

# Rank & Rent Niche Selection Checklist

Print this document out and keep it nearby as you are analyzing your niches.  
The more checkmarks you have, the **quicker win** you are going to get!

The ultimate goal of this checklist is to help you get **quick wins** by following each item on it as often as possible; **check all the boxes before you commit to building a site!**

Quick wins are defined as the brand new sites you build, which rank on the first or second page of Google relatively fast. It can even happen in as short as just a few days.

If a new site does debut on Page 1 or 2 of Google for your main keyword, from there it often **may not** require much additional work to move it into the Top 3 positions in Google. Once your site is ranked in any of the first 3 positions of Google, it is likely to get phone calls, **thus it has real value.**

**So sticking to the rules for all items on the checklist is extremely important!**

The better you get at understanding each item on the checklist, the more you'll understand how every decision you make (or even break) will affect **all other items on the checklist.**

**For Instance:**

- Choose a city with **too high of a population**, you'll run up against too many other similar businesses and it will be **harder to rank.**
- Choose a keyword with **too high of search volume**, you'll run up against too many other sites targeting that keyword and it will be **harder to rank.**
- Choose a niche with **too low of an NVPS**, and even with high search volume and low competition, there will be **no money to be made.**

**\*PLEASE NOTE:**

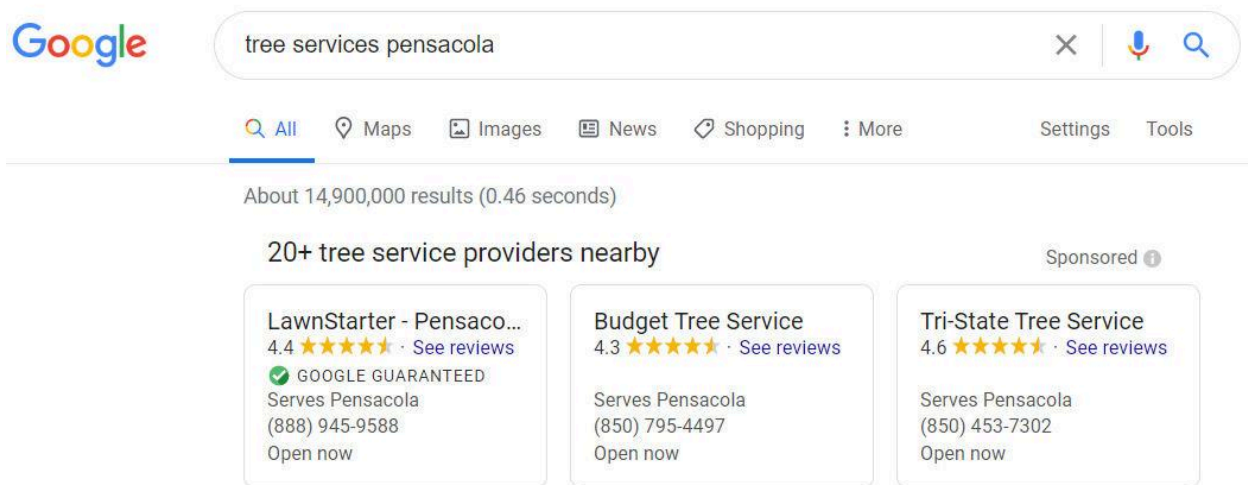
I created these guidelines with the assumption that **you are a complete newbie to SEO.** So remember that they are not RULES, but GUIDES. If you are more experienced use your own due diligence and common sense.

**Ready to get started?**

## ☐ Niche Selection

The niche you choose is quite important, and can make or break your success with your Rank & Rent website. Right now without knowing the “BIG PICTURE” of all items on this list, it’s important to know a few things about the niche you choose up front.

**AVOID** Niches that have Google Guaranteed Placements showing for your main keyword as shown in the image below.



Google Guaranteed placements will steal a lot of the clicks away from your natural listing. Even if you have a Google My Business Maps listing, it will steal clicks from there as well.

So you’ll be fighting an uphill battle if you go after a keyword/niche with those ads.

Just avoid it and make your life easier.

**TARGET** almost any other niche, but keep in mind that if you plan on building a Google My Business profile in order to also rank in the 3 Pack Maps, that it’s handy to pick a niche where the business goes to the customer to service them, vs the customer going to the place of business. This is so that you don’t have to display an actual address on your GMB listing later on.

Example.

- Tree Service Companies go to the job site to perform the service. GOOD!
- Dentists have customers come to their office to perform the service.

