IGNY8

SEMANTIC AUTHORITY GRID

SAG Niche Definition Process

Complete methodology for building pre-defined sector libraries
from industry selection to validated keyword data

Designed as the definitive reference for AI-assisted niche generation.

When provided to an AI assistant, this document contains sufficient context
and rules to generate new niche definitions at consistent quality.

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1. Purpose and Usage

This document serves as both a process definition and an AI generation reference. It defines the complete methodology for building pre-defined SAG niche libraries for the IGNY8 platform. When provided to an AI assistant in any session, it contains all the context, rules, terminology, constraints, and examples needed to generate new niche definitions at consistent quality.

AI Generation Requirements:

- Follow the exact terminology in Section 2. Never invent new terms or substitute alternatives.
- Respect all hard constraints in Section 3. These are limits, not suggestions.
- Use the attribute framework approach in Section 5. Attributes are dimensional axes, not database fields.
- Form clusters from attribute value intersections per Section 6 rules. Clusters are NOT keyword groups.
- Generate keywords as real search queries per Section 7 templates. Never use cluster titles as keywords.
- Match the exact Excel output format in Section 10.
- Include reference examples from Sections 5-7 as quality benchmarks for all generated niches.

2. Terminology

Every term has exactly one meaning. AI must use these terms precisely.

Term	Definition	Example
Industry	Top-level business category. Pre-defined in IGNY8. Max 10 sectors per industry.	Pets & Animals, Home Services, Technology
Sector	Specific niche within an industry. A site can have 1-5 sectors. Each sector carries its own attribute framework.	Pet Supplies, Plumbing Services, PM Tools
Attribute	A dimensional classification axis organizing the sector. Becomes a WordPress custom taxonomy. NOT a database field.	Pet Type, Service Type, Feature Category
Attribute Value	A specific option within an attribute. Becomes a taxonomy term with its own landing page.	Dog, Cat, Emergency, Neuropathy, Shiatsu
Cluster	A meaningful intersection of 2+ attribute values forming a topical ecosystem. Each gets a hub page + supporting content.	Dog x Anxiety = "Dog Anxiety Relief Products"
Keyword	A real search query users type into Google. Emerges from attribute value combinations. NOT the cluster title.	"dog anxiety relief", "calming aids for dogs"
Structure	Content format (how it is written). Existing IGNY8 field.	Comparison, Guide, How To, Review, Listicle
Type	Content type (what kind of page). Maps to CMS post types.	Blog Post, Hub Page, Product Page, Term Page

2.1 The Complete Hierarchy

Level	Contains	Constraint
Industry	Up to 10 Sectors	Top-level, pre-defined
Sector	5-8 Attributes, up to 50 Clusters	Each with own attribute framework
Attribute	4-12 Attribute Values each	Dimensional axes, not product fields
Cluster	Intersection of 2+ Attribute Values	Maximum 50 per sector
Keywords	10-20 per Cluster	Real search queries only

2.2 Critical: Attributes Are Dimensional Axes

Attributes are NOT product database fields like "color", "size", or "SKU". They are the fundamental ways to classify and explore an entire sector topically. "Pet Type" is a valid attribute because it divides the entire market into distinct ecosystems. "Shipping Weight" is not because it has no topical meaning.

Test for valid attribute: "Would a user browse a website along this axis? Would a site have a section organized by this?" If yes, valid SAG attribute. If no, it belongs in product metadata.

3. Hard Constraints

These are absolute limits. AI must enforce all of them. Exceeding any limit requires explicit human approval.

Constraint	Limit	Rationale
Sectors per Industry	Maximum 10	Keeps industry scope manageable
Attributes per Sector	5-8	Enough depth without over-fragmentation
Values per Attribute	4-12 typical	Enough to form clusters; pruned to site reality
Clusters per Sector	Maximum 50	Backlinks target top 25-30 of these
Keywords per Cluster	10-20	Must be real search queries, balanced mix
Total Keywords per Sector	500-1,000	Derived from clusters x keywords

3.1 Cluster Formation Rules

1. **Rule 1:** Each cluster must be an intersection of 2+ attribute values. Single values are taxonomy terms, not clusters. "Dog" is NOT a cluster. "Dog x Anxiety Relief" IS a cluster.

