

Niche Website Success Table of Contents

About The Author	
Intro	
Chapter 1: Niche Website Overview	
My Niche Website Story	
Times Have Changed	
Chapter 2: Topic Choice	
Chapter 3: How to Use the Google AdWords Keyword Tool (GAKT) for Keyword Research	
Local vs. Global Searches	
Competition	
Narrowing Down Your Niche (Long Tail Keywords)	
Be Careful of Analysis Paralysis	
Check Google Trends and Insights for Search	
Perform Physical Research	
Why Is Keyword Research So Important?	
Chapter 4: Planning Your Monetization Strategy	
1. Google AdSense	
2. Affiliate Marketing	
3. Selling Your Own Product	
4. Selling Ad Space / 3rd Party Ads	
5. Sell a Service	
More Ways to Monetize	
Chapter 5: A Quick Pep Talk	
Chapter 6: Building Your Website	
Do I Need to Learn Programming?	
Kinds of Websites	
Which is Better? Static or Dynamic?	
Building a Static Website	
Building a Dynamic (CMS) Website	
Outsourcing	
Chapter 7: Domains and Web Hosting	
What is a Domain Name?	
Domain Registration Tips	
What is a Web Host?	
What About Free Websites?	
Chapter 8: Organizing Your Content	

Create an Outline or Sitemap.....	
How to Find Out What People Want?	
The Importance of the HOMEPAGE.....	
Chapter 9: Building Traffic	
1. Search Engine Optimization (SEO)	
2. Social Media Marketing	
3. YouTube	
4. Email List Marketing	
5. Free Offers	
6. Pinterest	
Chapter 10: Building a Community	
Benefits of a Community	
Forum Software	
The Downside to Forums/Communities	
Membership Sites	
What About Creating Sites Like Facebook?	
Chapter 11: Defining Quality Content	
Chapter 12: Affiliate Marketing Tips.....	
Using Affiliate Networks	
How to Maximize Your Conversions	
A Note About Disclosure	
Chapter 13: Google AdSense Tips	
Applying for AdSense.....	
Warning About AdSense.....	
Conversion Strategies	
AdSense Alternatives.....	
Chapter 14: Legal, Copyrights & Privacy Information.....	
Incorporating	
Applying for a D.B.A.	
Filing Taxes	
Copyrighting	
Your Privacy	
Chapter 15: How to Create and Sell an eBook	
Using Microsoft Word.....	
Using Pages (Mac).....	
Selling Your eBook.....	
Chapter 16: What to Expect in the Beginning	
A Note From Lisa.....	