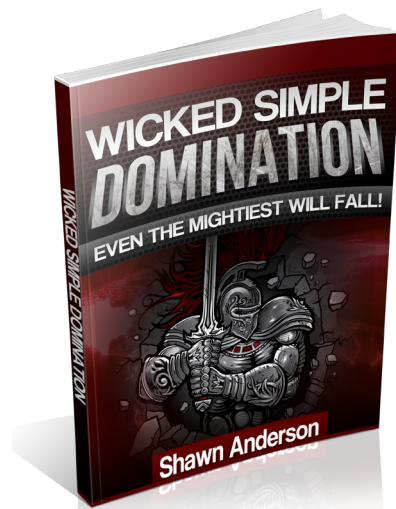


WICKED SIMPLE DOMINATION



by Shawn Anderson

Legal Disclaimer

I cannot guarantee earnings here or that you will be successful by following the information contained within. This is data based off of current search results. Use any of this data at your own risk and make sure that you do your own research to verify the content within.

As with anything, you will get out of this what you put in.

Also, the content contained within is mine. You can use the content to your hearts content, but is not meant to be shared or sold or modified in any way.

Thank you for respecting my property and the effort that I have put forth for you.

And now, enjoy...

About a month ago I decided to do a test.

I had been in a niche a few years ago, built a site and made earnings so fast that I was able to flip the site for \$999 within a month of building it.

I love just throwing stuff against the wall and seeing what sticks and doing random haphazard testing to see what 'holes' are in Google and what I can rank for easily.

Well, I threw up a quick site, ordered some links from Fiverr and let the site 'simmer'.

Within a few days, traffic started trickling in. Fast forward to today and my horribly constructed site is pulling in over 100 uniques a day. The site alone this month has been found for 800+ long tail kw's.

I just recently monetized and low and behold, **it is converting.**

So here is what we have-

First, I will break down the test results from my site. Show you how and why I am getting the traffic I am getting. My data that I received showed a HUGE hole in Google that can be applied to MANY more niches than the one that I am in

right now.

Second, I will break down the Niche in general to show you how you can apply my test results on a MUCH broader scale.

So without any more chit chat, off to the races...

My Haphazard Test

I know many are wondering what the niche is exactly. The niche is coupons. For my test I did, it was actually for fast food coupons. More specifically, McDonald's coupons.

Check out the search results MONTHLY for McDonald's coupons. Even exact match gets 40,000+ searches a month!



The screenshot shows a table with search results for 'mcdonalds coupons'. The table has columns for Keyword, Competition, Global Monthly Searches, and Local Monthly Searches. The 'Global Monthly Searches' column shows 301,000 for the broad keyword and 40,500 for the exact match. The 'Local Monthly Searches' column shows 74,000 for the broad keyword and 27,100 for the exact match. The keywords and search volume numbers are circled in red.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
mcdonalds coupons	<input type="checkbox"/>	301,000	74,000
[mcdonalds coupons]	<input type="checkbox"/>	40,500	27,100

This kw is great for two reasons. It is HIGHLY searched and EASILY monetized. That coupled with the fact I have 2 additional kw strategies to tackle this with.

Here is a screenshot taken directly from my own data-

Last Update: 29 Aug 2011 - 10:01 Update now

Reported period Aug 2011 OK



[Back to main page](#)

Keyphrases used on search engines

806 different keyphrases

	Search	Percent
mcdonalds coupons	706	20.7 %
mcdonalds coupons printable 2011	197	5.7 %
mcdonalds coupons 2011	110	3.2 %
mcdonalds coupons august 2011	104	3 %
mcdonalds coupons printable	98	2.8 %
mcdonalds coupon	92	2.7 %
mcdonalds coupons 2011 printable	52	1.5 %
mcdonalds	51	1.5 %
free mcdonalds coupons 2011	46	1.3 %
mcdonalds printable coupons 2011	36	1 %
mcdonalds coupons 2011 august	28	0.8 %
mcdonalds india	22	0.6 %
mcdonalds printable coupons	22	0.6 %
mcdonalds coupon 2011	20	0.5 %
mcdonalds free coupons 2011	20	0.5 %
printable mcdonalds coupons 2011	19	0.5 %
mcdonalds coupons printable august 2011	18	0.5 %
mcdonalds breakfast coupons printable 2011	18	0.5 %
mcdonalds coupon august 2011	17	0.5 %
mcdonald coupon	17	0.5 %
mcdonald s coupons	16	0.4 %
free mcdonalds coupons	15	0.4 %

So this is where you go, cool Shawn but how am I EVER going to rank for McDonald's coupons? The answer, we aren't going to try. We are going for long tail domination here.