2. **Rule 2:** No overlapping clusters. If two clusters share 50%+ of their keywords, only the stronger one survives. The weaker becomes supporting content.

3. **Rule 3:** Each cluster must support a hub page plus 3-8 supporting content pieces. If it cannot, it is not a standalone cluster.

4. **Rule 4:** Cluster names must be natural and SEO-friendly. "Dog Anxiety Relief Products" not "PetType_Dog_x_PetNeed_Anxiety."

5. **Rule 5:** Hub page titles must read as actual page headings. "Best Dog Anxiety Relief Products: Calming Aids That Actually Work" not "Cluster Hub: Dog Anxiety."

3.2 Keyword Rules

6. **Rule 1:** Every keyword must be a real search query a human would type into Google. If it would not appear in Ahrefs or Google Search Console, it is not a keyword.

7. **Rule 2:** Keywords are NEVER cluster titles or hub page titles. "Best Dog Anxiety Relief Products: Calming Aids That Actually Work" is a title. "dog anxiety relief" and "calming aids for dogs" are keywords.

8. **Rule 3:** Keywords should be 2-5 words. Single words are too broad. 6+ words are too long-tail for primary targeting.

9. **Rule 4:** Each cluster needs a mix: direct combinations, "best/top/review" modifiers, question queries, and specific variants.

10. **Rule 5:** No duplicate keywords across clusters within the same sector.

4. Site Deployment Patterns

4.1 Standalone Sectors

A single sector covers the entire site. Clusters and keywords represent complete architecture. Must be self-sufficient.

- **Examples:** Pet Supplies, Jewelry, Plumbing, Dental, Auto Repair, Roofing, Landscaping
- **Volume threshold:** 500K+ total monthly volume (US) for a healthy standalone site

4.2 Multi-Sector Sites

Multiple sectors combine to form one site. Each contributes its own clusters. Cross-sector opportunities emerge from shared attributes. Individual sector volumes can be lower since authority compounds across all sectors.

- **Examples:** Project Management + CRM + HR Tools + Collaboration (all under Technology & Software)
- **Combined volume:** 3-5 sectors together should reach 500K+

4.3 Backlink Target Selection

Regardless of total cluster count, backlink campaigns always target a maximum of 25-30 hub pages. For standalone sites with 30-50 clusters, the top 25-30 are selected by opportunity scoring (volume, KD, CPC, content readiness). For multi-sector sites with 100+ clusters, the same algorithm selects the best 25-30 across all sectors. Remaining clusters rank through internal authority flow.

5. Attribute Framework

The attribute framework is the foundation of every niche definition. Everything else derives from it. Getting attributes wrong means the entire niche is wrong.

5.1 How to Identify Attributes

For each sector, identify 5-8 dimensional axes. Use these questions:

11. **Q1:** What are the fundamental ways users browse, filter, or think about this sector? (Primary attributes)
12. **Q2:** What problems, conditions, or needs drive users to this sector? (Secondary attributes)
13. **Q3:** What features, technologies, or methods differentiate offerings? (Primary or secondary)
14. **Q4:** What audience segments, use cases, or contexts exist? (Secondary attributes)
15. **Q5:** What brands, price tiers, or filtering axes matter? (Tertiary attributes)

5.2 Attribute Levels

Level	Purpose	Count	WordPress Mapping
Primary	Main navigation axes defining top-level structure	2-3	Hierarchical category or main custom taxonomy
Secondary	Classification creating cluster depth	2-3	Custom taxonomy (non-hierarchical)
Tertiary	Descriptive tagging and filtering	1-2	Tags or flat custom taxonomy

