

ONLINE POKER

NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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ONLINE POKER NICHE REPORT

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REPORT OVERVIEW

In this report we're going to evaluate the online poker niche. A relatively timeless 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 are.

The best-selling 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 online poker 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 online poker 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

Online poker is the game of poker played over the Internet. It has been partly responsible for a huge increase in the number of poker players worldwide. Christiansen Capital Advisors stated online poker revenues grew from \$82.7 million in 2001 to \$2.4 billion in 2005, while a survey carried out by DrKW and Global Betting and Gaming Consultants asserted online poker revenues in 2004 were at \$1.4 billion. In a testimony before the United States Senate regarding Internet Gaming, Grant Eve, a Certified Public Accountant representing the US Accounting Firm Joseph Eve, Certified Public Accountants, estimated that one in every four dollars gambled is gambled online.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- \$2.2 Billion A Year Under Nationwide Industry
- The gross revenue from online poker was 3.2 billion U.S. dollars.
- Market across the EU 28 countries was estimated to be worth approximately €1.9bn of GGR in 2013
- A compound annual growth rate of 66.8%.

More detailed information:

If there was a national network, my forecast was around \$2.2 billion during the first year. That's assuming there would be liquidity between all those players. If somehow Congress passed a bill or every state legalized it simultaneously on their own and had compacts. ([Source](#))

The statistic reflects the gross revenue from online poker worldwide from 2003 to 2012. In 2007, the gross revenue from online poker was 3.2 billion U.S. dollars. ([Source](#))

The online poker market across the EU 28 countries was estimated to be worth approximately €1.9bn of GGR in 2013, down 6.4% versus 2012. It is forecast to remain largely flat over the next few years, and is estimated to be worth €2.0bn by 2018, implying a compound annual growth rate of just 0.8%. A compound annual growth rate of 66.8%. ([Source](#))

DEMOGRAPHICS:

- 40 million people play poker regularly (6.8% of the adult population)
- 23 million of these regular players are in the U.S. (10.1% of the U.S. adult pop.)
- 15 million in total play online for real money (2.6% of the adult pop.)
- 7 million play online for real money at least once a month (1.4%)
- 5 million play for real money at least once a month in “Home Games” (1.1%)
- 2 million play for real money at least once a month in “Private Clubs” (0.4%)

Source: [Pokerplayersresearch](#)

More information:

The latest in our continuing series of studies was conducted in Feb 2009.

The Topline Findings shown below are examples from an earlier study conducted in January 2007 which was based, as are all our surveys, on a representative sample of over 13,000 regular poker players playing at least once a month across the U.S., Canada and Western Europe. ([Source](#))

NICHE DEMAND

Keyword	Avg Monthly Searches
online poker	74,000
free online poker	22,200
online poker free	8,100
online poker real money	8,100
online poker sites	2,900
online poker games	1,600

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

Combined they add up to over 116900 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

