

THE EDGE

Niche Research - Top Sites

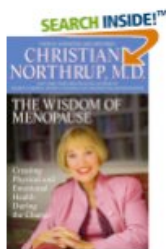
In this article I am going to show you how to look at 'top sites' to generate a list of niche ideas. Now there are many different Top Sites on the Internet, but in this article, I want to show you the main four sites that I browse to get a spark of an idea...

[Amazon Best Sellers](#)

This site is an absolute fantastic source of niche ideas. It is split into 30 categories and contains the best selling items in each category. Most categories are also subdivided into several more categories as well.

Now the first place I usually hit is the books section, but you should definitely look over all the other categories as you will be amazed at what can spark an idea.

So, taking a look at the overall best selling books today, I saw a couple that could be potential niches:



[The Wisdom of Menopause: Creating Physical and Emotional Health and Healing During the Change, 2nd Edition](#)

by Christiane Northrup (Author)

Average Customer Review: ★★★★★

In Stock

List Price: ~~\$20.00~~

Price: \$11.99

You Save: \$8.01 (40%)

[36 used & new](#) from \$11.74

Add to cart

Add to Wish List



The Sneaky Chef: Simple Strategies for Hiding Healthy Foods in Kids Favorite Meals

by Missy Chase Lapine (Author)
Average Customer Review: ★★★★★
Usually ships in 3 to 6 weeks

List Price: \$17.95

Price: \$10.77

You Save: \$7.18 (40%)

[22 used & new](#) from \$8.77

 Add to cart

 Add to Wish List



Look Me in the Eye: My Life with Asperger's

by John Elder Robison (Author)
Average Customer Review: ★★★★★
In Stock

List Price: \$25.95

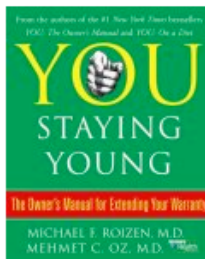
Price: \$15.57

You Save: \$10.38 (40%)

[43 used & new](#) from \$15.57

 Add to cart

 Add to Wish List



You: Staying Young: The Owner's Manual for Extending Your Warranty

by Michael F. Roizen (Author), Mehmet C. Oz (Author)
Release Date: October 30, 2007
Available for Pre-order

List Price: \$26.00

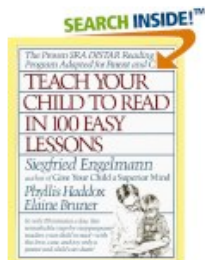
Price: \$15.60

You Save: \$10.40 (40%)

 Pre-order this item

 Add to Wish List

So four potential ideas in the top 100, not bad, but when you start going through the other categories, you can easily make a list of 50 possible ideas in half an hour or so. Here are a few examples I found in a few minutes.



Teach Your Child to Read in 100 Easy Lessons

by Siegfried Engelmann (Author), Phyllis Haddox (Author), Elaine Bruner (Author)
Average Customer Review: ★★★★★
In Stock

List Price: \$22.00

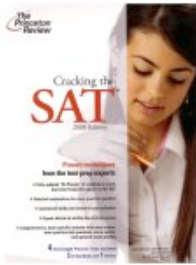
Price: \$14.96

You Save: \$7.04 (32%)

[104 used & new](#) from \$6.09

 Add to cart

 Add to Wish List



Cracking the SAT, 2008 Edition (College Test Prep)

by Princeton Review (Author)
Average Customer Review: ★★★★★
In Stock

List Price: \$49.95
Price: \$13.57
You Save: \$6.38 (32%)
[60 used & new](#) from \$12.15

 [Add to cart](#)

[Add to Wish List](#)



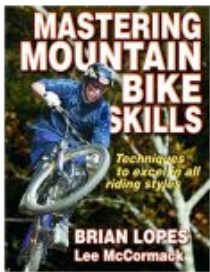
Bird Songs

by Les Beletsky (Author), Jon L. Dunn (Foreword)
Average Customer Review: ★★★★★
In Stock

List Price: \$45.00
Price: \$29.70
You Save: \$15.30 (34%)
[38 used & new](#) from \$16.95

 [Add to cart](#)

[Add to Wish List](#)



Mastering Mountain Bike Skills

by Brian Lopes (Author), Lee McCormack (Author)
Average Customer Review: ★★★★★
In Stock

List Price: \$22.95
Price: \$15.61
You Save: \$7.34 (32%)
[55 used & new](#) from \$13.95

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Now obviously we don't know how good these niches are, but remember, we are only trying to get ideas, completely without editing, or prejudice.

Shopping.com Top Searches

This is good site if you are looking to create Web 2.0 pages just with the intention of selling affiliate products. Now don't turn your nose up at this, it is quite easy to spot a trend here, put up a couple of 'review' pages on Web 2.0 sites, get them indexed and ranked on page one of Google in less than a week.

If you are creating pages around specific models then traffic can be short lived, but you can earn a decent short term income from this. Personally I prefer to build a series of pages around a 'type' of product, and then review multiple items in that category.

The best thing about this site though is that it gives you a list of keywords that have been used to find the item, for example, if we look at 'Popcorn Makers' then you get the following keywords:

Shopping.com Consumer Demand Index

Top ranking keyword searches for Popcorn Makers

RANK	KEYWORD
1	citation machine
2	hot air popcorn popper
3	air popcorn poppers
4	electric popcorn poppers
5	popcorn popper
6	popcorn maker
7	air popper
8	popcorn poppers
9	popcorn
10	popcorn machines
11	nostalgia electric popcorn poppers
12	hot air popcorn poppers
13	popcorn machine
14	pop corn
15	popcorn makers
16	hot dog machine
17	medals
18	popcorn kernels
19	gourmet popcorn
20	home popcorn machine
21	popcorn machine for
22	kitchen cart
23	popcornmaker
24	popcorn machine kids
25	corn dog maker
26	stir crazy
27	stir crazy popcorn popper
28	air popcorn popper

(in-fact in this category, it gives you the top 500 keywords used to search. Again, if you run these through GTrends you can quickly see if it is a market worth going after).

[eBay Hot Items Report](#)

The eBay Hot Items report is a PDF download which is updated monthly and lists the top areas by category. Now a lot of the categories are pretty obvious, but large niches (such as camcorders, digital photography etc.), but the key to getting an idea is not to think of the items as products, but go lateral and think about niche as a whole.

For example, telescopes is a big niche but there are lot's of other ideas that can come from that...

How to name a star.

How to buy a piece of the moon.

How to profit from meteorites.

How to build your own radio telescope.

How to build your own observatory.

Now these ideas may all stink, but remember, just jot the ideas down and edit later.

[Squidoo Top Lenses](#)

All's fair in love and business, and what better place to start looking for niche ideas than on an existing Web 2.0 site where content is ranked by popularity. Remember, most people are not in this to make money, most people create content on Web 2.0 sites because they are passionate about their subject.

So looking at the Squidoo Top 100 today I can see a couple of potential ideas...

How to date a millionaire.

Getting married in Las Vegas.

Tuscan gardens.

Build your own backyard pond.

How to run a successful Cafe Press shop.

So there you have it, four great sites to get some ideas from.