

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Academic scholars</b>	vertical B2B	<a href="#">Judy O'Neill</a>	Freelancer New Paltz, NY United States	<i>Unique spaces for ideas that matter.</i>	1987	»	»
<b>Accountants/CPAs</b>	vertical B2B	<a href="#">CPASiteSolutions</a>	Agency Winooski, VT United States	<i>Largest provider of websites for accountants. Trusted by 7,478 accounting firms.</i>  <small>CPA Site Solutions Named to 2010 Inc. 5000 List of Fastest Growing Private Companies [article] [EPR Accounting News]</small>	1999	»	»
<b>Airports</b>	vertical B2B	<a href="#">Cheryl Phillips</a>	Freelancer Queenstown, MD United States	<i>Aviation website design. We have designed for airports, flight schools, brokers and aviation associations.</i>	2011	»	
<b>Amusement and carnival industry</b>	related industries B2B	<a href="#">Matt Cook</a>	Freelancer Elgin, IL United States	<i>Our core focus is on developing web sites for the amusement and carnival industry</i>	2003	»	»
<b>Antique dealers</b>	vertical B2B	<a href="#">Rick Bible</a>	Freelancer Mcgaheysville, VA United States	<i>Websites built for antiques dealers</i>	2006	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	twitter
<b>Antiques dealers/fine art dealers</b>	related industries B2B	<a href="#">Antiques Web Design</a>	Agency Derby United Kingdom	<i>Websites for antique dealers. Personalised for you, including training on how to keep it up to date. Technophobe proof!</i>	2004	»	»
<b>Apartment websites</b>	vertical B2B	<a href="#">Rentbot</a>	Agency Richmond, VA United States	<i>Apartment websites made simple</i>	2012	»	
<b>Attorney microsites</b>	vertical B2B	<a href="#">Great Jakes</a>	Agency New York, NY United States	<i>We are the originators of the attorney microsite, a next-generation lawyer bio</i>	2002	»	»
<b>Auction houses, auctioneers</b>	vertical B2B	<a href="#">Auctioneer Webdesign</a>	Agency Derby United Kingdom	<i>Website design for auction houses</i>	2003	»	»
<b>Audiologists and hearing aid practices</b>	vertical B2B	<a href="#">Audiology Design</a>	Agency Maineville, TX United States	<i>Custom web solutions</i>	1999	»	»
<b>Authors</b>	vertical B2B	<a href="#">authorBYTES</a>	Agency Boston, MA United States	<i>Everything authors need to shine online</i>	2002	»	»

See the Web Site, Buy the Book [article] [The New York Times]

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Authors and books (WordPress sites)</b>	vertical/technology specialization combo B2B	<a href="#">Kate McMillan</a>	Freelancer Portland, OR United States	<i>Designing &amp; building great WordPress websites for authors &amp; books.</i>	2000	»	»
<b>Auto body shops</b>	vertical B2B	<a href="#">Kirk Ziegler</a>	Freelancer Lansing, MI United States	<i>Auto body website design</i>	1997	»	
<b>Auto repair shops</b>	vertical B2B	<a href="#">Kirk Ziegler</a>	Freelancer Lansing, MI United States	<i>Complete website solutions for auto repair shops. Including mobile, SEO, marketing, logo design &amp; more.</i>	1997	»	»
<b>Barbershops</b>	vertical B2B	<a href="#">Tonsorium</a>	Agency Elizabeth, NJ United States	<i>The all in one turnkey barbershop platform!</i> <i>The All In One Turnkey Barbershop Platform!</i>  <i>The all in one urnkey Barbershop Platform!</i>	2019		
<b>Bed &amp; Breakfast websites</b>	vertical B2B	<a href="#">BnN Websites</a>	Agency Salem, UT United States	<i>Twice the website, ½ the cost.</i>  Improve Your Website's Curb Appeal [blog post] [Suite Exchange - how to run an inn]	2009	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Beekeepers</b>	vertical B2B	<a href="#">Elise fog</a>	Freelancer Sisters, OR United States	<i>Websites with a buzz!</i>	2017		»
<b>Birth professionals</b>	vertical B2B	<a href="#">Sarah Juliusson</a>	Freelancer Vancouver, Canada	<i>Website design for birth professionals</i>  Episode 105: 'Birth Worker Websites- What you need to know' Featuring Sarah Juliusson, the 'Website Doula' [podcast] [The Dearest Doula Podcast]	2011		»
<b>Carbon neutral websites</b>	issue-driven B2B	<a href="#">Web Neutral Project</a>	Agency Los Angeles, CA United States	<i>Carbon neutral websites</i>  Reducing the Carbon Footprint of the Internet, with Jack Amend and Matthew Reid, Web Neutral Project [podcast] [Tony Loyd]	2015		»
<b>Cash-for-service physicians</b>	vertical B2B	<a href="#">Einstein Medical</a>	Agency San Diego, CA United States	<i>Transformation by design</i>  You Should Know: Medical/Dental [interview] [Dental Town Magazine]	1995		» »
<b>Catholic organisations</b>	vertical B2B	<a href="#">Matthew Price</a>	Freelancer Melbourne Australia	<i>Transformation by design</i>	2011		» »