## ☐ Niche Value Per Sale/Service (NVPS)

The NVPS is an approximation that the company would charge to perform the service. For example, an NVPS for a dentist might be \$1000, which is a conservative estimate of how much a dentist would charge a patient for services rendered.

Obviously not all jobs are going to be \$1000 for a dentist. Some would be higher, and some would be lower. We are just using the NVPS to help us determine if the niche we are going after has a chance to be profitable.

**Remember:** As an inexperienced sales person, you might not feel comfortable trying to sell a \$1000/month property, even if the value is fair. You can start with lower NVPS to get your feet wet, and as you gain experience go after a higher NVPS.

|                                    |                                   |
|------------------------------------|-----------------------------------|
| If You Are Inexperienced<br>\$500+ | If You Are Experienced<br>\$1000+ |
|------------------------------------|-----------------------------------|

**When you can break the rules:**

- When the search volume is high enough, you can lower the NVPS because more traffic means more sales.

However, remember that search volume correlates to competition.

## ☐ Sub-Niche Of Main Niche OR Highly Unique

**Remember:** Sub-niches are less targeted thus have less competition. Alternatively you can go for a highly unique niche, like “inflatable party rentals” or “porta potty rentals”.

|                                                |                                          |
|------------------------------------------------|------------------------------------------|
| If You Are Inexperienced<br>Orthodontic + City | If You Are Experienced<br>Dentist + City |
|------------------------------------------------|------------------------------------------|

**When you can break the rules:**

- When the competition is low enough, you can go after **any niche**.

However, remember that broad niches like *dentist* typically will have more search volume than sub niches like *orthodontist*.

Search volume correlates to competition.

## ☐ City/Town Population

**Remember:** Highly populated cities often have more of each type of business meaning you'll be competing against them. They also will typically have more people searching for that type of business, meaning a higher search volume and higher competition.

|                                                |                                                   |
|------------------------------------------------|---------------------------------------------------|
| If You Are Inexperienced<br><b>100k - 500k</b> | If You Are Experienced<br><b>300k - 1 million</b> |
|------------------------------------------------|---------------------------------------------------|

When you can break the rules:

- When the competition is low enough, you can target a higher population.

However, remember that more businesses means more competing sites.

## ☐ Keyword Search Volume

**Remember:** Higher search volume is typically correlated to higher competition.

|                                            |                                           |
|--------------------------------------------|-------------------------------------------|
| If You Are Inexperienced<br><b>100-500</b> | If You Are Experienced<br><b>300-1000</b> |
|--------------------------------------------|-------------------------------------------|

**When you can break the rules:**

- If volume is over recommended values, Phrase, inTitle, inURL & Top 10 competition must still be low.

## ☐ **Cost Per Click (CPC)**

**Remember:** Higher CPC is typically correlated to higher competition.

|                                      |                                 |
|--------------------------------------|---------------------------------|
| If You Are Inexperienced<br>\$5-\$20 | If You Are Experienced<br>\$20+ |
|--------------------------------------|---------------------------------|

**When you can break the rules:**

- If CPC is over recommended values, inTitle, inURL & Top 10 competition must still be low.

## ☐ Adwords Competition (COMP)

**Remember:** Higher COMP is typically correlated to higher competition.

|                                   |                               |
|-----------------------------------|-------------------------------|
| If You Are Inexperienced<br>.1-.3 | If You Are Experienced<br>.3+ |
|-----------------------------------|-------------------------------|

**When you can break the rules:**

- If Adwords Comp is over recommended values, inTitle, inURL & Top 10 competition must still be low.



## ☐ Broad Match Results

These are all the sites indexed in Google that have any of the words within your keyword phrase contained anywhere within any part of the page that is ranking.

**Remember:** search Google like this => [keyword phrase without quotes](#)

|                                                                      |                                               |
|----------------------------------------------------------------------|-----------------------------------------------|
| If You Are Inexperienced<br>Less than 1 million is <b>BONUS ONLY</b> | If You Are Experienced<br>Less than 5 million |
|----------------------------------------------------------------------|-----------------------------------------------|

**When you can break the rules:**

- **This number doesn't actually matter!** It's only a BONUS if it's under the above recommended values.

If broad match results are over recommended values: Phrase, inTitle, inURL & Top 10 competition should be low.

This metric is **the least important** of Phrase, inTitle & inURL. When your check comes up lower than the recommended values, it's more a bonus than a requirement.

## ☐ **Phrase Match Results**

These are all the sites indexed in Google that have your exact keyword phrase contained anywhere within the page that is ranking.

