



# Niche Reaper v3.0 FAQ

## Niche Reaper v3.0 FAQ

As we've had a range of questions in over the last week I've grabbed the most common one's and created a Frequently Asked Questions document.

**Q:** How do I download niche Reaper?

**A:** Niche Reaper isn't a downloaded program, it's "Software as a Service" that runs in any browser, so you can use it on any device.

**Q:** Is there any training for Niche Reaper?

**A:** Click on the Training link at the top of the dashboard page to access the training videos for Niche Reaper.

**Q:** What should I filter on?

**A:** Part of the beauty and power of Niche Reaper is that there are all sorts of combinations of filters that can be used and throw up all sorts of surprising of niche ideas, which is why we encourage users to experiment with different sets of filters.

**Q:** Can I put my own keyword in?

**A:** Yes, if you have an existing niche/keyword you can pop it in the field at the top of the keywords column to see what related keywords Niche Reaper has in the database.

**Q:** Is there training on how to build and monetize Niche sites?

**A:** We will be adding more training videos over coming weeks to help out newer members, and to cover different ways to monetize niche sites.

**Q:** Can I save my favorite search criteria?

**A:** Yes, we've added the option to save your favorite filters so you can reload them at the click of a button.

**Q:** How does the difficulty scoring work?

**A:** The "Difficulty" is a simple visual summary of how hard it is likely to be to rank for a keyword:

The color codes are:

**1 to 59: Green** = Easier to rank for

**60 to 79: Orange** = Moderate difficulty to rank for

**80 to 100: Red** = Difficult to rank for

**Q:** Where do you find the keywords from?

**A:** NicheReaper looks for trending new keywords from Google, Bing, Yahoo, eBay and Amazon

**Q:** How is the traffic value calculated?

**A:** The following formula is used to calculate the Traffic value:

searches \* \$cost per click \* 0.184

18.4% = the average number of clicks of any one of the top 10 Google results

In other words Niche Reaper approximates what it would cost you to generate that traffic via adwords and therefore how much an organic listing is worth.

**Q:** How is the Adsense value calculated?

**A:** The following formula is used to calculate the Adsense value:

Searches \* \$cpc \* 0.3124 \* 0.05 \* 0.68

- 31.24% is the average click through rate, based on the top results in Google

- 0.05 represents the average 5% CTR (Click Through Rate) on adsense ads

- 0.68 is the 68% payout on CPC from Google

**Q:** What is the trend?

**A:** The Trend graph is the 12 month historic search volume for that keyword on Google

**Q:** Does every keyword you find get included?

**A:** No, we pre-qualifying the keywords that get put in to the database. Keywords must have a minimum search volume, CPC value and "Commercial Intent" score to make it in, to keep out anything that doesn't have real value for you!

**Q:** What is the minimum value criteria for inclusion?

**A:** For a keyword to be included in Niche Reaper it must meet ALL of the following requirements:

1. search volume greater than 249
2. commercial intent greater than 24%
3. CPC greater than \$0.24 3

**Q:** Will there be a limit to the number of keywords added?

**A:** No. The system researches around 25,000 new keywords a day, and all keywords that meet the minimum criteria will be added to the database for you.

**Q:** How is Niche Reaper different to tradition keyword research systems?

**A:** The real difference is that Niche Reaper is a keyword discovery tool, it finds new keywords and niches for you, instead of you having to constantly come up with ideas for new keywords.

**Q:** Do I need more than one keyword to build a site around?

**A:** Having a good number of related keywords helps a lot, as the pages you build for each one will all help each other by giving your site more authority.

**Q:** Is a keyword still worth targeting if there are millions of results in Google for that keyword?

**A:** The number of results in Google for a keyword is to a large extent irrelevant, it only really matters whether the first page results are well optimized and have decent backlinks, if they're not then that keyword can be easy to rank for.

**Q:** How often are existing/old keywords updated?

**A:** At present they aren't, we used to drop older (60+ days) keywords out of the database, but many users didn't want to lose them, so we are looking in to an option to refresh the data after 2-3 months.

I hope you find this FAQ useful in making sure you get the most from Niche Reaper!

If you need to get in touch please email our support desk –

**[support@nichereaper.com](mailto:support@nichereaper.com)**

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