

Pet Friendly Travel



Niche Marketing Research

Free Sample Report

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BigCatSkillz Marketing

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Pet Friendly Travel

Contents

Contents.....	2
Introduction.....	3
Niche Overview.....	3
Your Niche Market.....	4
Who...Why...What.....	4
Targeting your Niche – Suggested Approaches.....	6
Traffic Tips & Keyword Lists.....	8
Theme – Hotels and Accommodations.....	9
Theme – Pet Friendly Air Travel.....	14
Theme - Pet Friendly Car Rentals.....	16
Theme – Pet Travel Products.....	16
Getting Help & Support.....	18
Niche Nemesis Guide.....	18
Don't Get Scammed!.....	18

Pet Friendly Travel

Introduction

This guide will give you some great insights into this particular niche and how to target it. If you are new or inexperienced at Affiliate Marketing don't let the apparent complexity or terminology put you off. (Refer to the last page of this report on where to get additional help and guidance.) And don't think you have to be able to put together a fabulous website and be a master of Adwords to benefit. Everything here applies equally to simple article marketing or using a Squidoo lens or blog.

Niche Overview

Bring Fido along for the ride?...or leave him at home?

Millions of pet owners (especially dog owners) around the world choose to travel with their pets every single day. This can be for a wide variety of reasons, including pleasure and an extension of "pet pampering", moving, temporary displacement from home, etc.

At first glance this might seem like a small niche...but think again! There are some massive income opportunities here to help pet owners find hotels, book airline tickets, vacation packages, buy travel products, etc.

There's plenty of stable and ultra high target traffic to go after in a way that's very scalable in this niche that can keep any affiliate busy and building income on for a long time.

Although percentage payouts may seem low at typically anywhere from 1-10%, the dollar amount of travel purchases can be quite large.

As an example, payouts on a confirmed hotel stay through Hotels.com are 5%. From the tests we've done, it's very common for many hotel bookings to be in the \$250-\$1000 range, and can obviously go much higher depending on the stay. However even in the \$250-\$1000 range, you are looking at an affiliate payout anywhere from \$12.50 to \$50.00 and conversions can be extremely high.

There's a ton of value you can add as an affiliate by helping people find EXACTLY what they're looking for and fantastic opportunities for cross selling, especially if you build an email list along the way.

This is a HUNGRY and motivated audience ready to make a purchase if you provide good value and stay specific with your targeting and keywords.

For a great example of a highly respected affiliate site in this niche, check out <http://www.dogfriendly.com>, who targets people travelling with dogs from all angles and has even been recognized by Forbes several times.

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Your Niche Market

Who...Why...What

Pet owners of just about any kind can be targeted (even bird owners!).

In general, your primary audiences can be:

People Who Travel With Their Dogs

Subcategories

-> Large Dogs

-> Small Dogs

People Who Travel With Cats

People Who Travel With Exotic Pets

However, one of the largest and most motivated audiences for pet travel information are dog owners, followed somewhat by cat owners.

The motivation level for “pet travel” purchases is typically higher with dog owners for 2 primary reasons:

1. It's much more difficult to just leave a dog at home and have a friend or family member check on them every couple days, like you can with a cat. Dogs are simply much more human dependent on a daily basis than cats are.
2. Dog owners are generally more inclined to want to bring their dog along with them on vacation or other type of travel simply for pleasure and companionship.

Another reason to consider about dog owners' motivation level is they are a bit more concerned about information gathering before bringing their dog with them, since they know dogs can generally be more of a concern behaviour-wise vs. cats.

--Please don't think we have anything against cats here. :) ...just the way it is for the most part with this niche.

As you target various aspects of this niche, keep the the most likely motivation behind the search top of mind when writing an article, building your site, landing pages, and your ad text...

Pet Friendly Travel

What we mean by keeping that motivation in mind that for example is people looking at luxury hotels or fun vacation packages are much more likely travelling with their pet for pleasure, so you'd probably want to make sure and point out any additional "pampering" services offered by a hotel, and push those emotional hot buttons of the enjoyment of bringing their pet along and not leaving him or her behind.

On the other side of that are people travelling or staying somewhere else with their pet out of necessity. Those people are much more likely to be concerned about logistics, facts, and cost.

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Targeting your Niche – Suggested Approaches

Key Points to Adding Good Value

Don't be lazy! This niche will take some work, but there are huge rewards to be had.

If you go the extra mile and do some legwork for people, they will respond. Realize that one of the best things you can do for these people is to take the extra time and research pet policies from hotels, airlines, car rental companies, etc.

Lay it out for them so it's easy to make a decision without having to go to another website or do another search.

Some of the primary concerns are things such as:

Logistics of hotel stays (i.e. - does their pet need to be kennelled? Can it be left alone?)

