

Lesson no. 12 – What is Niche Blogging?

What is niche blogging?

Niche keywords + niche content = niche blogging

What are Niche keywords?

Keywords that do not have high competition in Google search are niche keywords.

Competition = Quality + Quantity (Both).

For a keyword to be niche keyword it should not have a quantity of competition of less than 20,00,000 and should also qualify on quality competition parameters.



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What is Quantity competition?

Quantity competition is the number of search results that Google shows in SERP for a particular keyword.

What is Quality competition?

Quality competition includes page rank, age of the domain, number of backlinks in Google, Internal URL or external URL etc.