

BOW HUNTING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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BOW HUNTING NICHE REPORT

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REPORT OVERVIEW

In this report we're going to evaluate **Bow Hunting** niche a relatively evergreen niche that's ready to be tapped into.

We'll cover why it's profitable, how much money is being spent in the market and who by so you know who your target audience is.

The bestselling physical and digital products will be revealed so you know what to sell.

As well as looking at the most popular content in the niche, who the most influential people are alongside an examination of what the most popular blogs, forums and social media hubs are for advertising and traffic purposes.

The common problems that people in the **Bow Hunting** niche are revealed as well as blog content ideas, domain name suggestions, keywords, who's advertising and more.

Lastly we'll look at why YOU should get involved in the **Bow Hunting** niche and what you can do to dominate it.

All of the reports that we create are thoroughly researched and designed to give you a head start in making a profit from the niche.

We try and choose niches that have a wide range of different business models available but the vast majority would make perfect blog / authority sites monetized by affiliate marketing.

INTRODUCTION

Bowhunting (or bow hunting) is the practice of hunting game animals by archery.

Modern hunters have an arsenal of weapons to hunt their prey, and perhaps the most interesting and challenging is the bow. Thousands of years of history have just gone into bow hunting. And even though the tools we use today are far different from the tools used in the Stone Age, the skills needed to be successful at bow hunting are essentially the same.

Modern bow hunting was popularized in the U.S. in the 1920s when Dr. Saxton Pope published a book called "Hunting with the Bow and Arrow". Dr. Pope and his colleague, Arthur Young, learned about bow hunting from a Yana tribesman named Ishi. Ishi was the last member of his California tribe, and he shared his vast wealth of knowledge about bow hunting with the two men. Centuries of Native American knowledge went into the making of the book, and the great American bow hunting tradition lived on.

SOURCE: [WIKIPEDIA](#), [How Stuff Works.com](#)

MARKET SIZE & WORTH

- Market of bow hunting in US is \$475 million
- Hunting is \$87 billion industry
- Total annual growth 2.3%
- Total employment 1 million
- Average amount spent by individual hunter \$2,000

Source: [Ibisworld](#), [nssf](#)

DEMOGRAPHICS:

- Core consumers aged 18 and above, 18.9 million
- 45% are aged between 35 to 54
- 42% are aged between 18 to 34
- 84% of bow hunting are men
- % of US that hunts 7%
- 66% come from rural areas or small town

Source: [Statisticbrain](#), [archerytrade](#)

NICHE DEMAND

Keyword	Avg Monthly Searches
Archery	110,000
Crossbow	110,000
Hunting	90,500
Hunting season	22,200
Bow hunting	14,800
Cross bow	12,100
Bowhunting	6,600
Hunting bow	5,400
Hunting equipment	2,900
Hunting accidents	880
Bow hunting gear	320

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

Combined they add up to an over 375,000 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 Searches