You have SEVERAL ways you can target this.

The two BEST ways are to go menu specific and DATE SPECIFIC.

What you want to do is make sure you have various McDonalds items sprinkled in on your site. You will get found for item specific kw's. Such as McFlurry coupons or Big Mac coupons.

-Here is the Granddaddy of them all-

I am talking date specific. **This is the hole that I refer to that can never be filled.** I NEVER thought people would search by date for anything. Let alone coupons. In this case, specifically McDonalds coupons. Check out these #'s

Search terms (2)			
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> mcdonalds coupons 2011	<input type="checkbox"/>	22,200	6,600
<input type="checkbox"/> [mcdonalds coupons 2011]	<input type="checkbox"/>	1,900	1,300

Go to page: 1 Show rows: 50 1 - 2 of 2

Don't believe me?

Here is my OWN data-

Keyphrases used on search engines		
806 different keyphrases		
	Search	Percent
mcdonalds coupons	706	20.7 %
mcdonalds coupons printable 2011	197	5.7 %
mcdonalds coupons 2011	110	3.2 %
mcdonalds coupons august 2011	104	3 %
mcdonalds coupons printable	98	2.8 %
mcdonalds coupon	92	2.7 %
mcdonalds coupons 2011 printable	52	1.5 %
mcdonalds	51	1.5 %
free mcdonalds coupons 2011	46	1.3 %
mcdonalds printable coupons 2011	36	1 %
mcdonalds coupon 2011 august	28	0.8 %
mcdonalds india	22	0.6 %
mcdonalds printable coupons	22	0.6 %
mcdonalds coupon 2011	20	0.5 %
mcdonalds free coupon 2011	20	0.5 %
printable mcdonalds coupons 2011	19	0.5 %
mcdonalds coupons printable august 2011	18	0.5 %
mcdonalds breakfast coupons printable 2011	18	0.5 %
mcdonalds coupon august 2011	17	0.5 %
mcdonald coupon	17	0.5 %

This is why these stats are so awesome. I have noticed this before but never really took mind of it. If you search something by date, sometimes a site will come up in the search results because of the date in the footer or the archive dates in the sidebar of a blog. Every month a new keyword is born with people searching it **THAT SPECIFICALLY**.

So if you are targeting any niche that gets searched by date at all and you have it on a blog, you are **GOING** to be found for longtails by date by default.

Imagine actually using dates in your blog post titles. I'll even take it one step further. Start targeting dates in 2012 right now or even a few months from now. Get in **AHEAD** of everyone else. Imagine what gets searched by date besides coupons. Vacations, concerts, sporting events. The list is endless! We will cover more on this later...

So now let's go over monetization. You can go with AdSense. Don't believe someone would actually have an AdWords campaign running? Think **AGAIN**.


Search results for "mcdonalds coupons" showing various offers and ads. The top result is circled in red:

Mcdonalds coupons Coupons | mcdonalds.sundaygrocerycoupons.net
Download Free Mcdonalds coupons Now and Save Today!

Other results include:

- Promotions :: McDonalds.com** - Discover what's cooking at McDonald's - the latest promotions, menu items, new ad campaigns, Happy Meal toys and more.
- Real Fruit Smoothies from McCafé® :: McDonalds.com** - There's a cool new mix coming your way. It blends sweet and smooth. Creamy ...
- Subscriptions :: McDonalds.com** - Thank you for visiting McDonalds.com. Your e-mail may have been contained in ...