5.3 Reference Example: E-Commerce (Pet Supplies)

#	Attribute	Level	Values
1	Pet Type	Primary	Dog, Cat, Bird, Fish, Rabbit, Reptile, Hamster
2	Product Category	Primary	Food, Beds, Toys, Grooming, Health, Collars, Carriers, Training, Clothing, Bowls
3	Pet Need	Secondary	Anxiety Relief, Joint Health, Dental Care, Weight Mgmt, Skin & Coat, Allergy, Senior Care, Puppy/Kitten Care
4	Feature	Secondary	Organic/Natural, Waterproof, Chew-Proof, Orthopedic, Interactive, GPS, Heated, Cooling, Eco-Friendly
5	Brand	Tertiary	(user-populated at deployment)
6	Price Range	Tertiary	Budget, Mid-Range, Premium, Luxury

5.4 Reference Example: Local Services (Plumbing)

#	Attribute	Level	Values
1	Service Type	Primary	Emergency, Drain Cleaning, Water Heater, Pipe Repair, Bathroom, Kitchen, Sewer, Gas, Water Filtration, Inspection
2	Problem Type	Primary	Leaks, Clogs, Low Pressure, Running Toilet, Burst Pipe, Sewer Backup, Frozen Pipes, Water Damage
3	Property Type	Secondary	Residential, Commercial, Industrial, Multi-Family, New Construction
4	Fixture/System	Secondary	Toilet, Faucet, Sink, Shower, Bathtub, Water Heater, Garbage Disposal, Sump Pump, Septic
5	Service Area	Tertiary	(user-populated per location)
6	Urgency	Tertiary	Emergency/24-Hour, Scheduled, Same-Day

5.5 Reference Example: SaaS (Project Management Tools)

#	Attribute	Level	Values
1	Feature Category	Primary	Task Mgmt, Time Tracking, Collaboration, Resource Mgmt, Reporting, Automation, Gantt, Calendar, Budget
2	Use Case	Primary	Agile/Scrum, Waterfall, Marketing, Software Dev, Construction, Creative, Remote Teams, Client Projects, Product Launch
3	Team Size	Secondary	Freelancers, Small (2-10), Mid-Size (11-50), Large (51-200), Enterprise (200+)
4	Industry Vertical	Secondary	Software/IT, Marketing/Agency, Construction, Healthcare, Education, Manufacturing, Consulting
5	Integration	Tertiary	Slack, Jira, GitHub, Google Workspace, Microsoft 365, Salesforce, HubSpot
6	Pricing Model	Tertiary	Free, Freemium, Per User, Flat Rate, Enterprise Custom

6. Cluster Formation

Clusters form at meaningful intersections of 2+ attribute values. Not every combination becomes a cluster. AI selects the strongest 30-50 intersections per sector.

6.1 Cluster Types

Cluster Type	What It Represents	Hub Page Style	Example
Condition/Problem	Intersection with a problem or need	Solution landing page	Dog x Joint Health
Product/Service Type	Primary attribute intersection	Category/buying guide	Shiatsu Foot Massagers
Feature	Feature or technology highlight	Feature landing page	Heated Neck Massagers
Brand	Brand grouping across categories	Brand comparison	Pet Brand Comparison
Life Stage/Audience	Audience-specific intersection	Life-stage guide	Puppy Essentials
Informational	Educational/how-to content	Guide or blog hub	PM Methodology Guides
Comparison	Head-to-head or roundup	Comparison article	Asana vs Monday vs Trello

6.2 Selection Criteria

AI must evaluate each potential intersection against these criteria:

16. **Commercial viability:** Does this represent real products/services people buy or search for?

17. **Depth potential:** Can it support a hub + 3-8 supporting pieces?

18. **Distinctness:** Less than 50% keyword overlap with any other cluster?

19. **Natural language:** Can it be expressed as a natural page title users understand?

20. **Search reality:** Would real users search for this intersection?

6.3 Distribution Guidelines

• **40-50% Product/Service Type:** Core commercial clusters.

• **20-30% Condition/Problem:** Solution-oriented clusters for problem-aware traffic.

• **10-15% Feature:** Technology or feature-specific for comparison shoppers.

• **5-10% Brand/Comparison:** Brand and versus content for decision stage.

• **5-10% Informational/Life Stage:** Educational and audience-specific for top-of-funnel.