Extra costs – Deposits (refundable or non-refundable?), extra cost per night, extra fees by airlines, etc.

Products to Promote

- > Hotel Bookings
- > Airline Tickets
- > Car Rentals
- > Pet Travel Gear
- > Pet Meds
- > Other Misc. Pet Products
- > Training

Additional Income Tip: Write some manuals or “tips” guides and sell them to people via PayPal on your site. This can be a great way to add to your income from this niche, especially if you have a subscriber list.

Sample Affiliate Sites to Use for Ideas

<http://www.fidofriendly.com/>
<http://www.bringfido.com/>
<http://petfriendly.com/>
<http://www.dogfriendly.com/>
<http://www.pets-allowed-hotels.com/>
<http://www.1clickpethotels.com/>
<http://www.flypets.com/>

Pet Friendly Travel

<http://www.petfriendlytravel.com/>
<http://www.pettravel.com/>
<http://www.petswelcome.com/>
<http://www.petflight.com/>

Merchants to consider affiliating with: (sample list for US only – can obviously be expanded outside the US)

Hotel and Travel Bookings

<http://www.hotels.com>
<http://www.orbitz.com>
<http://www.expedia.com/>
<http://www.tripadvisor.com/>
<http://www.travelocity.com/>
<http://www.priceline.com/>
<http://www.sidestep.com/>
<http://www.choicehotels.com/>
<http://www.sheraton.com/>
<http://www.westin.com/>
<http://www.gtahotels.com/>
<http://www.ihg.com/>
<http://www.bestwestern.com/>
<http://www.expedia.com/>
<http://www.marriott.com/> (great for extended stays)
<http://www.budget.com/>
<http://www.dollar.com/>
<http://www.funjet.com/>

Pet Travel Products and Medication

<http://www.petco.com/>
<http://www.petsmart.com/>
<http://www.dog.com/>
<http://www.petcarerx.com/>
<http://www.1800petmeds.com/>

Pet Friendly Travel

Traffic Tips & Keyword Lists

Paid Traffic

For pay per click, we'd advise staying very specific, focusing primarily on city based keywords, destination searches to start. If you're building an email list, you can test out some more general keywords to monetize a broader range of traffic.

You can also test the content network, but another great technique would be to use Adwords placement targeting to target specific "pet travel" sites (i.e. dogfriendly.com) and specific URL's within those sites.

Article Traffic

Plenty of very low competition traffic from the keyword lists below to write your heart out and pick up free traffic.

SEO Traffic

One idea to test is to buy city specific domains and optimize a simple site for city specific pet friendly or dog friendly hotel information. For most cities, it should be no trouble to get ranked with a few backlinks.

Forum and Social Traffic

Dogster, Dogbook, and many pet forums can be a great place to spend some time picking up free traffic wherever you see topics relevant to pet travel.

This is by no means a completely exhaustive list. When combined with city keywords, you can build a keyword list that will easily run into the 10's of thousands.

Cats are certainly a possibility to test with some keyword variations, however most searches are done for either "pets" or "dogs".

Pet Friendly Travel

Theme – Hotels and Accommodations

(Note: You can test general variations of the root keyword phrases, but you'll most likely get the best results from trying city and location based keywords first)

Dog Friendly Hotels (Cities)

-->You can use this list to expand even further by combining many other variations such as “dog friendly motels” or “dog friendly b&b” with the city names, and also adding other city names and locations.

dog friendly hotels in la
dog friendly hotels in las vegas
dog friendly hotels in new york city
dog friendly hotels la
dog friendly hotels in key largo
dog friendly hotels in north carolina
dog friendly hotels virginia beach
dog friendly hotels in virginia beach
dog friendly hotels in dc
dog friendly hotels dc
dog friendly hotels in seattle
dog friendly hotels san diego
dog friendly hotels south lake tahoe
dog friendly hotels key west
dog friendly hotels va
dog friendly hotels in va
dog friendly hotels in south lake tahoe
dog friendly hotels in los
dog friendly hotels in key west
dog friendly hotels in salt
dog friendly hotels new york
dog friendly hotels ocean city
dog friendly hotels in orange
dog friendly hotels in nc
dog friendly hotels nc
dog friendly hotels in ocean city
dog friendly hotels seattle
dog friendly hotels in wisconsin
dog friendly hotels wisconsin
dog friendly hotels in north carolina
dog friendly hotels north carolina
dog friendly hotels in long island
dog friendly hotels in rhode island
dog friendly hotels in jackson