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Chiropractors</b>	vertical B2B	<a href="#">PerfectPatients</a>	Agency Palmer Lake, CO United States	<i>Chiropractic websites designed with one objective: New patients!</i>	2004	»	»
				CBM 039 : An Interview with the Master of Patient Communication - Guest: Bill Esteb [podcast] [Chiro Business Mojo Chiropractic Podcast]			
<b>Chiropractors</b>	vertical B2B	<a href="#">PerfectPatients</a>	Agency Palmer Lake, CO United States	<i>Chiropractic websites designed with one objective: New patients!</i>	2004	»	»
				CBM 039 : An Interview with the Master of Patient Communication - Guest: Bill Esteb [podcast] [Chiro Business Mojo Chiropractic Podcast]			
<b>Christian web and graphic design</b>	horizontal B2B	<a href="#">Exodus</a>	Agency St. Paul - Minneapolis, United States	<i>Christian web design and graphics studio</i>	1998	»	»
<b>Coaches (executive, business, career, health, personal)</b>	vertical B2B	<a href="#">Kenn Schroder</a>	Freelancer New York, NY United States	<i>Get the coaching website checklist – Build credibility, engage visitors, and attract clients.</i>	2001	»	»
<b>Company led by technologists/Plastic surgery</b>	vertical/the way you work combo B2B	<a href="#">GROWTH Med</a>	Agency Playa Del Rey, CA United States	<i>GrowthMed is the only technology led marketing company specializing in Medical</i>	2014	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	tw
<b>Construction contractors</b>	vertical B2B	<a href="#">Contractor Dynamics</a>	Agency Asbury Park, NJ United States	<i>Proven lead-generating websites for contractors. The most complete contractor website solution designed to get your phone ringing.</i>  The Definitive Guide to Online Marketing for Contractors [podcast] [Contractor Success Map]	2012	»	»
<b>Credit unions</b>	vertical B2B	<a href="#">BloomCU</a>	Agency Provo, UT United States	<i>Award-winning credit union website design</i>	2015	»	
<b>Crossfit affiliates/Fitness gyms</b>	vertical B2B	<a href="#">Sitefit</a>	Agency Austin, TX United States	<i>Fitness sites made simple</i>	2013	»	»
<b>Custom Mailchimp templates</b>	technology specialization B2B	<a href="#">Blueprint Media Studio</a>	Agency  Pueblo West, CO United States	<i>Feature rich, custom Mailchimp templates.</i>	2005	»	»
<b>Dance studios/schools</b>	vertical B2B	<a href="#">Studio of Dance.com</a>	Agency Portland, OR United States	<i>Bringing studios and dancers together</i>	2002	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	twitter
<b>Database &amp; website solutions for galleries, artists, and collectors</b>	vertical	<a href="#">Artlogic</a>	Agency	<i>All you need to run your art business. Database, websites, sales app, CRM &amp; marketing tools built for galleries, artists &amp; collectors.</i>	1999	»	»
	B2B		London United Kingdom				
				artnet Asks: Artlogic founder Peter Chater on Dragging the Art World into the 21st Century [interview] [artnet news]			
<b>Database &amp; website solutions for galleries, artists, and collectors</b>	vertical	<a href="#">Artlogic</a>	Agency	<i>All you need to run your art business. Database, websites, sales app, CRM &amp; marketing tools built for galleries, artists &amp; collectors.</i>	1999	»	»
	B2B		London United Kingdom				
				artnet Asks: Artlogic founder Peter Chater on Dragging the Art World into the 21st Century [interview] [artnet news]			
<b>Dental labs</b>	vertical	<a href="#">Carrie Kuehn</a>	Freelancer	<i>Creative media services for dental labs</i>	1990	»	»
	B2B		Fullerton, CA United States				
<b>Dentists</b>	vertical	<a href="#">Mike Pedersen</a>	Freelancer	<i>Attract more patients to your practice</i>	2000	»	»
	B2B		Phoenix, AZ United States				
				Ep.47: Website 101 with Mike Pedersen [podcast] [Dentist Money]			
<b>Design optimization for Shopify Plus stores</b>	horizontal	<a href="#">Nick Disabato</a>	Agency		2012	»	
	B2B		Chicago, IL United States				
				How Nick Disabato built a profitable productized service [video] [MegaMaker]			

