

Niche Validation Checklist

A practical worksheet for choosing a profitable affiliate niche without wasting six months on the wrong idea

Use this checklist before registering a domain, setting up WordPress, or writing your first article. The goal is simple: validate whether a niche has enough interest, profit potential, and competitive opportunity to justify your time.

How to Use This Checklist

Work through each section in order.

- If your niche scores strongly in most sections, move forward.
- If you hit multiple red flags, adjust the angle or choose another niche.
- If you are stuck between two ideas, score both and compare them side by side.

Decision rule: a good niche usually has at least two of these three working in your favor:

- Strong personal interest or willingness to build expertise.
- Clear profit potential through affiliate programmes.
- Realistic room to compete in search.

The Passion-Profit-Competition Scorecard

Score each category from 1 to 10.

1) Personal Interest and Content Sustainability

Ask:

- Can I write 50 to 100 articles on this topic without forcing it?
- Would I read or watch content about this topic anyway?
- Do I already have experience, or am I willing to gain it fast?
- Can I talk about this naturally without sounding robotic?

Score: _____ / 10

Quick guide:

- 1-3 = Little real interest, likely to burn out.
- 4-6 = Moderate interest, but consistency may become difficult.
- 7-8 = Strong interest, enough to stay engaged long-term.
- 9-10 = Excellent fit, content ideas come naturally.

2) Profit Potential

Ask:

- Are there at least 5 relevant affiliate programmes in this niche?
- Do any of them pay 10%+ commission or £40+ per sale?
- Are there recurring commissions, subscriptions, or premium offers?
- Are buyers solving a real problem they will spend money on?

Score: _____ / 10

Quick guide:

- 1-3 = Weak monetisation, mostly low-value products.
- 4-6 = Some potential, but may require large traffic volume.
- 7-8 = Good mix of products and programmes.
- 9-10 = Strong commercial intent and excellent income upside.

3) Competitive Opportunity

Ask:

- Can I find target keywords with manageable competition?
- Are smaller sites ranking, not just giant brands?
- Can I create better content than at least half the page-one results?
- Are there obvious gaps, outdated articles, or weak reviews I can beat?

Score: _____ / 10

Quick guide:

- 1-3 = Too competitive for a new site.
- 4-6 = Possible, but only with a narrower angle.
- 7-8 = Good entry point for a focused affiliate site.
- 9-10 = Excellent opportunity with clear ranking gaps.

4) Market Size

Ask:

- Are there enough keyword opportunities to support 50+ articles?
- Does the niche have ongoing demand, not just short spikes?
- Is the market stable or growing?

Score: _____ / 10

5) Content Opportunity

Ask:

- Can this niche support reviews, comparisons, tutorials, and resource pages?
- Can I create cluster articles around one main pillar topic?
- Is there room for email content, lead magnets, and community discussions?

Score: _____ / 10

6) Personal Edge

Ask:

- Do I have a useful perspective, background, or audience angle?
- Have I used the products, solved the problem, or lived the experience?
- Can I explain this niche more clearly than generic sites can?

Score: _____ / 10

Final Score

Add your scores.

Category	Score
Personal Interest and Sustainability	___
Profit Potential	___
Competitive Opportunity	___
Market Size	___
Content Opportunity	___
Personal Edge	___
Total	___ / 60

How to Interpret Your Score

- **50-60** = Strong niche. Move forward confidently.
- **42-49** = Good niche. Viable if you execute well.
- **34-41** = Possible, but there are weaknesses to fix.
- **Below 34** = Too risky. Rework the angle or choose another niche.

Validation Checklist

Tick each box only when you have actual evidence.

Affiliate Programme Validation

- Found at least 5 affiliate programmes in the niche.
- Found at least 2 programmes paying 10%+ commission or strong flat-rate payouts.
- Verified whether Amazon is the only option or just one option.
- Identified at least 1 premium or high-ticket offer.
- Confirmed the niche has products, tools, services, or subscriptions people actively buy.

Keyword Validation

- Found 20 to 30 target keywords related to the niche.
- Found buyer-intent keywords such as “best”, “review”, “vs”, “for beginners”, or “how to choose”.
- Found at least 10 keywords with realistic ranking difficulty for a newer site.
- Estimated combined search demand that can support long-term traffic growth.
- Identified enough keyword variety to build a pillar page and multiple supporting posts.

Competition Validation

- Searched my main keywords manually in Google.
- Reviewed the top 10 results for my main terms.
- Found at least a few page-one results from smaller or mid-sized sites.
- Noted content gaps I can improve on, such as weak structure, outdated info, poor user experience, or shallow coverage.
- Confirmed I can create content that is more useful, more specific, or more practical than current results.

Audience Validation

- I know who the niche is for.
- I can describe their main problem in one sentence.
- I understand what they are trying to achieve.
- I know what type of product or solution they are likely to pay for.
- I can picture at least 3 different article angles that solve real problems for them.

Content Validation

- I can list 30 article ideas without much effort.
- I can create one strong pillar page around the core topic.
- I can create at least 10 supporting cluster articles around it.
- The niche supports tutorials, reviews, comparisons, and FAQs.
- I can add genuine experience, examples, or opinions instead of generic filler.

Quick Red Flags

If you tick more than two of these, slow down before committing.

- The niche only has low-paying Amazon products.
- Every main keyword is dominated by giant authority sites.
- I am not actually interested in the topic.
- I cannot come up with article ideas easily.
- The niche feels broad and vague rather than focused.
- I would need massive traffic just to make modest income.
- I am choosing it only because someone online said it is profitable.

Quick Green Flags

If you tick most of these, you may have a winner.

- There is a clear problem people want solved.
- Buyers spend money repeatedly in this niche.
- I found strong affiliate programmes outside Amazon.
- The niche can support a full topic cluster strategy.
- I can see obvious weak content in Google that I can beat.
- I would happily talk about this topic for the next year.
- I can combine experience, SEO, and useful recommendations naturally.

90-Day Launch Roadmap Snapshot

Once your niche passes validation, move quickly. Do not spend another month overthinking it.

Days 1-7: Make the Decision

- Choose one niche.
- Register the domain.
- Set up WordPress hosting.
- Create your basic site pages: About, Contact, Privacy Policy, Disclosure.
- Set up Google Search Console and Analytics.

Days 8-30: Build the Foundation

- Create your first pillar page.
- Publish 3 to 5 supporting articles.
- Join your first affiliate programmes.
- Set up a basic email opt-in.
- Create your content calendar for the next 30 days.

Days 31-60: Build Topic Authority

- Publish 2 to 3 articles per week.
- Start internal linking between pillar and cluster articles.
- Optimise articles for buyer-intent keywords.
- Track early ranking data in Search Console.
- Update weak articles instead of only chasing new ones.

Days 61-90: Review and Improve

- Identify which articles are gaining traction.
- Improve titles, introductions, and internal links.
- Add lead magnets, FAQs, and stronger calls to action.
- Review affiliate click data and early conversions.
- Decide which subtopics deserve more content.

Final Decision Prompt

Before you move forward, answer these honestly:

- Can this niche make money?
- Can I realistically rank in it?
- Can I stay interested long enough to build momentum?

If the answer is **yes** to all three, stop researching and start building.

Suggested Next Actions

1. Finalise your niche today.
2. Create your first 20 article ideas.
3. Build your pillar page.
4. Publish your first supporting article this week.
5. Stay consistent for 90 days before judging results.

Use this checklist before you commit your time. The right niche will not guarantee success, but the wrong niche almost guarantees frustration.