

SEO Niche Workshop – Session One

Instructor

Michael I. Alcantara

Email

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Course Time

10am-2pm
4 Hours

Workshop Overview

If you've ever wanted to create a passive income stream online but didn't think you had the knowledge or experience, this workshop is for you. Through four separate courses, Michael Alcantara, CEO and founder of Alcantara Media will teach you the skills and strategies you need to find an untapped niche, build a website, and market it in a way that increases traffic and revenue.

Course Materials

All resources will be available online at:
www.alcantaramedia.com/SEOworkshop

Session One – May 4th Learn About and Select Your Niche

- **What is a Niche?**

A niche is a subset of a market that exists.

- **Example niche websites**

www.SecurityGuardTrainingHQ.com - \$2,800/month

www.CreateAClickableMap.com - \$400/month

www.GreenExamAcademy.com - \$3,600/month

- **Driving Traffic**

Integrated Marketing, what is it? How to do it?

- **Monetization**

Advertising, Affiliates, Lead Generation

- **Doing something you love**

Problems, Passions, Fears (7-7-7)

- **Researching and Selecting your niche**

Keyword Research and Traffic Analysis (Tools)

- **Finding Opportunities**

Available Domains and Competition Analysis