

SCUBA DIVING

NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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SCUBA DIVING NICHE REPORT

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NICHE OVERVIEW

Scuba diving is a hot niche in the market, and as always, I'm going to take this niche and 'hack' it wide open so you can make money from it. This niche market is scuba diving a relatively growing niche.

Scuba originally began with military and commercial applications, where it is still employed. However, by far its widest use, in terms of number of participants, is recreational. Recreational scuba today is like other any other sport that requires specialized equipment and training.

In this niche report you'll see how you can hack your way into the niche, dominate, and ultimately profit from this hot niche.

INTRODUCTION

Scuba diving is a form of underwater diving in which a diver uses a self-contained underwater breathing apparatus (scuba) to breathe underwater.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Consumer's spend 376 million U.S. dollars on scuba diving equipments.
- Approximately 2.98 million participants U.S.
- Participants (aged between 6 and 17) amounted to approximately 494 thousand.

More detailed information:

Total volume of skin diving & scuba equipment purchases in the U.S. from 2007 to 2014. In 2007, consumer spending on skin diving & scuba equipment amounted to 376 million U.S. dollars. ([Source](#))

In 2012, there were approximately 2.98 million participants in scuba diving in the U.S., up from 2.58 million the previous year. ([Source](#))

In 2013, the number of youth participants (aged between six and 17 years) in scuba diving amounted to approximately 494 thousand. ([Source](#))

DEMOGRAPHICS:

- 1,229 (74.3 percent) were male and 408 (24.6%) were female.
- Average age was 40 (SD +/- 11) with a range from 13 to 84
- 8.7 % have asthma
- 5% and 4.7% of all divers reported a history of respiratory disease

Source: [Diversalertnetwork](#) & [ncbi.nlm.nih](#)

More information:

1,653 were analyzed; one questionnaire was excluded because the respondent was an active duty Special Forces diver.

Demographics: 1,229 (74.3 percent) were male and 408 (24.6%) were female. Average age was 40 (SD +/- 11) with a range from 13 to 84. Age breakdown by gender was not statistically different.

In our sample, 43.1 percent had body mass index (BMI) calculated as ideal, 40 percent as overweight and 13.6 percent as obese according to NIH recommended BMI guidelines for males and females.

([Source](#))

This study aimed to establish epidemiological data on diving habits and outcome of subjects with respiratory diseases who are considered at increased risk for diving injuries.

We conducted a cross-sectional demographics and prevalence study by distribution of an anonymous questionnaire with an issue of a widespread sport diving magazine. ([Source](#))

NICHE DEMAND

Keyword (by relevance)		Avg. monthly searches ?
scuba diving		90,500
dive		49,500
diving		40,500
scuba		40,500
scuba gear		22,200
scuba diving gear		3,600
scuba dive		2,900

The table above shows the monthly searches on Google for this niche.

Combined they add up to a over 209,200 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

