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## 7 Most Common Niche Site Mistakes: The Checklist

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This is the compressed checklist for my blog post: <http://www.rankxl.com/common-mistakes-building-new-niche-site/>

In this post I want to share some tips with you on how to get started and how to avoid some very common (and crucial) mistakes.

Deciding to start a new niche site is exciting! I still get hyped up whenever I decide to enter a new niche.

The possibility of growing something from scratch, dominating a new niche, and building upon my monthly income hopefully a significant amount is an exciting feeling.

But it's not like a few years ago anymore. We can't just throw up niche sites with the intention of building it to a few dollars per day, and then move onto the next project.

If you are, you're leaving a lot of money on the table.

**New niche sites are started everyday, all with the goal of achieving exactly what I described above.**

But most people fail.

And I'll tell you first hand, that failing with a niche site sucks.

Niche sites take a lot of work, and if you make some of the mistakes I'm going to discuss in this post, all that time can go down the drain.

Some mistakes are fixable, some mistakes are irreversible.

But all of them avoidable.

And hopefully this post will help you save a lot of time, money, and effort in building your next niche site.

*Here are the top 7 mistakes that people make when starting a new niche site (and how to avoid them).*

## 1. Publishing articles too quickly

Most people who start niche sites today almost seem as if they're in a race to fill up their site with content. Usually, it's so that it doesn't look empty.

What ends up happening is that the site gets filled up with thin, low-quality content.

Apart from spamming a site to death with low-quality links, hitting a site with low-quality content is just as harmful.

**INSTEAD:** Instead, publish every piece of content with only two objectives in mind: establishing the quality of your site, and building backlinks.

Understand that an empty site is not a bad thing.

It's not about how many pages you have. It's about how much traffic each one can drive to your site.

- One article can bring in more traffic than 1000 articles.
- One article can bring in enough traffic to make you a full-time income.

When you understand that, and build it out accordingly, you'll have a much easier time actually driving traffic, and building up your authority.

## 2. Buying articles for cheap

If your plan is to order a bunch of articles for \$5-\$10 for your new niche site, then stop right now. A new site should ONLY have high quality articles.

If you're going to publish nothing but \$5-\$10 articles onto a new site, you may as well save your time and money, and just not start the site in the first place.

It's not going to build any traction... unless you can somehow build a ton of links to them. But even then, you're risking getting hit for thin content in the future.

**INSTEAD:** Focus only on creating high-quality, in-depth articles over 2000 words long.

Remember what we learned from point #1: Every article published should be done so with the intention of building links.

And the only way to do that is to create something awesome that people would actually link to.

### 3. Focusing on multiple traffic sources

There's absolutely no reason you should have multiple social media profiles for your new niche site.

I still see a lot of people creating a Facebook page, Twitter page, Google Plus page, Pinterest Page, and a LinkedIn page.

When I'm creating a new niche site, I don't focus on anything except SEO – creating super high quality articles, and building high quality links to them.

Why? Because my main objective with the site is to build up organic search traffic. And spending time on anything else is a waste of time.

**INSTEAD:** In the beginning, ONLY STICK WITH ONE TRAFFIC SOURCE.

If your main goal is high rankings and lots of organic traffic, stick with SEO and focus ONLY on SEO.

Dividing up your attention is a waste of time and will prevent you from doing one thing optimally, and instead do multiple things sub-optimally and end up giving up.

## 4. Targeting niches that are too small

One of the best reasons to build a niche site these days is due to how strong authority sites rank in the search engines.

Google is all about authority now. If you can build a high domain authority on your site, then you have a huge advantage over your competitors in the search engines.

You rank new pages almost instantly, and you pull in tons of long-tail traffic.

The worst thing you can do is target a niche that's too small.

By entering a niche that's too small, you're putting a cap on your site's growth potential and you won't be able to scale when it's most profitable to do so.

Meaning... you're doing all the work for no reward.

**INSTEAD:** When you're researching niches to enter, make sure that:

It has plenty of search volume keywords so that ranking #1 will actually mean something significant in your traffic and earnings. You have plenty of room to scale the site into hundreds of pages.

## 5. Ordering link spam packages

Despite Google having changed completely to combat spam links, there seems to be no change in the number of people selling and ordering these link blast packages.

**INSTEAD:** Understand that the only way for somebody to sell you hundreds or thousands of links for that cheap is by using software tools.

And also understand that links built with software at this scale are considered spam, and are easily detected by Google.

Start learning how to do outreach, and get really good at it. Once you do, you'll be able to build valuable properties on the web, and truly realize the benefits of doing proper white-hat SEO.

A single link that you earn from outreach is going to be way stronger than a package of 10,000 links ordered from one of these services.

## 6. Over-optimizing content

Today, the recommended keyword density is N/A – meaning don't pay attention to it at all.

The only time I focus on keyword density is after an article is written, right before it's about to be published.

While under-optimization is not much of an issue, accidentally keyword stuffing is.

Write naturally, and just make sure that your article doesn't sound like it's been stuffed with keywords.

Especially after Google's Hummingbird update, the term "keyword density" shouldn't even need to be discussed anymore.

**INSTEAD:** Your focus should be on user intent – understanding what someone is looking for when they search for your keyword, and providing a valuable resource that answers their question.

## 7. Having an ugly design

I know that a lot of people say that design isn't important, but I completely disagree.

Especially if you're doing outreach link building, you need your website to look credible. It'll increase your success rate significantly.

You just need it to look professional, and credible. This also helps with ranking factors such bounce rate and time on site.

If you're not a designer, always go for the clean and simple option.

**The only things you should be concerned with are:**

- Clean, readable text.
- Plenty of spacing so that it doesn't look cramped.
- Proper formatting.

### **Text formatting is EVERYTHING**

Not formatting your content is one of the simplest mistakes you can make that can have a negative impact on your site's success.

Not formatting your content properly is, in my opinion, one of the worst things you can do.

By formatting, I don't mean remembering to include your H1's and H2's.

I mean... properly designing your text layout so that your H2's and H3's are clear, and your paragraph text is spaced out and readable.

H2's should look like H2's. And H3's should look like H3's.

Text formatting is more important than anything else when you're focusing on design for SEO.

## Conclusion

There are a lot of moving parts in building and growing a niche site.

And unless you're an experienced veteran with a couple of high-income sites in your portfolio already, you're bound to make mistakes.

When I first got into SEO and niche sites, I made every single one listed in this blog post.

And I can tell you first hand that it is not a pleasant feeling to work on a site and find out that you've made critical errors that will prevent it from ever growing to where you wanted it to be.

One of the things I hate more than anything is having to give up on a niche site mid-way because there just isn't potential in it anymore.

Today, I feel that I've refined my strategy to the point where I'm doing everything in the most efficient way possible. But it took much longer than I would have liked, and a lot of trial and error to get here.

Hopefully, you're able to avoid the mistakes I've made, save yourself time and money, and see positive results a lot faster.