7. Keyword Generation

For each cluster, generate 10-20 keyword variants from its attribute values. Keywords emerge from attribute combinations. They are real search queries.

7.1 Templates by Site Type

E-Commerce:

- "[value1] [value2]" → "orthopedic dog bed"
- "best [value1] [value2]" → "best orthopedic dog bed"
- "[value1] [value2] for [condition]" → "dog bed for arthritis"
- "[brand] [value1] [value2]" → "renpho foot massager"
- "[value1] [value2] reviews" → "orthopedic dog bed reviews"
- "best [value] for [audience]" → "best dog food for senior dogs"
- "how to [action] [value]" → "how to clean dog teeth"
- "does [value1] help [condition]" → "does foot massager help neuropathy"
- "[value1] vs [value2]" → "shiatsu vs percussion massager"

Local Services:

- "[service] near me" → "emergency plumber near me"
- "[fixture] [service]" → "water heater installation"
- "[fixture] [problem]" → "toilet leaking at base"
- "[service] cost" → "drain cleaning cost"
- "how to fix [problem]" → "how to fix running toilet"
- "[service] for [property]" → "commercial plumbing services"
- "[fixture] replacement cost" → "water heater replacement cost"
- "[problem] what to do" → "burst pipe what to do"

SaaS:

- "[use_case] [product] tools" → "agile project management tools"
- "best [product] for [audience]" → "best PM for small teams"
- "[feature] software" → "resource management software"
- "[tool_a] vs [tool_b]" → "asana vs monday"
- "free [product] tools" → "free project management tools"
- "[product] for [industry]" → "PM for construction"
- "[feature] for [audience]" → "time tracking for freelancers"

7.2 Keyword Mix per Cluster

- **3-5 direct combinations (2-3 words):** High volume, broad. E.g., "dog joint supplements"
- **3-5 modified queries (3-4 words):** Commercial intent. E.g., "best dog joint supplement"
- **2-4 question queries (4-5 words):** Informational. E.g., "how to calm anxious dog"
- **2-4 specific/long-tail:** High intent. E.g., "glucosamine for large dogs"
- **1-2 brand or comparison (if applicable):** "cosequin for dogs", "shiatsu vs percussion"

7.3 Validated Volume and Difficulty Profile

Based on real Ahrefs US data from 3 test niches (375 keywords each):

Volume Distribution:

Volume Range	E-Commerce	Services	SaaS/Tech
10,000+ (very high)	5%	12%	<1%
1,000-9,999 (good)	35%	36%	9%
100-999 (actionable)	31%	32%	38%
<100 (long tail)	19%	12%	21%
Total actionable (100+)	**71%**	**80%**	**47%**

Difficulty Distribution:

KD Range	E-Commerce	Services	SaaS/Tech
Easy (0-10)	**63%**	**72%**	28%
Low (11-20)	12%	8%	5%
Medium (21-40)	7%	6%	5%
Hard (40+)	4%	1%	17%
Easy-to-rank (≤20)	**75%**	**81%**	**33%**

E-commerce and services produce 70-80% actionable keywords with median KD of 2-4. This is a structural advantage of dimensional keywords: 2-4 word specificity avoids head-term competition while maintaining strong volume. SaaS is harder due to competitive content marketing but viable when combined across multiple sectors.

8. Country Handling

SAG structure (attributes, clusters, types) is country-agnostic. A Pet Supplies niche has the same dimensional structure whether targeting US, UK, Pakistan, or Germany.

What changes per country:

- **Language:** "tyre" vs "tire", "colour" vs "color", "near me" patterns vary
- **Volumes:** Scale proportionally. US volumes are highest baseline.
- **Viability:** Some clusters may not be viable in smaller markets

Implementation: All niche definitions validated against US Ahrefs data. Single country per site recommended. Service Area is user-populated, not pre-defined.

9. Human Review and Ahrefs Validation

9.1 Review Checklist (~20 min/niche)

21. **Attributes:** Right dimensional axes? Any missing? Any that do not belong?

22. **Values:** Cover the real market? Missing major categories, conditions, brands?

23. **Clusters:** No overlap? No 50%+ keyword duplication between clusters?