Common Google Searches

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

Searches related to scuba diving

scuba diving **games**

scuba diving **video**

scuba diving **philippines**

scuba diving **equipment**

difference between scuba diving **and snorkeling**

scuba diving **facts**

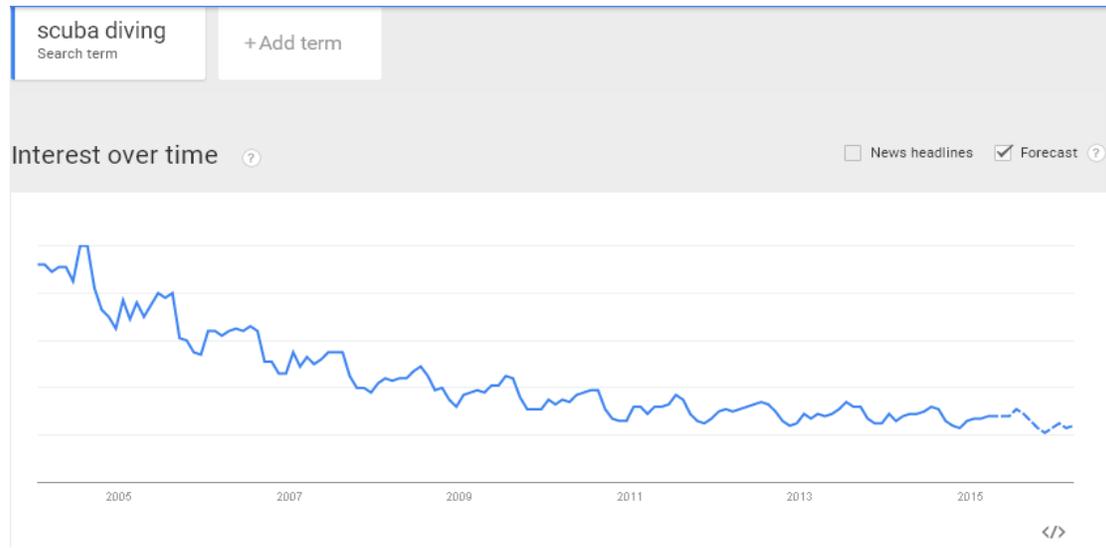
scuba diving **dangers**

scuba diving **in tarkarli**

As you can see people are searching for everything from scuba diving games to videos, dangers, equipments in the niche.

This shows just how passionate this audience is about the niche.

NICHE GROWTH & MONTHLY SEARCHES



Scuba Diving does not have as much interest now as it did 10 years ago, it is relatively declining but is showing no signs of disappearing anytime soon.

Mature niches like these can actually be very good to enter into as all the research has been done and the problems solved, making it easy to get the information you need to compete.

SUB-NICHES TO EXPLORE

- Scuba Dive
- Scuba Divers
- Scuba Diving Equipment
- Scuba Diving Gear
- Scuba Diving Philippines
- Scuba Diving Lessons
- Scuba Diving Boracay

May also be interested:

- Snorkelling
- Marine Life
- Extreme Sports
- Swimming
- Beach
- Sailing

MOST POPULAR CONTENT

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

Most Popular Content	Shares
<u>Ten Things To Do And See In Seychelles</u>	34100
<u>Diving in Cambodia</u>	24956
<u>New Crystal Could Let Divers Breathe Underwater</u> <u>: Discovery News</u>	19453
<u>Soldier Disguised as a Scuba Diver Surprises His Family</u>	18832
<u>Ahmed Gabr breaks record for deepest SCUBA dive at more than 1,000 feet</u>	17603

As you can see people excited and motivated to share content such as articles, educational books in this niche. Most of your market are the older millennials and social media as integral, vital part of their lives.

DOMAIN NAME IDEAS

DOMAIN NAME
scubafreediving.com
scubasharkdiving.com
scubajumping.com
scubacommercialdiving.com
scubafreediving.org
thescubajumping.com
bestscubajumping.com
thescubadiving.org
scubascubadiving.org
scubascubadiving.net

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Bookyourdive.com	@bookyourdive	4805
PADI	@padi	65100
Belize Hub	@belizehub	7969
JADE MOUNTAIN	@jademountain	7576

These are the 4 most influential people in the market niche on scuba diving.

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 potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

This sort of items you can market to scuba diving enthusiasts apparent to offerings online. In this niche people are buying mostly scuba gears and manuals.

Products on Amazon:

Amazon has over 53,000 products listed, ranging from just a few dollars to a hundred dollars.

1-16 of 53,334 results for "**scuba diving**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<u>U.S.Divers Diva 1 Lx / Island Dry Lx/ Trek / Travel Bag</u>	\$39.29	422	4.2
<u>U.S. Divers Adult Cozumel Mask/Seabreeze II Snorkel/Proflex Fins/Gearbag</u>	\$33.40	268	4.1
<u>Phantom Aquatics Cancun Mask Snorkel Combo</u>	\$22.99	85	4.3
<u>US Divers Admiral 2 LX, Island Dry LX & Trek Snorkeling Set</u>	\$44.95	503	3.8

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

Clickbank:

There are over 13 products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Results Marketplace Help

Displaying results 1-10 out of 13 (pg. 1 of 2)

Results per page: 10 ▼

Sort results by: Keyword Relevance ▼

Product	Price	Commission	Gravity
Shipwreck, Scuba Diving And Fossil E-books	\$6.15	75.0%	0.51
Scuba Diving Internationally	N/A	25.0%	0.00
Treasure Hunting Metal Detecting Expo	\$5.74	70.0%	0.05

Most Clickbank products offer 25-75% commission meaning generous payouts.

