# 3 Easy Steps for Finding Your Niche

When you start something new for business, there is a lot to take into consideration. It is essential that you look at every angle so that when you do launch your online business, it has the best opportunity to be successful. Finding your niche and getting to the point of finding the keywords for your niche isn't all that different. Here are three easy steps you can take to find your niche.

## Step One: Finding Your Keywords

Finding your keywords is the fun part when it comes to discovering your niche. With Google’s External Keyword Tool (<https://adwords.google.com/home/tools/keyword-planner/#?modal_active=none>) it’s super easy to search for niche ideas. The free tool allows you to find both local and global search volumes for particular keywords and related keywords. It also provides you with the competitiveness of the keywords as well.

You want to search for keywords that pull in at least 1,000 global searches every month. You also want to make sure that the keywords you’ve chosen aren’t overly competitive as well.

## Step Two: Analyze the Competitiveness of Your Keywords

After you’ve discovered some niche market keywords that you think might be profitable and that you might want to work with, you can start checking out exactly how competitive they are. This can be accomplished by using Google’s search engine and typing your chosen keywords into the search bar. This will show you how many other pages are listed for the keyword as well as the pay-per-click (PPC) competition as well.

## Step Three: Decide on Your Niche

Based on the results you get from the previous step, you can now decide on if you want to move forward with your niche idea. You want to pay special consideration to the number of PPC ad's that come up during the search. If there seem to be a ton of competition, but minimal PPC ads, then it is safe for you to move forward with your niche idea knowing that you won't be wasting your time or energy on a nonprofitable market.

Once you’ve decided to move forward with your niche, you’ll need to select a domain name that fits your keywords. Finding your niche is just the beginning. Once you’ve landed on the best market for your interests and passions, you’ll have to get to work creating your content, building your links and backlinks and start creating your email marketing list.