Images for mcdonalds coupons - Report images


























Ads on the right side include:

- KFC Coupons** - Visit KFC.com to Print Valuable Coupons & Find A Store Near You!
- Coupons** - 1-Day-Only Coupon Limited Availability- Act Now!
- McDonald's Coupon** - Save up to 70% McDonald's Coupon
- Mcdonalds Coupons** - Get McDonald's Coupons. Free Item Coupons Available.
- Mcdonalds Coupons** - Find McDonalds Coupons; Search McDonalds Coupons Now!

There are so many CPA offers out there and not only offers, but HIGH PAYING offers, that it really doesn't surprise me there are so many paid ads going on...

Here is a screenshot inside of OfferVault.com

Showing 1 - 50 of 52 Results for mcdonalds  Save This Search Offers per page 50

N	D	KW	OFFER NAME	PAYOUT	TYPE	CATEGORY	NETWORK	LAST UPDATE
			Profinity - Profinity.com - Claim Your \$50 Gas Rebate - Coupons - Risk Free - First Page Submit - International 	\$ 11.20	Lead	Coupons, Email / Zip Submit, Surveys	InfinetADS	29 Aug 2011
			McDonalds \$250 Gift Card - Short Form 	\$ 2.75	Lead	Freebie, Shopping/ecommerce	PeerFly	29 Aug 2011
			Email Submit - Full Reg - myo BBR McDonalds \$250 Gift Card 	\$ 2.25	Lead	Email / Zip Submit, Freebie, Shopping/ecommerce	NDemand Affiliates	29 Aug 2011
			TheRewardMonkey - McDonalds vs Burger King Survey *EXCLUSIVE* 	\$ 2.00	Lead	Freebie, Lead Gen, Exclusive	Globalizer	29 Aug 2011
			250 McDonalds Arch Card - Email Submit - NO INCENT!	\$ 1.80	Lead	Email / Zip Submit	LIMELIGHTCPA	29 Aug 2011
			McDonalds vs Burger King - \$250 Visa GC - Email Submit	\$ 1.80	Lead	Email / Zip Submit, Food, Freebie	LIMELIGHTCPA	29 Aug 2011
			McDonalds Survey 	\$ 1.80	Lead	Surveys	DIABLO MEDIA	29 Aug 2011
			EXCLUSIVE* \$250 McDonalds Arch Card - Email Submit (pre-poppable w/ no exit pops) 	\$ 1.75	Lead	Email / Zip Submit, Freebie, Exclusive	Globalizer	29 Aug 2011

For CPA offers, you can use OfferVault.com, Neverblue, or even PeerFly. I know for a fact PeerFly doesn't even require a phone interview like Neverblue does.

I have considered even starting a list with this. Coming at it with the angle of a weekly coupon special. Something that I have NOT tested, but would serve as a GREAT case study for a WSO if anyone were inclined to try (hint, hint)

This is where you ask me, "Shawn, this is awesome, but how do I write articles about McDonald's coupons?"

The answer is, YOU DON'T. There is no slaving over your computer trying to crank out 350 word after 350 word article

here.

Most everyone uses blogs nowadays for their sites. Even if you don't this process still works.

If you DO use blogs, I know for a fact that you can soak up long tails with JUST keyword rich titles to your blog posts and images.

Now I am not saying to just put up a spammy site, those tend to go away fairly quickly. But for my test, that is exactly what I did. I put up a site with JUST kw's as the blog post titles and an image in the body.

Google is LOVING this blog. That being said, putting a quick 100 word description about your kw is going to bulletproof your site in Google. I also never recommend putting AdSense on a site that is thin on actual content. CPA offers are different though. Do you think my affiliate manager is loving me right now? You betcha'!

This is where you could even use autoblogging to build your sites. WHAT??? Yes, you heard me correct. Just use a platform that you can load up kw's that will scrape images (all legitimate of course) and then just post date the blog posts. Then go in and write a short snippet before they go 'live'. There are several autoblog softwares out there. I have my

personal favorite, but any one will do for this.

So here is where you stand now.

You have a KW with MASSIVE searches a month and hundreds of potential kw's to soak up.

McDonald's Coupons

Menu Items

Date Specific

So is that it? Is this WSO over?

NO WAY.

This is where we get into the broad nature of this niche?

Did I mention about the site that I built that I sold for \$999 within a month?