Amazon.com

Hunting

Archery

Hiking & Camping Instructional Guides

Sports & Outdoors

Hunting Field Dressing Accessories

Yahoo.com

bow hunting supplies

bow hunting games

bow hunting tips

bow hunting equipment

Bing

Hunting Bow Sales

Bow Hunting Equipment

Hunting Bows for Sale Used

Compound Bow

Compound Bow Reviews

Used Mathews Hunting Bows

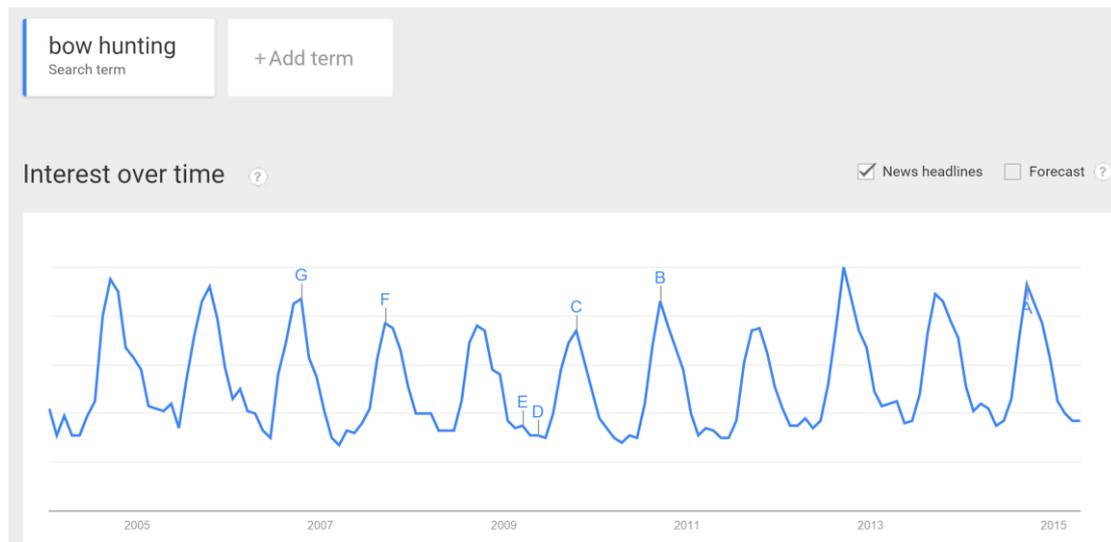
Answer.com

Hunting Practice and Techniques

As you can see people are searching for everything from bowhunting equipment to areas to courses.

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

NICHE GROWTH & MONTHLY SEARCHES



Bow hunting is stable and is predicted to remain static for years.

The jumps are coming in the demand mainly because of hunting seasons, but overall it's a fairly consistent.

SUB-NICHES TO EXPLORE

- Essential hunting guide
- Hunting equipment
- Hunting ranges
- Handling of hunting equipment
- Hunting tips and tricks

May also be interested:

- Outdoor recreation
- Big game
- Safari parks
- Family get together
- Gun ranges
- Barbecue
- Camping

MOST POPULAR CONTENT

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

Most Popular Content	Shares
11-year-old hunter bags rare albino deer	199,600
Federal Government To Restrict Hunting By Setting A Minimum Age Of 21	143,900
Anti-Hunting Activists Up In Arms Over Photo Of Steven Spielberg Next To 'Poor Dead Animal'	74,600
Some Anti-Hunting Advocates Are Furious Over a Photo of Steven Spielberg With a 'Dead Animal'	65,500
11-Year-Old Becomes Hometown Legend; Stirs Controversy	12,900

As you can see people excited and motivated to share content such as hunting in this niche.

DOMAIN NAME IDEAS

Domain Names
bowhunting.nyc
bowhunting.rocks
thebowhunting.com
fronthunting.com
bowhunting.click
bow-hunting.info
thebowhunting.info
bowhunting.solutions
bowhuntinggroup.com
the-bow-hunting.com

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Outdoor Life	@outdoorlife	65500
James Adkins	@jamesadkins1	2751

These are the 2 most influential people in the market niche on Aromatherapy.

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:

The types of items you can market to Bow Hunting Niche is apparent when you look at the offerings online. People are looking for bow hunting equipment, books, special clothes etc.

Products on Amazon:

Amazon has over 19000 products listed, ranging from just zero to Hundred dollars.

1-16 of 19,794 results for "**bow hunting**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
ALPS OutdoorZ Pursuit Bow Hunting Back Pack - Brushed Realtree Xtra HD, 2700 Cubic Inches	\$77.88	176	4.6
Shooter's Bible Guide to Bowhunting	\$15.96	23	4.4
Primos Neoprene Bow Sling	\$24.57-\$66.72	68	4.8
Deer & Deer Hunting's Guide to Better Bow-Hunting	\$8.99	26	4.1
Trophy Hunting Products	\$33.70	10	4.5
Bow Hunting: The Ultimate Guide to Mastering Bow hunting for Life!	\$2.99	17	3.8

There will always be newer and better products **which mean** buying the latest and items that will generate sales as well as repeat sales for you.

Clickbank:

Product	Price	Commission	Gravity
New: The Essential Beginners Guide To Turkey Hunting	\$10.48	60%	0.06
Trophy Deer Hunting Secrets	\$12.80	75%	0.21
New: Deer Hunting Secrets Exposed - Expert Deer Hunting	\$10.30	70%	0.07
Expert Prepper's Ultimate Survival Guide Books And Barter Guide	\$15.47	75%	1.57
2012 Survival (new) High Converting Product	NA	75%	0.00

Most Clickbank products offer 50-75% commission meaning generous payouts.

Retailers on ShareASale.com

There are over 70 merchants on ShareASale selling items related to Bow Hunting.