Google.com

Online poker

Online poker free

Online poker California

Online poker sites

Online poker usa

Amazon.com

Online poker

Online poker books

Online poker strategy

Yahoo.com

Online poker sites for us players

wsop online poker

Online poker real money

Free online poker

Free online poker games

Bing

Online poker

Online poker sites for us players

Online poker real money

Online poker sites

Online poker news

Youtube

Online poker

Online poker strategy

Online poker tips

Online poker documentary

Online poker cash game

Answer.com

Online poker

Real poker

Wikipedia.com

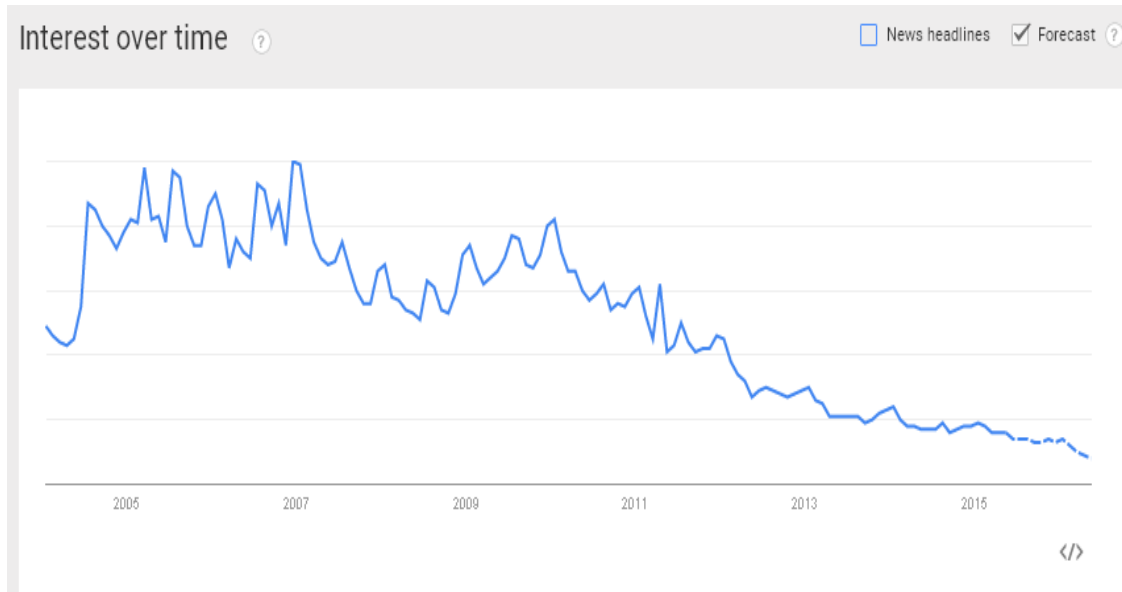
Online poker

online poker rakeback

As you can see people are searching for everything from online poker games to documentary to strategy in the niche.

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

NICHE GROWTH & MONTHLY SEARCHES



Whilst the interest in online poker is in decline you can see it's leveling off in recent years and is stable. This is because online poker is now an evergreen market which is perfect as this means we 100% know it's profitable, all the research that ever needs to be done has been already, the target audience are easy to find online and there's endless products to be sold.

SUB-NICHES TO EXPLORE

- Online Poker Games
- Online Poker Philippines
- Online Poker Free
- Online Poker Tips
- Free Online Poker
- Best Online Poker Sites

May also be interested:

- Cards
- Money
- Online Trading
- Online Gambling
- Online Bets

MOST POPULAR CONTENT

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

Most Popular Content	Shares
Play PokerOnline	95900
Seeing Melanie Iglesias Is Better Than Winning A Game Of OnlinePoker!	23400
Free onlinegames, shooter games, crossword,poker, pool, slotmachine	18400
Buy Zynga PokerChips & Get Cheap Facebook PokerChips for SaleOnline	14800
Online Poker £20 Free in Cash and Tokens	7300

As you can see people excited and motivated to share content such as poker chips online to winners online in this niche.

DOMAIN NAME IDEAS:

Domain Name
bestnetpoker.com
freewebpoker.info
net-poker.info
bestwebpoker.info
freenetpoker.info
bestnetpoker.info
freewebpoker.org
onlinepokeronline.info

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
PokerNews	@pokernews	95000
pokerfuse	@pokerfuse	6409
Chris Grove	@opreport	3800
Kevin Mathers	@kevmath	25100

These are the 4 most influential people in the market niche on online poker niche.

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:

In this niche people are buying mainly books and apps.

Products on Amazon:

Amazon has over 5335 products listed, ranging from just a few dollars.

1-16 of 5,335 results for **"online poker"**

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
Crushing Low Stakes Poker: How to Make \$1,000s Playing Low Stakes Sit 'n Gos, Vol. 1: Strategy	\$11.00	47	4.3
Harrington on Online Cash Games; 6-Max No-Limit Hold 'em	\$30.26	35	4.5
Texas Holdem Poker	FREE	164	4.1
Online Poker: Your Guide to Playing Online Poker Safely & Winning Money	\$12.63	23	1.9
Online Poker: An	\$2.99	2	5.0