Guess what the niche was-

Fast Food Coupons


Yep, McDonald's coupons was not the first stop in this journey. It is actually the reason I did my test. I literally set up a site for fast food coupons that I flipped in under a month for

\$999. It was making \$3 a day right out of the gate with adsense. I did EVERYTHING wrong too.

One page site, about 100 words of content and monetized right away. If anyone knows my style, I am now about deep content and waiting a month to monetize. Well, I did everything wrong and was still successful.

So how do we target/dominate this?

First off, let's look at fast food coupons in Google-





The screenshot shows a Google Keyword Planner interface. At the top, there are options for 'Download', 'View as text', and 'More like these'. Below that, it says 'Sorted by Relevance' and 'Columns'. The main section is titled 'Search terms (2)'. It contains a table with four columns: 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'. Two rows are visible, both for the keyword 'fast food coupons'. The first row shows a competition level of approximately 25% and 18,100 global searches. The second row shows a competition level of approximately 25% and 9,900 global searches. Red circles highlight the keyword 'fast food coupons' in both rows and the '18,100' and '9,900' search volume numbers. At the bottom, there are navigation controls: 'Go to page: 1', 'Show rows: 50', and '1 - 2 of 2'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
fast food coupons	25%	18,100	18,100
[fast food coupons]	25%	9,900	8,100













Not bad in my book. Exact match is half of broad match. Those are AWESOME numbers.

So what are some long tails we can target as well? Here are your best two add on kw's for fast food coupons-

- free
- printable

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> ☆ free fast food coupons		2,900	2,900
<input type="checkbox"/> ☆ printable fast food coupons		1,900	1,900

Go to page: 1 Show rows: 50 1 - 2 of 2

Keyword ideas (35)			
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> ☆ fast food coupons free		2,900	2,900
<input type="checkbox"/> ☆ coupons for free fast food		2,900	2,900
<input type="checkbox"/> ☆ free coupons for fast food		2,900	2,900
<input type="checkbox"/> ☆ fast food free coupons		2,900	2,900
<input type="checkbox"/> ☆ free coupons fast food		2,900	2,900
<input type="checkbox"/> ☆ free food coupons fast food		2,900	2,900
<input type="checkbox"/> ☆ fast food coupons printable		1,900	1,900
<input type="checkbox"/> ☆ printable coupons fast food		1,900	1,900
<input type="checkbox"/> ☆ printable coupons for fast food		1,900	1,900
<input type="checkbox"/> ☆ fast food printable coupons		1,900	1,900
<input type="checkbox"/> ☆ free fast food coupons to print		480	480
<input type="checkbox"/> ☆ fast food coupons free to print		480	480

Your best bet here is to pick up an exact match domain-

My Selected Domain Names (31): [Select All](#) [Unselect All](#) [Copy All](#) [Remove All](#)

<input checked="" type="checkbox"/> couponsforfreefastfood.com	<input checked="" type="checkbox"/> freecouponsforfastfood.com
<input checked="" type="checkbox"/> fastfoodfreecoupons.com	<input checked="" type="checkbox"/> freefoodcouponsfastfood.com
<input checked="" type="checkbox"/> freecouponsfastfood.com	<input checked="" type="checkbox"/> fastfoodprintablecoupons.com
<input checked="" type="checkbox"/> printablecouponsfastfood.com	<input checked="" type="checkbox"/> printablecouponsforfastfood.com
<input checked="" type="checkbox"/> fastfoodcouponsprint.com	<input checked="" type="checkbox"/> couponsforfastfoodrestaurants.com
<input checked="" type="checkbox"/> fastfoodrestaurantscoupons.com	<input checked="" type="checkbox"/> couponsfastfoodrestaurants.com
<input checked="" type="checkbox"/> couponsforfastfoodplaces.com	<input checked="" type="checkbox"/> freefastfoodcouponstoprint.com
<input checked="" type="checkbox"/> freefoodcouponstoprintfastfood.com	<input checked="" type="checkbox"/> fastfoodcouponsfreetoprint.com
<input checked="" type="checkbox"/> fastfoodonlinecoupons.com	<input checked="" type="checkbox"/> onlinecouponsforfastfood.com
<input checked="" type="checkbox"/> onlinecouponsfastfood.com	<input checked="" type="checkbox"/> freeprintablefastfoodcoupons.com
<input checked="" type="checkbox"/> freefastfoodprintablecoupons.com	<input checked="" type="checkbox"/> freefastfoodcouponsprintable.com
<input checked="" type="checkbox"/> printablecouponsforfreefastfood.com	<input checked="" type="checkbox"/> freeprintablecouponsforfastfood.com
<input checked="" type="checkbox"/> fastfooddiscountcoupons.com	<input checked="" type="checkbox"/> freefastfoodrestaurantcoupons.com
<input checked="" type="checkbox"/> couponsforfreefoodatfastfoodrestaurants.com	<input checked="" type="checkbox"/> freecouponsforfastfoodrestaurants.com
<input checked="" type="checkbox"/> printablecouponsforfastfoodrestaurants.com	<input checked="" type="checkbox"/> fastfooddealscoupons.com
<input checked="" type="checkbox"/> buyonegetonefreefastfoodcoupons.com	