**Remember:** search Google like this => **“keyword phrase in quotes”**

|                                                      |                                                    |
|------------------------------------------------------|----------------------------------------------------|
| <b>If You Are Inexperienced<br/>Less than 20,000</b> | <b>If You Are Experienced<br/>Less than 50,000</b> |
|------------------------------------------------------|----------------------------------------------------|

**When you can break the rules:**

- If phrase match results are over recommended values: inTitle, inURL & Top 10 competition must be extremely low.

This metric is not as important as inTitle & inURL, but still worth sticking to!

- When the actual first page of Google shows weak competition.

## ☐ inTitle Match Results

These are all the sites indexed in Google that have your exact keyword phrase contained somewhere in the Title of of their page.

**Remember:** search Google like this => [intitle:"keyword phrase in quotes"](#)

|                                          |                                         |
|------------------------------------------|-----------------------------------------|
| If You Are Inexperienced<br>Less than 63 | If You Are Experienced<br>Less than 150 |
|------------------------------------------|-----------------------------------------|

**When you can break the rules:**

- When the actual first page of Google shows weak competition.
-

## ☐ inURL Match Results

These are all the sites indexed in Google that have your exact keyword phrase contained somewhere in the URL of of their page.

**Remember:** search Google like this => [intitle:"keyword phrase in quotes"](#)

|                                          |                                         |
|------------------------------------------|-----------------------------------------|
| If You Are Inexperienced<br>Less than 63 | If You Are Experienced<br>Less than 150 |
|------------------------------------------|-----------------------------------------|

**When you can break the rules:**

- When the actual first page of Google shows weak competition..

## □ Top 10 Moz Analysis

Moz Domain Authority (DA) is a measure of the ranking power of the entire domain and all its pages within. The DA is based on the total **amount & quality** of backlinks pointing to all pages on the domain.

Moz Page Authority (PA) is a measure of the ranking power of only a specific page. The PA based on the total **amount & quality** of backlinks pointing to it.

There are going to be two main types of sites of which you will compete against.

### **Authority & Brand Sites**

These would include sites such as Yelp, Facebook, HomeAdvisor, AngiesList, Wikipedia, FindLaw, etc.

These sites are typically old, and have 1000's of pages targeting a broad array of topics and locations.

You will often find these types of sites ranking in the top positions of Google. They will also often have a DA 50+ but a PA typically 0. An example of why the DA would be so high, yet the PA is low would be a Yelp listing.

Many local businesses take a free listing on Yelp which creates a page for their business. The domain Yelp overall is very powerful, but the newly created page typically has no links pointed at it, thus the PA is low.

These sites are typically ranking only because of their POWER, not their optimization! Do not be afraid of these sites, they can easily be beat in the rankings with solid optimization.

## Local Businesses

These are typically real businesses with a website for their business.

These sites can be old or new, however they typically will only target the city in which they operate.

This is where you'll see all sorts of things when it comes to DA & PA, as many of these businesses will hire SEO Agencies to attempt to raise their rankings in Google by doing primarily what you will be doing!

However, not all SEO Agencies are very good at what they do, or even really know how to do it thus you'll see a wide variety of things happening here.

## The Checklist

### Authority & Brand Sites

- ☐ Have 0 backlinks to the page.
- ☐ Have poor optimization for the keyword in their Title & URL.

### Local Businesses

- ☐ DA less than 20 if you are inexperienced or less than 30 if you are more experienced.
- ☐ Have PA less than 20 if you are inexperienced or less than 30 if you are more experienced.
- ☐ Have fewer than 10 links built to the page (inexperienced), less than 25 (experienced)
- ☐ Have poor optimization for the keyword in their Title & URL

### Notes:

Sites with low DA/PA but a high amount of links means they have low quality links, that's good for you.

Sites with high DA/PA with a low amount of links have really high quality links, that's not as good for you.

## □ EMD Availability – .com, .net, .org

EMD is an acronym for exact match domains. It means your domain is an exact match of your “exact keyword phrase”. The EMD of that particular phrase would be <http://www.exactkeywordphrase.com>.

These types of domains have a nice extra ranking boost because the exact keyword phrase is contained within the domain name, which is why you’ll want to register those... take any advantage you can get at no extra cost.

The less you see available to be registered, the more likely it is that someone else has already registered them for a similar purpose to you.

Sometimes they get registered simply to resell for a profit; called squatting.

|                                           |                                          |
|-------------------------------------------|------------------------------------------|
| If You Are Inexperienced<br>1-3 available | If You Are Experienced<br>Doesn’t matter |
|-------------------------------------------|------------------------------------------|

**When you can break the rules:**

- When an EMD is not available, this is **not** a deal breaker. You can still use a PEMD (Partial Exact Match Domain), or an expired/auction domain.