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Digital accessibility</b>	issue-driven B2B	<a href="#">Level Access</a>	Agency Vienna, VA United States	<i>Digital accessibility: It's all we do! Create an inclusive digital world for all.</i>  Q&A with Tim Springer, CEO of Level Access [blog post] [Equal Entry]	1997	»	»
<b>Digital accessibility</b>	issue-driven B2B	<a href="#">Level Access</a>	Agency Vienna, VA United States	<i>Digital accessibility: It's all we do! Create an inclusive digital world for all.</i>  Q&A with Tim Springer, CEO of Level Access [blog post] [Equal Entry]	1997	»	»
<b>Dog breeders</b>	vertical B2B	<a href="#">Irina Sammut</a>	Freelancer Baħar iċ-Ċagħaq Malta	<i>Breeder web design</i>	2013	»	»
<b>Dog trainers, dog walkers, dog therapists</b>	related industries B2B	<a href="#">Alice Tong</a>	Freelancer Oakland, CA United States	<i>Modern web design for your business</i>  The Modern Dog Trainer Podcast – Ep. 2 Tips for Designing Your Website [podcast] [The Modern Dog Trainer]	2010	»	»
<b>eCommerce sites for luxury brands</b>	umbrella focus B2B	<a href="#">Diffusion Digital</a>	Agency London United Kingdom	<i>Driving digital performance for luxury leaders</i>	2014	»	»



Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>eCommerce websites for the automotive aftermarket</b>	vertical/horizontal combo  B2B	<a href="#">Brendan Hanson</a>	Freelancer  Moorpark, CA United States	<i>High Performance eCommerce</i>   Web Suppliers [article] [Specialty Equipment Market Association]	2001	»	»
<b>eCommerce websites for the the motorsports industry</b>	vertical/horizontal combo  B2B	<a href="#">Brit Mansell</a>	Freelancer  Maylene, AL United States	<i>Igniting the Web</i>   Web Suppliers [Specialty Equipment Market Association]	1997	»	»
<b>Equine therapists</b>	vertical  B2B	<a href="#">Jennifer Shaw</a>	Freelancer  Woking United Kingdom	<i>Digital services for the equine industry &amp; business professionals</i>	2020	»	»
<b>Esports &amp; clan websites</b>	vertical  B2C	<a href="#">IVGrafix</a>	Agency  Springfield, MO United States	<i>Esports Designs. This is what we do!</i>	2008	»	
<b>Family farms, grain elevators, and crop-protection companies</b>	related industries  B2B	<a href="#">Kestrel</a>	Agency  Monticello, IL United States	<i>Web development for agricultural &amp; beyond</i>  Finding the Right Partner to Build Your Farm Website [article] [Successful Farming]	1996	»	