You can go two ways here. Either shoot to rank one term, or go for soaking up a LOAD of long-tails. Actually you could do both.

You can use the same tactics as you we did with McDonald's coupons as well. Not only can you target the terms around fast food coupons, but look at the other restaurant chains you can target-

Search terms (5)				
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ burger king coupons		74,000	33,100	
<input type="checkbox"/> ☆ sonic coupons		40,500	40,500	
<input type="checkbox"/> ☆ dairy queen coupons		27,100	22,200	
<input type="checkbox"/> ☆ taco bell coupons		22,200	18,100	
<input type="checkbox"/> ☆ wendys coupons		18,100	18,100	

So now your brain should be overflowing with ideas here-

At this point, you have a complete WSO in your hands, but we are not just stopping there.

I decided to break down 7 additional sub-niches...

Pizza Coupons

I will tell you that this one is bigger than even fast food coupons. Pizza Hut is your best bet here. As with McDonalds coupons you can go at this one the same way.

If you are building a blog, kw rich titles with a short description underneath. When choosing a domain name, DO NOT use Pizza Hut in the name. Something generic. Like PizzaCoupons.com :)

Search terms (4)	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
	pizza hut coupons	<input type="checkbox"/>	450,000	301,000
	[pizza hut coupons]	<input type="checkbox"/>	246,000	201,000
	pizza hut coupons 2011	<input type="checkbox"/>	12,100	9,900
	[pizza hut coupons 2011]	<input type="checkbox"/>	5,400	5,400

Go to page: 1 Show rows: 50 1 - 4 of 4

One of the best places for CPA offers for Pizza Hut coupons is OfferVault.com.

The great thing about a lot of CPA offers is you can find ones that only require an email submit to get paid. There are ones that require a cell phone # which pay upwards of \$10 apiece, but I personally like the email submit only offers.

The screenshot shows the OfferVault website interface. At the top, there's a navigation bar with the OfferVault logo and a featured video titled "Tap the Power of Facebook to Crank Up your Sales 24/7". Below this is a "Featured Offers" section with a sponsored offer from ThirdCashUSA.com. The main search area has a search bar containing "pizza hut" and a "SEARCH" button. Below the search bar are filters for "All Offers" and "New Offers Only", and buttons for "Set Country", "Search Preferences", "Advanced Search", and "Reset". A "LIVE SEARCHES" section shows trending terms like "cosmetic surgery" and "Lasik". To the right, a "Top 10 Search Terms" list includes "dating", "2011", "ipad", "weight loss", "auto insurance", "netflix", "walmart", "education", "email submit", and "iphone". At the bottom of the search area, it says "Showing 1 - 50 of 55 Results for pizza hut" and "Offers per page 50".