Results

Products **56**

Merchants **73**

Most Popular:

Merchant	Commission	Cookie Length
Outdoor Sports Marketing LLC	10.00%	30 days
Victory Bows LLC	8.00%	180 days
Thecrossbowstore.com	8.00%	90 days
Bags and Bows by Deluxe	15.00%	60 days

Retailers on CJ.com

There is many retailer on CJ.com with affiliate programs related to Aromatherapy.

Retailer	Commission	3 Month EPC
Bass Pro Shops	5%	\$29.30
BobWards.com	8%	\$34.91
Outdoor Cooking	8%	\$67.47
Smoky Mountain Knife	5%	\$27.45

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
<u>Shop Deer Hunting Affiliate Program</u>	12%	Unknown
<u>Predator Archery and Bowhunting Darwin affiliate program</u>	5%	Unknown
<u>Gander Mountain Affiliate Program</u>	--	Unknown
<u>Bulldog Archery Affiliate Program</u>	12%	Unknown
<u>Sportsman's Guide Affiliate</u>	5-10%	Unknown

Kindle

Title	Author	Price	Star Rating	Reviews
Bow Hunting: The Ultimate Guide for Bow Hunters	Robert Fairbanks	\$2.99	4.5	4
Bow Hunting: The Ultimate Guide to Mastering Bow hunting for Life!	David Porterfield	\$2.99	3.8	17
Bow Hunting: The Ultimate Beginner's Guide to Bowhunting And What You Need to Know	Julian Hulse	\$2.99	3.2	5
Shooter's Bible Guide to Bowhunting	Todd A. Kuhn	\$9.99	4.4	23
Hunting with the Bow & Arrow	Print Price	\$6.99	4.3	18

Google Play Apps

Apps	Price
Real Hunter Simulator	Free
Bow Arrow Animals Quest	Free
Bow Man	Free
Hunting Calls Free	Free
Evolution: Indian Hunter	Free
Bowhunter	Free

iTunes Apple

Course	Category	Star Rating	Reviews
Real Trophy Hunting	Games	3	3884
3D Hunting™ Alaskan Hunt Plus! Free	Games	3	2774
Bow & Arrow Hunting- The Ultimate Magazine for Today's Hunting Archer	Lifestyle	3	18
Stickman Pumpkin Shooting Showdown Bow and Arrow Free : Halloween Edition Best Funny Games	Games	4.5	19
Cabela's Big Game Hunter	Games	3	1144
shoot the apple bow and arrow archery game	Games	4	995
Archery Challenge Free	Games	3	1208
Don't Shoot Waldo : The Bow and Arrow Adventure Game	Games	4	325
Primos Hunting Calls: Speak the Language	Sports	3.5	758
Real Deer Hunting	Games	3	3252

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 almost 6,420,000 pages, so there's no shortage of content ideas and bloggers to network with.

Top Bow Hunting Blogs:

Blog	Social Media	Email List
bowhunting.com	Yes	Yes
realtree.com	Yes	Yes
bowhuntingroad.com	Yes	Yes
eastonhunting.com	Yes	Yes
adventurousbowhunter.com	Yes	No
Hoyt Archery	Yes	Yes

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

Bow Hunting Forums

Forum	Members	Posts
Bowhunting.com	25827	1086417
Australian bow hunting	6849	169650
Bowsite.com	?	?
ArcheryTalk Forum	369839	26838000
texasbowhunter.com	71040	9545795

These are some of the top forums catering to **Bow Hunting**

Social Media

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

Facebook Most Popular Pages

Page	# of Likes
Bow hunting	185415
Bow Hunting-USA	12272
Bow Hunting Women	4268
HUNT & BOW	1803
KodaBow	3374
Timberlake Bow Hunting Ranch	3253
Double Arrow Bow Hunting	909

Facebook Most Popular Groups

Group	Members
Bow Hunting	962
Bow Hunting on the Border and Surroundings	3615
Australian bow hunting group	2596
Bow Hunting Oregon	2049
Bow Hunting Australia	4267
Aussie Bow Hunting Group	5993
PA Bow Hunting Brotherhood	141

Most Popular Youtube Channels

Channel	Video #	Subscribers
Cameron Hanes	174	36975
GrowingDeer.tv	282	?
Bowhunting.com	1341	23595
worldhuntinggroup	142	40217
TheFieldArcher	140	23466
Draves Archery	622	10374
Clay Hayes	38	6457
Paul Korn Bow Hunting Channel	596	5825