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
The House Of Scuba	7%	Unknown
OnlineScuba	10%	Unknown
BookYourDive	10% per quarter	Unknown

CPA and Other Offers

There are no offers on <http://www.offervault.com/scoop/search-affiliate-programs/>

Offer	Commission (%) or Payout (\$)	Cookie Length	Type	Network
Scuba Diving Internationally	25%	Unknown	revshare	Clickbank
Fossil Shark Tooth Diving Identification Guide	70%	Unknown	revshare	Clickbank
Shipwreck, Scuba Diving And Fossil E-books	75%	Unknown	revshare	Clickbank

Kindle

Title	Author	Price	Star Rating	Reviews
SCUBA: A Practical Guide for the New Diver	James Lapenta	\$9.99	4.6	7
Fifty Places to Dive Before You Die: Diving Experts Share the World's Greatest Destinations	Chris Santella	\$8.99	3.8	56
Scuba Diving - Being Healthier and More Adventurous with Scuba Diving (Healthier, Adventure)	Casey Michaels	\$0.99	5.0	4
Scuba Diving - 4th Edition	Dennis Graver	\$14.72	4.6	37
Scuba Diving: The Ultimate Beginners Crash Course To Scuba Underwater Adventures! (Scuba, Snorkeling, Diving,...)	Gary Young	\$0.99	N/A	N/A

<u>The Complete Diver; The History, Science and Practice of Scuba Diving</u>	Alex Brylske	\$29.95	4.3	43
<u>Scuba Confidential: An Insider's Guide to Becoming a Better Diver</u>	John Medina	\$8.49	4.6	29
<u>Scuba Diving and Snorkeling For Dummies</u>	John Newman	\$10.49	4.0	31
<u>Beginners Guide to Fun and Safe Scuba Diving</u>	Robert Hughes	\$3.99	4.7	33

Google Play Books

Book Title	Author	Price
Scuba Diving	Miranda Krestovnikoff	\$17.51
Scuba Diving and Snorkeling For Dummies	John Newman	\$13.44
Scuba Diving-4th Edition	Dennis Graver	\$17.27
Scuba Diving Tips For Beginners	Home, Self Help	\$3.00
Scuba Diving Travel Adventure	How To Books, Home Remedies	\$2.96
Scuba Diving Safety	Home, Self Help	\$3.00
Scuba Diving Certification	How To Books, Home Remedies	\$2.96
Scuba Diving Shops	Home, Self Help	\$3.00
Scuba Diving Resorts	Home, Self Help	\$3.00
Scuba Diving Grand Cayman	Home, Self Help	\$3.00

Google Play Apps

App	Cost
SCUBA DIVING	Free
DiveMate (Scuba Dive Log)	Free
DiveAdvisor - Scuba Diving App	Free
Everything Diving by SSI	Free
Dive Planner 2 Free	Free
Scuba Diver Watch Face	Free
Dive Log	Free
DIVE Magazine	Free
Scuba Exam Lite	Free
DiveSSI - SSI Scuba Schools	Free

Udemy Courses

Course	# of Lectures	Rating	# of Reviews	Price
Extreme Scuba Makeover	16	2	22	\$99
Unleashing your video creativity using Gopro cameras	37	2	265	\$25
Become a Safe and Efficient Dive Explorer	119	9	95	\$85
DPV Explorer	36	3	34	\$30
Deep Explorer	42	0	9	\$30

Itunes Apps

App	Category	Star Rating	Review
PADI - Scuba Diving Essentials	Travel	235	3
DIVE Magazine – Underwater scuba guides, tips & photography from the sporting world of diving	Sports	1171	3
Scuba Diving	Sports	55	3
Everything Diving by SSI - Scuba Schools International	Sports	14	3
Treasure Diving: Mysteries, Adventures and Quests of Deep Sea	Games	6	3
Scuba Diver Adventures: Beyond The Depths	Games	165	3
Scuba Diving Atlantis Adventure 3D Effect-Dive in Magical Sea World With Hungry Sharks	Games	17	3
Scuba Spearfishing FREE - Paradise Deep Diving Game	Games	N/A	N/A
Spearfishing 2	Games	409	N/A
Scuba Diving & Underwater Vehicle Sea Ride Free	Games	26	3

BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows about 35,300,000 pages and posts indexed about scuba diving, so there's no shortage of content ideas and bloggers to network with.

Top Scuba Diving Blogs:

Blog	Social Media	Email List
padi.com/blog/	Yes	Yes
scubadivergirls.com/scuba-blog/	Yes	Yes
scubadiverlife.com/	Yes	Yes
divezone.net/blog	Yes	No
http://www.simplyscuba.com/blog/	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Scuba Diving Forums

Forum	Members	Posts
ScubaBoard	205,000	5,500,000
Diver to Diver	33,130	13,335
The Dive Forum	3,487	222,295
Dive-Oz Discussion Forums	8,371	25,762

These are some of the top forums catering to Scuba Diving.

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 start pouring in.