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dog friendly hotels in ft lauderdale
dog friendly hotels corpus
dog friendly hotels in san diego
dog friendly hotels in fort lauderdale
dog friendly hotels buffalo
dog friendly hotels in savannah
dog friendly hotels savannah
dog friendly hotels huntington
dog friendly hotels madison
dog friendly hotels in ct
dog friendly hotels in reno
dog friendly hotels williamsburg
dog friendly hotels in williamsburg
dog friendly hotels ct
dog friendly hotels boise
dog friendly hotels atlantic city
dog friendly hotels spokane
dog friendly hotels az
dog friendly hotels mt
dog friendly hotels albany ny
dog friendly hotels in santa fe
dog friendly hotels knoxville
dog friendly hotels duluth
dog friendly hotels santa fe
dog friendly hotels in asheville
dog friendly hotels newport ri
dog friendly hotels in rehoboth
dog friendly hotels asheville
dog friendly hotels in flagstaff
dog friendly hotels flagstaff
dog friendly hotels in montauk
dog friendly hotels in wildwood
dog friendly hotels madison wi
dog friendly hotels in sedona
dog friendly hotels savannah ga
dog friendly hotels redding
dog friendly hotels in williamsburg va
dog friendly hotels in santa monica
dog friendly hotels montauk
dog friendly hotels alexandria
dog friendly hotels hamptons
dog friendly hotels sedona
dog friendly hotels in atlantic city
dog friendly hotels albany
dog friendly hotels laughlin
dog friendly hotels rehobeth
dog friendly hotels in charleston sc
dog friendly hotels ocean city md

Pet Friendly Travel

dog friendly hotels columbus
dog friendly hotels charleston sc
dog friendly hotels charlottesville
dog friendly hotels palm springs
dog friendly hotels in palm springs
dog friendly hotels santa monica
dog friendly hotels erie
dog friendly hotels in columbus
dog friendly hotels flagstaff az
dog friendly hotels bar harbor
dog friendly hotels grand canyon
dog friendly hotels gainesville
dog friendly hotels in palm desert
dog friendly hotels in savannah ga
dog friendly hotels ashland
dog friendly hotels in wilmington
dog friendly hotels in wilmington nc
dog friendly hotels charlotte nc
dog friendly hotels wilmington nc
dog friendly hotels omaha
dog friendly hotels in asheville nc
dog friendly hotels in laughlin
dog friendly hotels wilmington
dog friendly hotels in ocean city md
dog friendly hotels asheville nc
dog friendly hotels in rehoboth beach
dog friendly hotels galveston
dog friendly hotels lake george
dog friendly hotels reno nevada
dog friendly hotels in lake george
dog friendly hotels in charlotte nc
dog friendly hotels in atlanta
dog friendly hotels rehoboth beach
dog friendly hotels in cape may nj
dog friendly hotels in arizona
dog friendly hotels in tucson

Dog Friendly Hotels (Interstate Routes)

We also noticed in the Google Keyword Tool that people search for hotels on interstate routes and popular highway routes, so an entire list can be built from that as well.

Here are a few examples

dog friendly hotels along i 95
dog friendly hotels i 95
dog friendly hotels along i 35

Pet Friendly Travel

dog friendly hotels i 35
dog friendly hotels along i 40
dog friendly hotels i 40
dog friendly hotels along i 5
dog friendly hotels i 5
dog friendly hotels along pch
dog friendly hotels pch

pet friendly hotels along i 95
pet friendly hotels i 95
pet friendly hotels along i 35
pet friendly hotels i 35
pet friendly hotels along i 40
pet friendly hotels i 40
pet friendly hotels along i 5
pet friendly hotels i 5
pet friendly hotels along pch
pet friendly hotels pch

Other City Variations

hotels in _____ that allow pets
hotels in _____ that allow dogs
hotels in _____ that allow animals

motels in _____ that allow pets
motels in _____ that allow dogs
motels in _____ that allow animals

Dog & Pet Friendly Hotels (General)

dog friendly hotels usa
dog friendly hotel search
dog friendly hotels search
dog friendly hotel chains
find dog friendly hotels
best dog friendly hotels
hotels that are dog friendly
dog friendly hotels and inns
hotel chains that allow dogs
major hotel chains that allow dogs
dog friendly hotel list
list of dog friendly hotels
hotels dogs allowed
hotels dogs welcome
luxury dog friendly hotels

Pet Friendly Travel

pet friendly hotels usa
pet friendly hotel search
pet friendly hotels search
pet friendly hotel chains
find pet friendly hotels
best pet friendly hotels
hotels that are pet friendly
pet friendly hotels and inns
hotel chains that allow pets
major hotel chains that allow pets
pet friendly hotel list
list of pet friendly hotels
hotels pets allowed
hotels pets welcome
luxury pet friendly hotels

Other Accomodation Types

dog friendly b & b
dog friendly bed and breakfast
dog friendly bed & breakfast

dog friendly cottage
dog friendly cottages

dog friendly vacation condos

dog friendly cabins

dog friendly lodging

Hotel Specific

does hilton hotels allow pets
does radisson hotels allow pets
does ramada allow pets
does sheraton hotels allow pets

Large Pets and Dogs

hotels that allow large dogs
hotels that allow large pets

Pet Friendly Travel

Theme – Pet Friendly Air Travel

Note: These may be good ones to replace with “cats” as well.

