

# GENEALOGY NICHE REPORT



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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# **GENEALOGY NICHE REPORT**

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## GROW YOUR BUSINESS: NICHE OVERVIEW

Once again I am here to introduce you to a hot niche market and 'hack' it wide open so you can make money from it.

This particular niche has intensely rooted interest and you can have the customers climbing up your tree just by branching out into this niche.

This niche market is **Genealogy**. A niche that literally involves every person on Earth, EVER!

## INTRODUCTION

Genealogy (from Greek: γενεά genea, "generation"; and λόγος logos, "knowledge"), also known as family history, is the study of families and the tracing of their lineages and history. Genealogists use oral interviews, historical records, genetic analysis, and other records to obtain information about a family and to demonstrate kinship and pedigrees of its members. The results are often displayed in charts or written as narratives.

The pursuit of family history and origins tends to be shaped by several motivations, including the desire to carve out a place for one's family in the larger historical picture, a sense of responsibility to preserve the past for future generations, and a sense of self-satisfaction in accurate storytelling.

**SOURCE:** [WIKIPEDIA](#)

## MARKET SIZE & WORTH

- Worth \$1.6 Billion a year and growing
- 84 Million people actively searching their ancestry
- Spending per person ranges from \$1,000 to \$18,000 per year

### **More detailed information:**

This billion dollar industry is growing and blooming with interest.

In 2012, ABC News shared this observation, “Hard numbers are difficult to come by, but hobby experts believe that genealogy ranks second only to gardening as American's favorite pastime.”

(Source: [ABC News - Good Morning America](#))

Ancestry.com is "ranked in January 2013 as the 161st most popular website of any type in the U.S." However, there are so many more new and innovative related sites, for instance, FindaGrave.com, RootsWeb.com, and AncientFaces.com.

Today, genealogy ranks second only to porn as the most searched topic online. According to a January 2012 report by market research firm Global Industry Analysts, an estimated 84 million people around the world spend anywhere from \$1,000 to \$18,000 a year in search of their ancestors.

(Source: [Bloomberg Business](#))

## DEMOGRAPHICS:

- Main genealogy seekers are Caucasian, females over the age of 55, however the demographics are widening in their reach
- It's a demographic projected to grow 36 percent by 2020, three times as fast as any other group
- Ranks second only to porn as the most searched topic online

Sources: [ABC News, Good Morning America](#)

[Bloomberg Business](#)

### More information:

So, who is doing all this family tree climbing?

Visitors to online genealogy sites are mostly white women, 55 and older, who browse the Internet from home—or, says Pate, “your Aunt Betsy, who’s got a real rabid appetite for digging into family roots.” It’s a demographic projected to grow 36 percent by 2020, three times as fast as any other group.

(Source: [Bloomberg Business](#))

The demographic circle is rooted with these types but in recent years has branched out and more and more young people are gaining interest. People want to know their heritage. A rise in interest can be attributed to television and social media. There are enthusiasts as well

as hobbyists. The reasons for searching also are varied. Some want to know their family medical history, their “nobility”, their ethnicity, etc. There are even those looking for a long lost inheritance, let alone long lost loved ones through their family trees.

The products range from books, apps, memberships, gadgets, systems and other items.

“Hacking” the genealogy market is secure in the fact that the participants can be extremely passionate about their heritage and there will never, ever be a shortage of people.



## NICHE DEMAND

Keyword (by relevance)	Avg. monthly searches <sup>[?]</sup>
ancestry	1,000,000
family search	135,000
family tree	110,000
ancestry DNA	90,500
heritage	74,000
genealogy	74,000
ancestors	18,100
lineage	18,100
free ancestry search	12,100
genealogy software	2,900
genealogy of Jesus	2,400

Consider these enormous, high volume keywords. More than 1.5 million searches, just from this sampling of words or phrases.

This is for one average month! And this is just a few leaves off the tree. Think of all the varieties of long tail keywords and other terms that can be cultivated and utilized.

## Common Google Searches

Here's what people are searching on Google for...

### Searches related to genealogy

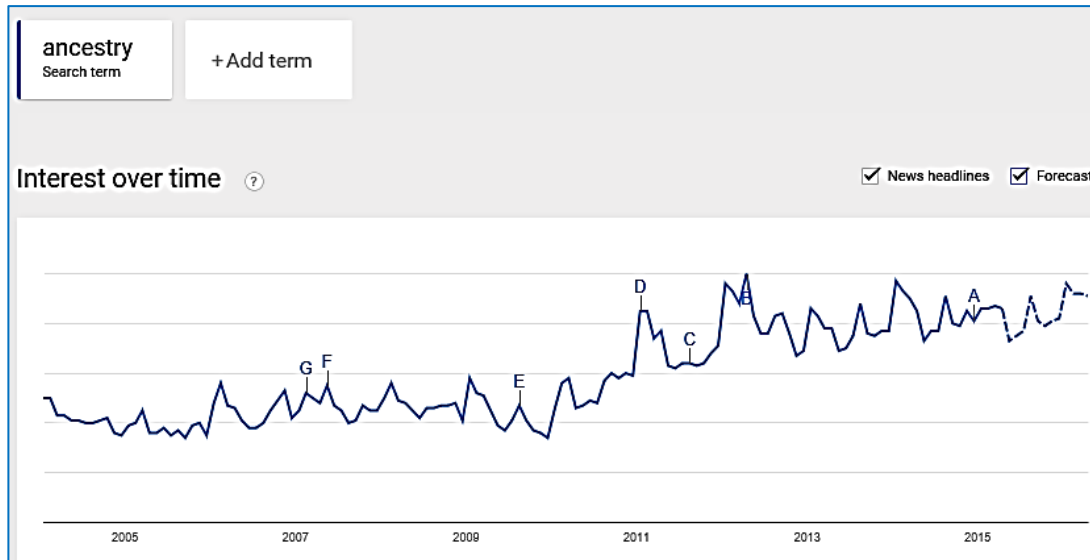
[free genealogy records](#) [genealogy software](#)  
[genealogy mormon](#) [irish genealogy](#)  
[surnames](#) [genealogy of jesus](#)  
[genealogy dresses](#) [genealogy bank](#)