Social Media

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

Facebook Most Popular Pages

Page	# of Likes
Scuba Diver Life	1056494
Scuba Diving	1776666
Aqua Lung	30392
Divers Alert Network	96959

Facebook Most Popular Groups

Group	Members
Scuba Diving Items For Sale, Trade or Wanted - Phuket	1523
Scuba Diving - North West	222
Scuba diving Romania	16649

Most Popular Youtube Channels

Channel	Video #	Subscribers
Sameera Reddy	14	21549
PADI	141	12675
scubadivegirls	163	2162
BadDiversTV	5	38
DivingAccidents	46	4899
Ultimateufochanhnel	785	603
Prototype007	2754	596
Bamboo Reef	12	45
Dino Delarentis	52	941
Steve Martin	75	2789

Popular Reddit Groups

Group	Members
Scuba	18567
Trees	716925
Diving	2234

Scoop It Groups

Group	Views
Scuba Obsessed	25300
Canadian SCUBA News	2900
Scuba Diving Adventures	8200
The Business of Scuba Diving	20800
Video Turtle	1100
Motor City Scuba	1900
Scuba Diving	57000

Pinterest Pinner

Pinner	Followers
Scuba Steve	1476
Scuba Diver Girls	1875
SDTN	1177

Podcasts

Poscast Name	Presenter	Star Rating	Reviews
<u>Divers Space - A Scuba Diving Podcast</u>	N/A	N/A	1
<u>Under Pressure Divecast Recreational SCUBA Diving Education, Information, Tips and Gear Talk</u>	N/A	N/A	1

Magazines

When there are magazines on the subject this is a great sign of a profitable market passionate people.

Magazine Name	Price
Scuba Diving Magazine	\$14.97 (for 6 issues)
Scuba	\$185.35 (for 12 issues)
Australasia Scuba Diver	\$102.64 (for 6 issues)

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
scubadiving.coach	\$70
divingempire.com	\$50
holidayhomescuba.com	\$10000
scubagearhut.com	\$197
scubadivertv.com	\$349
scubadivekeywest.com	\$2500
scubatanksforsale.com	\$129
scubadive.club	\$1499
whitsundayscuba.net.au	\$500
whitsundayscuba.net	\$500

WHY ARE PEOPLE IN THIS NICHE

- Meet creatures you've never dreamed of
- Protecting marine wildlife
- Swim without restrictions
- Diving makes holidays more exciting
- You'll get to share something precious
- The feeling of weightlessness and ability to perform graceful gymnastics underwater
- The ability to leave all my trouble and worries behind

MOST COMMON TOPICS AND QUESTIONS

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

Amazon, Clickbank and other networks have products which cater to these problems.

1. Is being able to open eyes underwater a necessary skill?
2. Do freedivers make better scuba divers?
3. Should OW certified divers be taken into a deep wreck?

Overhead?

4. What do you wear under your wetsuit?
5. Nitrox cylinder to use for air?
6. Should I buy my own equipment?
7. Which equalization technique do you use MOST OFTEN?
8. Thicker Wetsuit and slower metabolism equals longer dive?
9. How many of you love diving with your spouse?
10. Anyone recommend a good light/torch?

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
Scuba dive in Boracay	PADI Certification
Dive Against MarineDebris	Project Aware

BLOG TOPIC IDEAS

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

1. 20 Myths About Scuba Diving
2. Think You're Cut Out For Doing Scuba Dive? Take This Quiz
3. 10 Things Your Competitors Can Teach You About Scuba
4. What Will Scuba Diving Be Like In 100 Years?
5. 10 Quick Tips About Scuba Dive
6. Five Reasons Why You Should Try Scuba Diving
7. Top Tips for Staying Safe on Scuba Diving Tours
8. Important Scuba Diving Safety Guidelines
9. 4 Beginner Tips for Good Scuba Diving Etiquette
10. Scuba Diving Vs Snorkeling: Understanding The Differences

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

- 376 million U.S. dollars are spent on scuba diving equipments, it's a lot of money that you aren't pocketing.
- There are 2.98 million people who participate in this activity in the United States alone. Think if the whole world is involved, it's a very profitable market.
- Over 209,200 searches a month shows that people are in a high demand for information about the niche
- It's very easy to find your audience online with a wide range of online marketing strategies to choose from, from social media to forums blogs etc.
- There are endless ways of content ideas out there, just pick on topics that's already gone viral and improve from there.
- People are into this topic and ready to improve their brain which means they will spend money on it.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant authority site on scuba diving.

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.

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 scuba diving blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website 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.