<u>Introduction</u>			
<u>Every Hand Revealed</u>	\$12.47	257	4.5
<u>How to Shake the Online Poker Money Tree: Unstoppable Online Poker Strategy for the 21st Century</u>	\$4.79	2	5.0
<u>The Poker Blueprint</u>	\$43.06	43	4.2
<u>The Theory of Poker</u>	\$23.43	175	4.5
<u>Moorman's Book of Poker</u>	\$25.34	23	3.9

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 37 products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
Outstanding Poker Training Center - Start Making Money Today!	\$232.05	50.0%	1.01
Tells Kitchen Poker Tells Training Videos	\$30.27	50.0%	0.81
Poker Product That Converts! Update 60% Commission!	\$34.72	37.0%	0.83
Curso De Poker Texas Hold'em. Único En Español. (view mobile)	N/A*	50.0%	0
New Era Diy Systems For Blackjack, Baccarat, Craps And Roulette. (view mobile)	N/A*	50.0%	0

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

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
Poker Stars Partners	35%	Unknown
PKR affiliate program	30%	Unknown
Affiliates United	45%	Unknown

CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
GoWild Casino - CPA - AU\DE\SE\CA	\$150.00	N/A	N/A	Clicxy
BetOnline Poker	\$100.00	N/A	Lead	PAS.net
888_Poker Non-Incent UK	\$90.00	N/A	Lead	Addiliate
CPI Mobile] Betway Casino - UK (iPhone)	\$78.00	N/A	N/A	AddsPRO Media
Paddy Power Casino (UK & Ireland)	\$40.00	N/A	Lead	PointClickTrack

KINDLE

Title	Author	Price	Star Rating	Reviews
<u>Crushing Low Stakes Poker: How to Make \$1,000s Playing Low Stakes Sit 'n Gos, Volume 1: Strategy</u>	Mike Turner	\$4.97	4.3	47
<u>Online Poker: An Introduction</u>	Phil Crocker	\$2.99	5.0	2
<u>How to Shake the Online Poker Money Tree: Unstoppable Online Poker Strategy for the 21st Century</u>	Drew Kasch	\$4.79	5.0	2
<u>The Poker Blueprint: Advanced Strategies for Crushing Micro & Small Stakes NL</u>	Tri Nguyen and Aaron Davis	\$7.99	4.2	43
<u>Moorman's Book of Poker</u>	Chris Moorman and Byron Jacobs	\$19.99	3.9	23
<u>Crushing Low Stakes Poker</u>	Mike Turner	\$4.97	4.5	19

GOOGLE PLAY BOOKS

Book Title	Author	Price
<u>Earn \$30,000 Per Month Playing Online Poker: A Step-by-Step Guide to Single Table Tournaments</u>	Ryan Wiseman	\$ 7.99
<u>The Theory of Poker</u>	David Sklansky	\$ 20.28
<u>Texas Holdem Poker</u>	Cathy Castle	\$ 0.97
<u>Pot-Limit Omaha Poker</u>	Jeff Hwang	\$ 8.06
<u>Hold'em Poker</u>	David Sklansky	\$ 13.12

GOOGLE PLAY APPS

APP	COST
Live Texas Holdem Poker Pro	Free
World Series of Poker – WSOP	Free
Zynga Poker – Texas Holdem	Free
PokerStars Poker: Texas Holdem	Free
World Poker Club™	Free

UDEMY COURSES

Course	# Of Lectures	Rating	# Of Reviews	Price
Online Poker: Learn to Beat the Super-turbos	35	1	184	\$75

ITUNES APPS

App	Category	Star Rating	Reviews
MegaPoker Texas Holdem	Games	33	3
VIP Poker	Games	13	3
PokerStars.net Free Poker - Play Money Texas Hold'em Games	Games	154	3
Poker LIVE!	Games	328	3
Texas Holdem Poker Free	Games	38	3
Live Texas Hold 'em Poker by A.S.H.	Games	10	3
Poker Arena: free card game! Play best online texas holdem!	Games	112	3
Poker Income Ultimate - Free Bankroll Tracker	Games	1364	N/A

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 46,900,000 pages and posts indexed about online poker, so there's no shortage of content ideas and bloggers to network with.