### Searches related to ancestry

[free ancestry search](#) [ancestry coupon](#)  
[family search](#) [ancestry world tree](#)  
[rootsweb](#) [ancestry dna testing reviews](#)  
[ancestry reviews](#) [ancestry cost](#)

You don't have to worry about barking up the wrong tree, simply use these suggestions as content ideas to build topics around or create categories on your site, or as keywords for your SEO efforts.

## NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in interest in the genealogy/ancestry kingdom. It is rising and is showing a steady climb.

The chart says it all, and according to [GenealogyInTime.com](http://GenealogyInTime.com) “genealogy grew a healthy 20% over the past year (2012-2013). In fact, the number of daily visitors to all genealogy websites has grown from about 250,000 visitors a day at the beginning of 2012 to about 300,000 visitors a day at the beginning of 2013.”

This niche has strong roots and is climbing. It is potentially big business and is absolutely timeless. This trend will continue for years to come.

## SUB-NICHES TO EXPLORE

- Ancestry
- Heritage
- DNA Genealogy
- Family Trees
- Lineage
- Family Origin

### **May also be interested:**

- Astrology
- Numerology
- History
- World Cultures

## MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
DNA Analysis Shows That Native American Genealogy Is One of the Most Unique in the World	254147
31 Rolls of Undeveloped Film from a Soldier in WWII Discovered and Processed	103490
50 Free Genealogy Sites to Search Today	52182
Richard III DNA shows British Royal family may not have royal bloodline - Telegraph	21906
'Who Do You Think You Are?' Season 5 to Feature Cynthia Nixon, Jesse Tyler Ferguson, Rachel McAdams (Exclusive)	18616

As you can see people excited and motivated to share tips and articles in this niche.

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Kris Williams	@kriswilliams81	147000
Caroline Pointer	@familystories	6989
DearMYRTLE	@dearmyrtle	6995

These are 4 of the most influential people in the market niche on genealogy and ancestry.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead, part of your networking family, potential partners who can send you traffic and work with you.

## AFFILIATE PRODUCTS:

The types of items you can market to genealogy researchers is apparent when you look at the offerings online. People are buying books, apps, charts, lists, software, charms and even DNA testing kits.

### Products on Amazon:

Amazon has well over a million products listed, ranging from just a few dollars to hundreds of dollars. The high range is for the enthusiast who purchases the software and DNA testing.

1-16 of 928,531 results for "genealogy"

1-16 of 502,482 results for "ancestry"

### Best Selling Products on Amazon:

Product	Avg/Price	Reviews	Rating
The Family Tree Problem Solver	\$11.99	73	4.4
Unofficial Guide to Ancestry.com	\$11.99	138	4.7
Personal Ancestral File 5.2	\$1000.00	11	4.4
DNA Test For Ethnicity & Genealogical Information	\$89.99	41	3.3

There will always be newer and better products which means buying the latest and greatest gadgets, books, apps, and software that will generate sales, as well as repeat sales for you.

## **Clickbank:**

Besides making a profit, you could look into your own heritage, search your own family history.

What better way to become an authority while learning about yourself. Incorporate these items from Clickbank or other sites that offer similar fares.

<b>Product</b>	<b>Price</b>	<b>Commission</b>	<b>Gravity</b>
Guide To Irish Genealogy	\$9.30	50.00%	1.29
Genealogy Data Products	\$4.12	50.00%	0.82
Background Searcher	\$10.46	60.00%	0.74

Many of these offers in Clickbank allow you to promote their products to earn a substantial commission.



Again, these are not your enemies. Working with others is always a great way to leverage your time and efforts. These sites and contacts become a sort of “family” in a business sense. You can keep your current “family” customer base happy by actively branching out to find niches that interest them as well as cultivating new customers as well.

### **Retailers on ShareASale.com**

There are over 196 merchants on ShareASale selling items related to genealogy.

Products	84
Merchants	196

### **Most Popular:**

Merchant	Commission	Cookie Length
	10.00%	60 days
	20-28%	45 days
	16.00%	120 days

### **Retailers on CJ.com**

There is 1 retailer on CJ.com with affiliate programs related to genealogy.