Restaurant Coupons

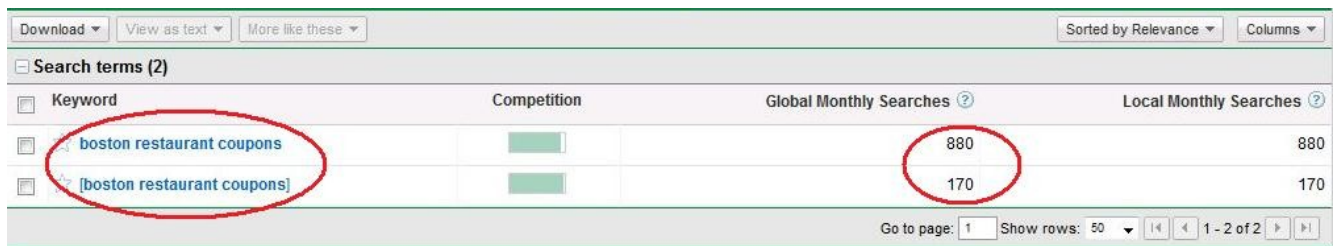
This is a great one. This could be a whole WSO on its own. There are several ways to attack this one. You can go generic like printable restaurant coupons, or you can attack it restaurant specific.

Search terms (2)			
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
printable restaurant coupons	<div style="width: 100%;"></div>	18,100	18,100
[printable restaurant coupons]	<div style="width: 100%;"></div>	1,900	1,600

Go to page: 1 Show rows: 50 1 - 2 of 2

If you were even so inclined you could do a local restaurant

coupon site as well. You could go restaurant type specific (mexican food, chinese, thai etc...) I know where I live, there are about 20 different Mexican food restaurants in town. You could build a small site about say BellinghamMexicanFood.com. List all the restaurants in town, but make one of them pay an advertising fee to be the 'featured' restaurant. Charge em \$200 a month. (I'm serious here. Don't low-ball yourself)



The screenshot shows a search tool interface with the following data:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
boston restaurant coupons	[Green bar]	880	880
[boston restaurant coupons]	[Green bar]	170	170

Additional interface elements include: Download, View as text, More like these, Sorted by Relevance, Columns, Search terms (2), and pagination controls (Go to page: 1, Show rows: 50, 1 - 2 of 2).

Grocery Coupons

Another HUGE opportunity. I personally would attack this one with the word printable. Printable grocery coupons. This is another fantastic AdSense opportunity. Another one for local too. If your town is anything like mine, there are several large grocery stores. You could do the same thing as we did with restaurant coupons. BellinghamGroceryStores.com

Start a bidding war against each other. These guys could net you \$500 a month!

Search terms (2)		Global Monthly Searches	Local Monthly Searches
Keyword	Competition		
printable grocery coupons	<div style="width: 100%; height: 10px; background-color: green;"></div>	135,000	135,000
[printable grocery coupons]	<div style="width: 100%; height: 10px; background-color: green;"></div>	40,500	40,500

One thing you can do as well, is not just go grocery store specific or target the term printable, you can go brand name as well. People search for the craziest coupons you can imagine. All the way from diaper coupons to Ziploc bag coupons.

Just look in the Sunday newspaper. If there is an ad for something, 9 times out of 10 someone is searching online for a coupon as well.

Manufacturer Coupons

This one you can go as wide and as deep as you want. There are so many companies out there, you could actually build out a 1000 page site and not even scratch the surface.

Search terms (2)		Global Monthly Searches	Local Monthly Searches
Keyword	Competition		
manufacturer coupons	<div style="width: 100%; height: 10px; background-color: green;"></div>	135,000	110,000
[manufacturer coupons]	<div style="width: 100%; height: 10px; background-color: green;"></div>	49,500	49,500

There are literally 1000's of different products you can target

here. From laundry soap to toothpaste. Coupons.com has an awesome affiliate program.

MAKE MONEY BY OFFERING COUPONS & DISCOUNTS!



The great thing is they have basically an umbrella over all manufacturers. Imagine the amount of traffic you can drive by using vendor specific names on your site. Now add in some date specific kw's and you have a site that will be soaking up long-tail kw's all day long!

Here are a few vendors covered by Coupons.com



The company, product, and service names used on this web page are for identification purposes only. All trademarks and registered trademarks are the property of their respective owners.