24. **Types:** Correct classification? Type drives content generation.

25. **Hub titles:** Would work as actual page titles on a real site?

26. **Keywords:** Real search queries? No cluster titles as keywords?

27. **Gaps:** Any major topic with zero coverage?

9.2 Ahrefs Workflow (~20 min/niche)

28. **Export:** All keywords into a flat list.

29. **Bulk query:** Ahrefs Keywords Explorer for target country.

30. **Import:** Volume, KD, CPC attached to each keyword.

31. **Cluster analysis:** Aggregate volume per cluster. Flag clusters under 500/month.

32. **Swaps:** Replace 0-10 volume keywords with better variants.

33. **Quality check:** 60%+ keywords actionable (100+ volume).

9.3 Quality Standards

Metric	Minimum	Target
Actionable keywords (100+ vol)	50%	65%+
Sweet spot (500+ vol, KD ≤20)	20%	40%+
Total monthly volume (standalone)	200K	500K+
Clusters with near-zero volume	Max 5	0
Average keyword difficulty	<30	<15

10. Output Format for AI Generation

AI must produce an Excel workbook with this exact structure. This format is used for human review and eventual IGNY8 import.

10.1 Overview Sheet (per niche)

Sheet name: "[N]. [Sector Name]" (e.g., "1. Pet Supplies")

Meta section at top: Industry, Sector, Site Type, Deployment Pattern (standalone/multi-sector), Total Clusters, Total Keywords, Keywords per Cluster range.

Attributes table columns:

Column	Content
#	Sequential (1-8)
Attribute Name	The dimensional axis name
Level	Primary, Secondary, or Tertiary
Values	Comma-separated list of all attribute values

Clusters table columns:

Column	Content
#	Sequential (1-50)
Cluster Name	Descriptive cluster name
Type	Condition/Problem, Product Type, Feature, Brand, Informational, Comparison, Life Stage
Attribute Intersection	e.g., "Pet Type: Dog x Pet Need: Anxiety Relief"
Hub Page Title	Full SEO-friendly page title

10.2 Keywords Sheet (per niche)

Sheet name: "[N]. Keywords" (e.g., "1. Keywords")

Column	Content
#	Cluster number (matches overview)
Cluster	Cluster name (shown once per group)
Keyword	The actual search query

Column	Content
Volume	Monthly search volume (empty until Ahrefs)
KD	Keyword difficulty (empty until Ahrefs)
CPC	Cost per click (empty until Ahrefs)

Use consistent tab colors per niche across overview and keywords sheets. Alternate colors between niches for visual distinction.

11. Production Workflow

11.1 Batch Processing

Phase	Work	Duration	Output
1. Generation	AI generates 8-10 niches per session	2-3 sessions	All raw definitions
2. Review	Human reviews each (~20 min)	~27 hours	Validated structures
3. Ahrefs	Bulk query per niche (~20 min)	~27 hours	Real volume data
4. Fixes	Swap low-volume keywords (~10 min)	~13 hours	Production data
TOTAL	**~50 min per niche**	**~67 hours**	**80 complete niches**

11.2 Target Coverage

Segment	Niches	Deployment	Keyword Profile
E-Commerce	30-40	Mostly standalone	Best: 70%+ actionable, KD 4-9 avg
Local Services	20-30	Standalone	Excellent: 80% actionable, KD 2-6 avg
SaaS / Tech	10-15	Multi-sector	Moderate: 47% actionable, higher KD
Content / Affiliate	10-15	Either	Good: varies by niche

12. Cross-References

This document should be used alongside:

- **SAG Master Document:** Pure SAG methodology and clustering rules
- **SAG Implementation for IGNY8:** Platform architecture, three-layer model, Case 1/Case 2 flows, data models
- **SAG Interlinking Specification:** Linker module for internal link architecture (Document 3)
- **SAG Backlink Campaign Specification:** External backlink campaign generation and tier system (Document 4)
- **SAG Niche Test Batch (Excel):** Reference output showing exact format for Pet Supplies, Plumbing, and PM Tools

End of document.