







ENTERPRISE EDITION

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and visibility.

CONTACT INFO:

 sales@adicio.com
 **760.602.9502**
 **800.276.1332**
 www.adicio.com

One Carlsbad Research Center
2382 Faraday Avenue
Suite #350
Carlsbad, CA 92008

NICHE SITES: A COST-EFFECTIVE OPTION TO LEVERAGE YOUR RESOURCES

Did you know that niche sites are an easy, inexpensive way to increase visitor traffic to your job, automotive or real estate databases while distributing your advertisers' listings to a wider audience, which will lead to better response and a stronger ROI? Niche sites also offer unique revenue-sharing opportunities with participating organizations and publications, which you can manage with a single site administrator. You can even share data across sites, saving you valuable time and resources!

Niche sites are very specialized, allowing you to target specific markets. You can hide/reveal search tabs, depending on the number and location of your sites to narrow your search criteria. You can also create niche sites that target your hyperlocal markets by offering specific property and vehicle types, as well as specific industries and jobs.

Job Niche Sites – Select the career categories or job types that receive the most activity in your job database, and turn each one into a niche, standalone site. Make sure that each niche site can be accessed via your main online employment page to help drive traffic. Do you have a major industry located in your area? You could create a niche site just for that specific industry. For instance, maybe your area is the headquarters for several bio-tech companies. You could create a niche site that specializes in bio-tech jobs. Several health-care centers? Create a job site for health-care professionals. Big college town? Try creating a site that caters to the colleges and universities in your city. You might also consider creating a niche site for community newspaper and radio station websites in your market that don't already have a job database, so you can leverage their traffic to your advantage.

Automotive Niche Sites – Use automotive niche sites to drive more targeted traffic to your site and your advertisers' dealerships, all while increasing your site revenue. You can develop niche sites that focus on vehicle types, financing or marketing campaigns, such as fuel efficient cars, classic cars, powersports, boats and much more. Create an RV section that offers new and used RVs, trailers and campers along with tips for snowbirds. Are you close to a race track? Create a racing section that shows the track schedule as well as listings for race cars and trucks, parts, services and equipment. You could even launch a racing blog where enthusiasts can write about their latest race or recent enhancements to their vehicles. Sell advertising to local, national and international racing suppliers. (Car enthusiasts will purchase products from anywhere in the world as long as it's what they need!)

Real Estate Niche Sites – You can create a standalone rentals or new homes site, target specific niches (luxury vacation homes or investment properties), or build sites for specific locations. Looking for more ideas? If you have a lot of retirees in your area, build a site targeted to seniors and add content suited to their specific needs. Located in a seaside community? Create a niche site that offers summer vacation rentals and highlights local summer activities. Is your city a sought-after travel destination? Create a travel exchange where property owners can swap homes. Near a wine region? Launch a site that showcases for-sale properties located near wineries, as well as vineyards for sale and local winery events. Add articles and information for wine aficionados and connoisseurs to your site. Happening downtown? Set up an urban site that highlights downtown properties for rent or for sale. Historic landmarks in your region? Partner with your local historical society and develop a niche site that highlights historic buildings along with detailed histories behind each one.