Car Rental Coupons

If you think that nobody searches for car rental coupons, think again. This one actually surprised me-



A screenshot of a search engine results page showing search volume for 'car rental coupons'. The table has columns for Keyword, Competition, Global Monthly Searches, and Local Monthly Searches. The keyword 'car rental coupons' is circled in red, and its search volume of 450,000 is also circled in red.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
car rental coupons		450,000	368,000
[car rental coupons]		33,100	33,100

This is one where using terms like Budget Rent a Car & Avis will help in getting vendor specific traffic. Commission Junction has a great affiliate program for car rentals-



A screenshot of a Commission Junction affiliate program table. The table has columns for Advertiser, 3 Month EPC (USD), 7 Day EPC (USD), Network Earnings, Sale, Lead, and Click. The advertiser names 'Avis Rent A Car' and 'Budget Rent a Car' are circled in red. The lead commission ranges are also circled in red.

Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead	Click
Avis Rent A Car » View Links	\$35.09	\$23.65		Sale: 3.00% USD	Lead: \$0.00 - \$15.00 USD	
Budget Rent a Car » View Links	\$33.20	\$0.82		Sale: 3.50% USD	Lead: \$0.00 - \$15.00 USD	

You don't need to limit it to just these two as well. Some car rental companies have their own affiliate programs. This is again another GREAT AdSense niche.

Entertainment Tickets

ENDLESS opportunities here. This is one where you use the date specific method. Think concerts, sports events and shows. Vegas shows is HUGE when you target date specific.

Check out broad match for 'tickets 2011'-



The screenshot shows a search results table with the following data:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
2011 tickets	<input type="checkbox"/>	2,740,000	1,000,000

Additional interface elements include: Download, View as text, More like these, Sorted by Global Monthly Searches, Columns, Search terms (1), and pagination controls (Go to page: 1, Show rows: 50, 1 - 1 of 1).

Think of all the long-tail terms that comprise that total of 2,740,000. Remember those are MONTHLY searches!

There are so many sub-niches in this, you could go nuts. What I would do is build a bunch of little sites. One for sports tickets, one for concert tickets etc.

Then build one HUGE site that covers tickets in general. The commissions are generous too.

Your best bet here for an all-in-one affiliate program is StubHub.com



Vacations

Ok, so this sub-niche isn't as much about using the term coupon, but it is more about targeting this through using date specific keywords. You can target virtually any sort of vacation here.

- Cruises
- Hotels
- Theme Parks (Disneyland, etc)
- Vacation Packages
- Airfare

These get searched date specifically ALL DAY LONG. (no pun intended) People are searching date specific because they know that they will come across the best deals that way. Guess what? You know they are searching that way. So go soak up yourself some traffic! (did I mention target date specific?)

Check out these date specific kw's-

Search terms (1)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
2011 vacation		135,000	90,500	

Go to page: 1 Show rows: 50 1 - 1 of 1

Keyword ideas (100)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
vacation 2011		135,000	90,500	
2011 vacation packages		27,100	22,200	
vacation packages 2011		27,100	22,200	
vacation packages for 2011		27,100	22,200	
2011 vacation deals		22,200	22,200	
vacation deals 2011		22,200	22,200	
vacation deals for 2011		22,200	22,200	
school vacation 2011		22,200	18,100	
disney vacation 2011		14,800	14,800	
summer vacation 2011		12,100	5,400	
2011 disney vacation packages		12,100	9,900	
disney vacation packages 2011		12,100	9,900	
disney vacation packages for 2011		12,100	9,900	

If you use date specific and even drill down to the month, you can enter these highly competitive markets with relative ease. Once you penetrate the market even a little bit, you can then start expanding out and soon you will be a full fledged contender in some of the most lucrative markets there are.

So there you have it. The coupons niche is so huge and unsaturated you can basically pick one and run with it. The funny thing is there is another aspect we didn't even touch on. The discount market. You combine coupons AND discounts on the same site, you have Wicked Simple Domination!

Now go build out some coupon sites! That is my plan starting

tomorrow. The whiteboard gets cleared off and it is time to get hopping!

-Shawn

P.S. My latest WSO [Wicked Simple Cash 2.0](#) takes you step by step from having no site to full blown coupon site with a VERY simple linking stragegy using the coupon niche...