Popular Reddit Groups

Group	Members
bowhunting	1879
Archery	20185
Hunting	27034

Scoop It Groups

Group	Views
Trophy Hunting: It's Impact on Wildlife a	7800
Nova Scotia Hunting	3200
Outdoors Alabama	2000
Hunting and Fishing in Alabama	1500

Pinterest Pinners

Pinner	Followers
BOW HUNTING USA	10401
Hunting Bows Co	96

Podcasts

Podcast name	Presenter	Star Rating	Reviews
Bowhunting Freedom with Philip Havens	Multiple	5	59

Magazines

Magazine Name	Price
Bowhunting	\$12.97 for 10 issues
Bassmaster	\$25 for 9 issues
Deer & Deer Hunting	\$21.99 for 12 issues
Hunting	\$18.75 for 11 issues
Bow & Arrow Hunting	\$19.95 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
huntingbows.co	\$6000
besthuntingbinoculars.org	\$1675
bestcompoundbowreview.com	\$1000
CrossbowForum.com	\$13000
buybowsarrows.com	\$610

WHY ARE PEOPLE IN THIS NICHE

- Bow hunting is an effective wildlife management tool used to promote the growth of healthy animal populations and improve habitats, especially in areas overpopulated with deer and in places where modern firearms are restricted.
- Brings down the stress level
- Relaxes you and makes you sleep better
- Promotes health and fitness for the person
- Improves the concentration level
- Development of a patient attitude
- Bow hunting provides outdoor activities for more than three million Americans.
- Bow hunting experiences in the outdoors can be deeply satisfying. Many hunters see bow hunting as a form of art.
- Bow hunting provides a lifetime of learning experiences.
- Bow hunting brings together people of all abilities and backgrounds.
- Wild game meat is healthier than domestic meat raised for human consumption. Archery also provides year-round activity for individuals and families.
- Great bonding experience for family and friends
- Experience the outdoors and understand the history of how people used to live

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.

- Where can I buy huntings bows
- How do I train to be a bow hunter
- Laws and regulations for hunting equipment
- Allocated hunting areas near me
- License for hunting equipment
- Camping equipment
- Safety guide for hunting
- Hunters guide

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 4 major advertisers on Google.com:

Company	Selling
Walnut Creek Outdoors	Archery, Fishing, Hunting, Sports Recreation, Outdoors, Metal Detect
Ringing Rocks Archery	Traditional Longbows & Recurves. More Bang for your "Buck".
Used Compound Bows	Search multiple engines for used compound bows
Bow And Hunting wow.com	Search for Bow And Hunting Look Up Quick Results Now!

BLOG TOPIC IDEAS

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

1. The Fundamentals of Bow Hunting
2. Bow Hunting - An Ancient Art For Hunting Game
3. Katniss Everdeen Brings Fascination To Bow Hunting for Women
4. Preparing for Bow Hunting
5. 10 Signs You Should Invest In Bow Hunting
6. 5 Tools Everyone In The Bow Hunting Industry Should Be Using
7. How To Solve The Biggest Problems With Bow Hunting
8. 10 Things Your Competitors Can Teach You About Bow Hunting

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

- Bow hunters contribute more than \$13 billion per year to U.S. retail sales.
- The growth is steady at 2.3% but is climbing due to success in movies (i.e. The Hunger Games)
- **Bow hunting** is a **stable** market and is highly profitable.
- It's part of a \$87 billion industry and **stable** so now is the perfect time to get involved.
- Over **375,000** people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience is both **male and female** aged **20 to 60** tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's over **470,000** members meaning a huge pool of engaged traffic to tap into.
- There's an endless array of content ideas in the niche including popular ones like “**where can I find bows?**” and “**What is the best equipment for bow hunting?**” – create similar content but better and it's almost guaranteed to go viral.
- People are passionate about this topic and ready to spend money, you can see they already buy **hunting equipment** and **books** it may as well be spent with you.
- There's plenty of good domain names available including

bowhuntinggroup.com and the-bow-hunting.com – pick one and get started.

- [Walnut Creek Outdoors](#) and [Ringing Rocks Archery](#) are just two of the advertisers in this niche showing it must be profitable, people don't spend money on ads if they can't profit from them – get involved.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

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

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 **BOW HUNTING** 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.

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!