of this score is to give you a simple way to quantify the viability of a niche market. A higher score verifies demand (search volume, hubs, FB pages, & groups) and commerciality (advertising, affiliate offers, physical products).

### The Low Score Exception: New & Untapped Niches

If you are researching a very new niche these numbers can be low while the niche is still viable. For example, before 'personal drones' were popular or widely available, there was very little information online and much of the criteria above would have scored zero, but if you had insight into the potential growth of this market I would still encourage you to pursue this niche to establish yourself early and reap the rewards as the niche grows.