Top Online Poker Blogs:

Blog	Social Media	Email List
Poker Listings	Yes	Yes
ESPN's Poker Blog	Yes	Yes
Bill's Poker Blog	Yes	Yes
Poker News	Yes	Yes
Poker Stars Blog	Yes	Yes

Top Online Poker Sites:

Site	Social Media	Email List
Full Tilt	Yes	No
WSOP	Yes	Yes
Party Poker	Yes	No
Replay Poker	Yes	No
Poker Stars	Yes	No

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

Online Poker Forums

Forum	Members	Posts
Cards Chat	138,494	2,208,268
Pocket Fives	152,584	7,773,972
Poker News	118	25611

These are some of the top forums catering to online poker

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 online poker. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
PokerStars.net	719884
Online poker	15353
World Poker Tour (WPT)	145436
Internet Poker	15353

Facebook Most Popular Groups

Group	Members
Online Poker Password	19570
Bitcoin Online Poker	3564
BET ONLINE	11901

Most Popular Youtube Channels

Channel	Video #	Subscribers
PokerStars	5259	142866
Anton Moisseenkov	67	6127
Gripsed	504	47995
Dan Bilzerian	81	37580

Popular Reddit Groups

Group	Members
Poker	32,409
Pokerline	229
njonlinepoker	30

Scoop It Groups

Group	Views
Online Poker	2300
Poker stuff	1100

Pinterest Pinners

Pinner	Followers
Online Poker Deals	999

Podcasts

Podcast Name	Presenter	Star Rating	Reviews
Nerd Poker	Earwolf	1478	3
Ante Up! Poker Podcast	St. Petersburg Times	36	3
ESPN: The Poker Edge	ESPN	18	3
PokerDiagram Poker Podcast (Enhanced version)	Pokerdiagram.com	N/A	2
The Tournament Poker Edge Podcast	TournamentPokerEdge.com	35	3
Poker Static	Poker Static	8	3

Magazines

Magazine Name	Price
<u>Card Player</u>	\$25.95
<u>Poker Pro</u>	\$10.00
<u>WPT Poker Magazine</u>	N/A
<u>Poker.Co.Uk</u>	N/A

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
pokertablestats.com	\$19,680
slotmachinesonlineboss.com	\$500
play-online-pokies.com	\$79,000

WHY ARE PEOPLE IN THIS NICHE

- You can gamble from the comfort of your home without having to do to casino.
- It's not as intimidating as a live game
- It's a real rush and thrill
- It can be a great way to win money
- An ego boost if you win / are good
- Addiction
- Enjoy learning and improving
- People of all skill levels can compete against each other
- Even if you're not the best in the world with some luck you can win a lot of money or go far in tournaments

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. Where can US players play?
2. Are the sites/live chat down?
3. Do jackpot sngs not help me clear my bonus?
4. What software does WPN network allow?
5. JackPot SnGs do not count for SnG Crush?
6. Make a deposit on BCP or not?
7. Double or nothing's removed?
8. Day light savings issue?
9. WPN on Sharkscope?
10. Are bitcoin deposits working right now?

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
Online Poker USA	Online Poker
Bovada Poker Room	Online Poker

BLOG TOPIC IDEAS

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

1. 10 Signs You Should Invest In Online Poker
2. The Ultimate Cheat Sheet On Online
3. 15 Best Blogs To Follow About Poker
4. 20 Myths About Online Poker
5. 10 Quick Tips About Online
6. Are No Deposit Bonuses For Online Poker Putting Strain On Live Venues?

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

- Online Poker is a stable market and is highly profitable.
- It's worth \$2.2 billion and stable so now is the perfect time to get involved.
- Over 116900 people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience, mostly male aged 20 above tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's around 291196 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 Harrington on Online Cash Games, 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 online poker books it may as well be spent with you.
- There's endless problems from how to win online and every

problem as a product available which solves it – sell these as an affiliate

- There's plenty of good domain names available including bestnetpoker.com – pick one and get started.
- Bovada Poker Room and Online Poker USA are advertising 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 online poker.

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 online poker 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!

CONNECT WITH ME

If you have any questions, queries or problems.

Or just want to chat then get in touch below...



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<https://www.facebook.com/groups/nichehacksprivate>

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