

How to find your niche on the market?

iLister is a general classifieds software, and this opens up an iListerowner a broadest possibilities to find his niche on a market, to determine an activity which specifically aimed to meet somebody's individual abilities and character.

Small companies can become competitive when struggle for a narrowed part of a prey on the market they've chosen themselves. The sense to choose a niche of a market is to shift the game to your field, even though the field can be very small.

You need to concentrate to determine a high-ascertained needs of your potential customers and provide them with a certain set of mutually complementary services.

In case you live in a mountain region, you may create a service for placement ads relative to extreme sports: buying and selling equipment for ski, rock climbing, parachuting, mount boarding, buying and selling specific vehicles as off-road cars, sporting bikes and SUVs.

If you live on a seaside, you can offer local hotels to place the information on their rooms and services with multiple images and video tours.

Another example, you may focus on interests of parents, who have one, two or more children, and they cannot run about the shops in their district and make long choice of goods they need, thus they would prefer to use a web-based service to purchase what they want. Accordingly, you may create a service to buy and sell goods relative to a child care and maternity as children clothes and food, car seats, toys and books. Your users will be able to buy a car that perfectly fits for a large family, or find a company to walk in a nearest park with kids in the "Just friends" section of your iLister-based site.

You may place an advertisement for paid children playing or educational centers, and iLister offers you a help of Banner Management add-on to do so.

iLister can help you to build all of the above. You may easily compose a necessary set of fields for your customer-oriented website. An easy-to-modify templates do not require a deep knowledge of PHP or good programming skills, all you need to know is an HTML and some Smarty tags.

iLister is a high-capacity script that gives you a powerful tool to raise your site up by means of built-in search engine optimization functionality as SEO-friendly URLs; an ability to put any data of a listing into page keywords, description and title Meta tags; and custom URLs for search or static pages.

About the Author

Web developer, work for iListerSoft.com [iLister Classifieds Software](#) is an all-purpose SEO-optimized platform for creating classifieds websites of ANY kind. Categories and subcategories for cars, scripts, etc. Unique templates for categories. SEO-optimized URLs and content.

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