General (Pets)

air travel with a pet
airline pets in cabin
flying pets on airplanes
airline travel with a pet
airline travel with pets
pet travel airlines
airline policies for pets
airline pet policies
best airlines for pet travel
what are the best airlines for pet travel
what's the best airline for pet travel
which airlines allow pets
which airlines allow pets on board
which airlines accept pets in the cabin
which airlines allow pets as carry on luggage
which airlines allow pets on the airplane
which airlines fly pets
airlines pets allowed
bring pet on board airline
airlines that allow pets
airlines that accept pets
pet friendly airlines
flying with pets
pet air travel
which airlines allow carry on pets
tips for flying with pets
tips for air travel with pets
advice for flying with pets
advice for air travel with pets

General (Dogs)

air travel with a dog
airline pets in cabin
flying dogs on airplanes
airline travel with a dog
airline travel with dogs
dog travel airlines
airline policies for dogs
airline dog policies

Pet Friendly Travel

best airlines for dog travel
what are the best airlines for dog travel
what's the best airline for dog travel
which airlines allow dogs
which airlines allow dogs on board
which airlines accept dogs in the cabin
which airlines allow dogs as carry on luggage
which airlines allow dogs on the airplane
which airlines fly dogs
airlines dogs allowed
bring dog on board airline
airlines that allow dogs
airlines that accept dogs
dog friendly airlines
flying with dogs
dog air travel
which airlines allow carry on dogs
tips for flying with dogs
tips for air travel with dogs
advice for flying with dogs
advice for air travel with dogs

Airline Specific

Insert Airline Name pets
Insert Airline Name pet policy
Insert Airline Name dogs
Insert Airline Name cats
does Insert Airline Name allow pets
does Insert Airline Name allow dogs
does Insert Airline Name allow cats

Comprehensive List of Airlines (with website links)

<http://airlinecontact.info/>

Pet Friendly Travel

Theme - Pet Friendly Car Rentals

pet friendly car rental
pet friendly car rentals
pet friendly car rental companies
pet friendly car rental agencies

dog friendly car rental
dog friendly car rentals
dog friendly car rental companies
dog friendly car rental agencies

car rentals dogs
car rentals dog policy

car rentals pets
car rentals pet policy

Theme – Pet Travel Products

air travel pet carrier
air travel pet carriers
airline approved dog carrier
airline approved dog carriers
airline approved pet carrier
airline cat carrier
airline dog carrier
backpack dog carriers
backpack pet carrier
cat travel carrier
cat travel carriers
designer dog bags
designer dog carrier
designer dog carriers
designer pet carrier
designer pet carriers
dog airline carriers
dog backpack carrier
dog car seat
dog carriers for air travel
dog travel carriers
luxury pet carrier
nylon dog collars
personalized dog collars
pet airline carriers

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pet airplane carriers
pet carrier airline
pet carrier airplane
pet carrier for air travel
pet carrier motorcycle
pet carrier purse
pet carrier tote
pet carriers airline approved
pet carriers for air travel
pet carriers for airline travel
pet travel accessories
pet travel airline
pet travel airlines
pet travel airplane
pet travel bag
pet travel bags
pet travel carriers
pet travel crate
pet travel crates
travel air pet carrier
travel dog carrier

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Getting Help & Support

Niche Nemesis Guide

If you do decide to join the [AffiliateNicheClub](#), not only will you receive the first of our exclusive Niche Reports **you will also receive our FREE special bonus:-**

'Niche Nemesis'

Our 'Niche Nemesis' guide will help you identify, test and target any niche!

Don't Get Scammed!

There are literally tons of guides and membership sites out there that you *will* at some point be tempted to buy or join. Many promise *the secret* to instant affiliate marketing success. **Don't be fooled or scammed.** The truth is **Affiliate Marketing is NOT some big secret...**some mystery that only a privileged few 'Gurus' can master. It's just marketing, common sense, and hard work...below are our main recommendations for Affiliate Marketing products that we have used to help us along the way and still use and refer to every day:-

[Wealthy Affiliates](#)

THE best Affiliate Marketing membership there is covering all aspects of Affiliate Marketing, with great guidance, tutorials, tools and the most helpful forum around.

[Beating Adwords](#)

THE guide to mastering PPC Adwords.

[Inside the List](#)

THE guide to mastering List Building.

[AdInfiltration](#)

THE guide to mastering placement targeting.

[Micro Niche Finder](#)

THE only keyword tool we use outside Google's own tool.

[Bum Marketing Method](#)

THE guide to mastering Article Marketing. (This is a free guide)

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