# How to Find Your Niche in 20 Minutes or Less

Finding a niche for your online business is about as important as remembering to take your swimsuit to the beach. If you don’t, chances are you won’t get very far. If you want to be a successful business owner, then you need to focus on finding a niche that will allow you to focus on creating successful online products and services. If you haven’t found your niche yet, here’s how you can find it in 20 minutes or less.

**Finding Keywords to Work With**

Searching for niche ideas is incredibly easy when you use Google’s External Keyword Tool. The tool is free, and it allows you to discover both local and global search volume numbers for keywords, related keywords, and the competitiveness of those keywords. When it comes to choosing a niche, you want to find keywords that have a minimum of 1,000 searches a month. You also will want to make sure that the keywords you choose aren’t overly competitive as well.

**Determining the Competitiveness of the Keywords**

Once you've found some keywords that you think you want to work with and which ones you want to focus your time on, you can start to check out how competitive each one is. You can do this by typing your chosen keyword into the Google search bar to see how many other pages show up on the results pages. Don't forget to spend some time looking at the video and image search results as well. This will allow you to see what other kinds of competition you'll be up against besides the organic search results and PPC customers.

**Making a Decision**

Now that you have found some relevant keywords and determined the competitiveness of those keywords, you can decide on whether or not you will move forward with your niche idea. If the organic competition is low and there isn't a lot of paid for competition, then you can feel reasonably confident in moving forward with your idea. However, if the competition is high, you might want to move through the process again to find a better niche to enter. If you decide to move forward, the next thing you should do is select a domain name that fits your keyword.

Choosing a niche for your online business doesn't have to be a long, drawn-out process. Following these three steps will help you choose your niche in 20 minutes or less, and you'll have your online business up and running in no time.