

***Market Research Profile:***

# **Cellulite**

**Claim more Market Research Profiles:**

<http://www.InlineSEO.com/>

**You may use the information in this Profile to help you start earning profits in the cellulite niche, but please do not distribute this report.**

Copyright © 2007 InlineSEO.com

All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without the written permission of the copyright owner.

Every precaution has been taken to ensure that the information presented in this document is accurate. However, neither the author nor InlineSEO.com shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained within this work. The information is presented on an “as is” basis, there is no warranty.

The information within this document should not be construed as legal advice. You should consult an attorney for legal advice. This document is for educational purposes only, no income claims are made or should be inferred.

## Market Research Profile: Cellulite

**Overview:** The cellulite niche is a nice, targeted niche made up of mostly of women between the ages of 30 and 55. Women who worry about cellulite also worry about many other health and beauty problems that you can help them solve as well.

This is a great niche for adsense and affiliate marketing as both buyers and information seekers are rampant in the market.

**Classification:** Health & Beauty > Cellulite

**List Building Potential:** The cellulite niche is excellent for building a targeted niche and then expanding it out to other health and beauty markets. Cellulite is primarily a problem for women over the age of 30 so you already have a set demographic. Find out what else they are interested in learning more about and provide it to them.

We suggest starting out with enticing information on getting rid of cellulite (like a short report), then branching out into other health information. You accomplish this by offering your subscribers a report dealing with general health or beauty issues and getting them to opt-into a broader list later on. This way you can present them with other products without misleading them.

You can build a massive health and beauty related network of lists and sites to support this if you want or keep things simple.

The best way to get people to opt-into your cellulite list is to offer them free information in the form of a report. An autoresponder will work better for follow-up information. You could load it up with tips on how they can stay on track with their cellulite reduction plan (which will mostly deal with dieting and exercise).

We suggest putting most of the actual cellulite information in the report and just briefly touching on it again in the autoresponder articles. There are a number of affiliate products to promote related to cellulite reduction. You can easily insert your affiliate links into your autoresponder and the report where it's appropriate.

Then later on, follow up with enticing information related to other health or beauty issues. Your profitability factor will be huge from just a small list if you build-in enough content and form a strong bond with your subscribers.

**Product Potential:** The product potential in this niche is excellent for lotions and creams as well as info-products. Since the costs for creating your own lotion is pretty high, we suggest referring your prospects to affiliate programs that already offer cellulite lotions.

Infoproducts do fairly well in this niche, but at low price-points. Virtually no one is going to spend more than \$50 on a 'How to get rid of cellulite' manual or ebook. If you price a book low and have the credibility to back up your claims, it should sell to the market well.

You can also branch over into the diet and exercise niche since losing cellulite involves dieting and exercising. These markets are very lucrative, but as you can imagine, much less targeted. So stay focused on cellulite at first and then break into the more general diet marketplace.

**Subniches/Related Niches:**

- Broader niches include anything related to Health and Beauty

**Market segmentation:** This niche is already very targeted. You could try segmenting it into women who recently had a baby and are trying to get rid of the cellulite (along with stretch marks). You could also segment it into providing information on common "fast and easy" cellulite remedies (like liposuction and mesotherapy) instead of the "slow and difficult" remedies like exercise and diet.

**AdSense:** The AdSense potential in this niche is high. It's not as competitive a market as you might think and AdSense clicks are worth a lot more than your average niche.

Estimated AdSense payouts\* for the most common searches in the cellulite niche:

- \$0.60 – \$2.50

\*Please note that these are merely estimates. You may find much higher or lower payouts depending on the specific terms you target.

**Affiliate programs:** The affiliate programs in this niche have a fairly average payout. The sites offering 50% commissions on creams are probably your best bet. Combine referrals on the creams with a higher paying ebook and you can do well just promoting cellulite products.

Expand your affiliate portfolio later on by branching out into the health and beauty niche.

**Affiliate payout range:** \$10 - \$30

**Keyword stats summarized:**

<b>Keyword</b>	<b>Estimated Searches per day (across all search engines)</b>	<b>Minimum PR for sites on 1st page of Google*</b>
Liposuction	2954	PR3
Lipodissolve	804	PR3
Cellulite	797	PR4
Mesotherapy	679	PR3
Strength training	582	PR3
Aerobic exercise	557	PR4
Thigh lift	240	PR3
Thigh exercises	173	PR1
How to get rid of cellulite	127	PR3
Cellulite treatment	125	PR1
Endermologie	111	PR3
Cellulite reduction	90	PR3
Cellulite cream	85	PR3
Cellulite diet	78	PR2
Cellulite exercises	71	PR3

\* This number was found by typing the word into Google and checking the PageRank of the last 3-4 sites on the 1<sup>st</sup> page. In theory, you could rank on the 1<sup>st</sup> page of Google for these terms if you use them properly in your on-page factors and achieve the same or higher PageRank.

**Google Adwords Cost Per Click (CPC) values for 5 popular searches in the niche:**

<b>Keyword</b>	<b>Est. CPC*</b>	<b>Est. Clicks/Day</b>
Liposuction	\$6.50	299
Cellulite	\$2.58	245
Lipodissolve	\$3.81	64
Strength training	\$1.18	62
Cellulite cream	\$3.48	28

*\*The Estimated CPC (cost per click) should usually get you one of the top 3 ad positions.*

**To grab more Market Research Profiles for FREE and learn how to best use them ... please visit us at:**

➤ <http://www.InlineSEO.com/blog>