Retailer	Commission	3 Month EPC
	10.00%	\$27.49

## Independent Affiliate Programs

These are independently run affiliate programs.

Retailer	Commission	Cookie
Legacy Family Tree	15.00%	Tracks cookies
Genealogy Freelancers	40.00%	60 days
Genealogy Bank	Up to 30.00%	180 days

## BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and growth for your business.

Google blog search shows over 97 million pages and posts indexed about Genealogy so there's no shortage of content ideas and bloggers to network with.

### Top Genealogy/Ancestry Blogs:

Blog	Social Media	Email List
GeneaBloggers	Yes	Yes
<a href="#">Irish Genealogy News</a>	Yes	No
Blog Ancestry	Yes	Yes
The Ancestry Insider	Yes	Yes
The Genealogue	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more. Find your newest “family” members to grow your business.

## Genealogy Forums

Forum	Members	Posts
Ancestry.com – General Forum	Unknown	22000
GenForum	Unknown	Unknown
Family Tree Forum	19,444	48,524
My Heritage	Unknown	Unknown

These are some of the top forums nurturing the ancestry and genealogy enthusiasts and researchers.

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can flourish.

## Social Media

Facebook has tens of 1000's of people interested in Genealogy. It's a great place to network, advertise, get traffic, meet others in the niche and connect.

### Facebook Most Popular Pages

Page	# of Likes
Genealogy	42528
Genealogy Tip of the Day	30669
Genealogy Buff	15966
Ancestorville Genealogy	58480

### Facebook Most Popular Groups

Group	Members
Genealogy! Just ask!	12383
G A A (Genealogy Addicts Anonymous)	1579
Genealogy Do-Over	6511

## Most Popular Youtube Channels

Channel	Video #	Subscribers
Lisa Louise Cooke's Genealogy Gems	91	4422
Olive Tree Genealogy	92	288
Genealogy Boutique	340	1382
Mike Lynch's Genealogy	7	2219

## Popular Reddit Groups

Group	Members
Genealogy	7647
Red Letter Media	4865
Ancestry	254

## Scoop It Groups

Group	Views
Slovenian Genealogy Research	7800
Genealogy	5900

## Pinterest Pinner

Pinner	Followers
Genealogy Bank	3771
Samoaan Genealogy	3026
Robin Foster Genealogy	3446

## WHY ARE PEOPLE IN THIS NICHE

- People want to know their heritage.
- People want to find living relatives.
- People are looking for possible inheritances.
- Some enthusiasts want to leave a record for future generations
- Many enthusiasts are history buffs
- Some people are interested in learning the culture(s) in their family line.
- Many people are interested in learning the family medical history and genetics.
- There are discoveries of family memberships in notable groups and affiliations; this can give a sense of belonging.
- People learn not only about a list of names, but they are detectives and puzzle solvers.
- These enthusiasts learn about themselves and stories of triumph, struggle, and humanity.



## **MOST COMMON PROBLEMS AND QUESTIONS**

These questions / issues are problems that need solving. Solve them in your content and through your product recommendations and you'll have an excited audience ready to spend money.

Amazon, Clickbank and other networks have products which can bring solutions to the family tree climber.

1. What is the best software?
2. What are the best free resources?
3. I need help translating records from another language.
4. Do you recognize this photo?
5. Do you recognize this artifact?
6. Surnames
7. Emmigration/Immigration

## WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
Ancestry.com	Subscription/Services
Genealogy.com	Services/Apps
My Heritage.com	Services/membership

## BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. How to Solve the Biggest Problems With Genealogy
2. 5 Tools Everyone in the Ancestry Industry Should Be Using
3. 14 Common Misconceptions About Family Trees
4. The Ultimate Cheat Sheet on Genealogy
5. The Worst Advice We've Ever Heard About Ancestry
6. Follow Your Branches to Find Your Roots
7. Genealogy: Plant a Seed and Grow Your Tree
8. Who's Your Daddy? and Then Some
9. Who Made You, You?
10. Real Princes and Princesses. Are You Royalty?

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

## REASONS TO GET INVOLVED IN THE NICHE

It's an emerging market and will remain so as long as there are people. The interest is growing just like branches on trees. There are hard core researchers, as well as others who poke around. These hard core researchers spare no cost to find their roots.

Root yourself into this Billion dollar business and watch your bank account blossom. People will always be interested in their roots and heritage.

This market has the one time interest customer, the casual customer, and the enthusiast. The niche is growing rapidly in popularity and shows no sign of slowing down.

This niche can sustain any economic flux. People will **always** have a need and desire for belonging and knowing who they are.

For many, this can include the finding long lost relatives, lineage to royal families, celebrity status, medical history, and so many other things.

## HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on **Genealogy**.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

So dig in, plant your seeds and grow your business!

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers. You get your content ideas from seeing what's popular on other Ancestry or Genealogy blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can go from seeds to saplings to forests in no time. You will be climbing into a wealth of customers that you can assist in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your business will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

## What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

## WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.



How you choose to use them is up to you but make sure you  
DO use them as simply researching will get you nowhere...taking  
action will!

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