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Farmers</b>	vertical B2B	<a href="#">Farm Web Design</a>	Agency St. Louis, MO United States	<i>Marketing your farm on the internet</i>  7 Tips Creating and Maintaining Attractive Websites [article] [The Grower]	2004	»	»
<b>Feminine WordPress themes on the Genesis framework</b>	vertical/technology specialization combo B2B	<a href="#">Lindsey Riel</a>	Freelancer Baltimore, MD United States	<i>The best feminine WordPress themes you ever did see, backed by a stellar support team.</i>	2005	»	
<b>Feminine, luxury graphic/web design</b>	vertical B2B	<a href="#">Dianne Kennedy</a>	Agency Sydney Australia	<i>none</i>	2007		
<b>Fertility Clinics</b>	vertical B2B	<a href="#">Diego Riobo</a>	Freelancer Buenos Aires Argentina	<i>We help fertility clinics with website design and internet marketing</i>	2000	»	
<b>Fire departments</b>	vertical B2B	<a href="#">Daniel Owen</a>	Agency Exton, PA United States	<i>Everything you need in one place</i>	2001	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Flooring</b>	vertical B2B	<a href="#">Flooring Web Solutions</a>	Agency Pennsauken, NJ United States	<i>Solutions for the flooring industry. Flooring Web Solutions specializes in flooring website design for resellers with specialized product databases connected to ERP/CRM systems.</i>  How to Start Selling Flooring Online [article] [Floor Trends]	2011	»	
<b>Funeral homes</b>	vertical B2B	<a href="#">Frazer Consultants</a>	Agency Madison, WI United States	<i>Fully custom site designs created by funeral professionals, for funeral professionals</i>  Frazer Consultants is a top shop [article] [Madison Magazine]	2003	»	»
<b>Furniture dealers</b>	vertical B2B	<a href="#">FurnitureDealer.net</a>	Agency Burnsville, MN United States	<i>To champion the success of the local home furnishings retailer.</i>  Web firm gets shoppers to stores [article] [Minneapolis/St. Paul Business Journal]	1996	»	»
<b>Golf courses</b>	vertical B2B	<a href="#">Golf Web Design</a>	Agency Greenville, SC United States	<i>We are a technology &amp; marketing shop that specializes in creating products that allow golf courses to make more money.</i>  Erick's podcast about the business of golf [podcast] [The Big Golf Show]	2008	»	»
<b>Green movement</b>	issue-driven B2B	<a href="#">Planet Media Studio</a>	Agency Denver, CO United States	<i>We create green, eco friendly brands, websites and eCommerce solutions</i>	1999	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Hair &amp; Beauty (salons)</b>	vertical B2B	<a href="#">Beauty Mark Marketing</a>	Agency San Luis Obispo, CA United States	<i>Salon marketing agency</i>	2011	»	»
<b>Holiday rentals</b>	vertical B2C	<a href="#">PromoteMyPlace</a>	Agency Woking, United Kingdom	<i>Create a stunning website for your holiday rental. Discover the easiest, most cost-effective way to get a professional website for your holiday cottage, villa, apartment or B&amp;B.</i>  <small>Property Apps – Promote My Place [blog post] [Nick Tadd]</small>	2010	»	
<b>Holistic people</b>	related industries B2B	<a href="#">VITAL Web Design</a>	Agency London United Kingdom	<i>Inspiring website design for holistic people, practitioners, therapist websites.</i>	2004	»	
<b>Home builders</b>	vertical B2B	<a href="#">Builder Designs</a>	Agency Kansas City, KS United States	<i>Integrated digital solution. We build more than just a website.</i>	2005	»	»
<b>Home health care</b>	vertical B2B	<a href="#">Tim Colling</a>	Agency San Diego, CA United States	<i>Online marketing and SEO for senior home care, home health care, elder care, assisted living, hospice, senior care placement and more.</i>	2003	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Horses</b>	vertical B2B	<a href="#">Carolynne Smith</a>	Freelancer Sacramento, CA United States	<i>You want your advertising to be as beautiful as your horses</i>	2003	»	»
<b>Hotels (two-and-three diamond hotels)</b>	vertical B2B	<a href="#">Digital Hospitality</a>	Agency Vancouver Canada	<i>Creative Internet marketing for hotels &amp; resorts</i>	2007	»	»
<b>Hunting</b>	vertical B2B	<a href="#">3 Plains</a>	Agency Shakopee, MN United States	<i>Outdoor marketing agency</i>	2006	»	»
<b>HVAC, plumbing and electrical contractors</b>	related industries B2B	<a href="#">Contractor's Online-Access, Inc.</a>	Agency Port Huron, MI United States	<i>Connecting HVAC contractors to clients</i>	2000	»	»
<b>Independent financial advisors: RIAs, wealth managers and financial planners.</b>	vertical B2B	<a href="#">AdvisorFlex</a>	Agency Washougal, WA United States	<i>Best-in-class website design for today's independent RIAs &amp; advisors in transition.</i>	2004	»	»
<b>Independent insurance agents</b>	vertical B2B	<a href="#">AgentMethods</a>	Agency Chicago, IL United States	<i>Insurance websites so advanced they market themselves</i>	2009	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Interface design for web app developers</b>	vertical/horizontal combo  B2B	<a href="#">Laura Elizabeth</a>	Freelancer  Leicester United Kingdom	<i>Clean &amp; functional web apps designed for developers &amp; creative people with great ideas</i>	2011	»	»
<b>Interior designers</b>	vertical  B2B	<a href="#">Shari Miller</a>	Freelancer  Miami, FL United States	<i>Are you an interior designer? Let us help you style your space on the web!</i>	2010	»	»
<b>Jewelry</b>	vertical  B2B	<a href="#">Gemfind Web Design</a>	Agency  Newport Beach, CA United States	<i>Web technologies &amp; digital marketing for the jewelry industry since 1999</i>	1999	»	»
<b>Joomla websites</b>	technology specialization  B2B	<a href="#">Marc Hardy</a>	Freelancer  Hinkley United Kingdom	<i>Simple, easy to manage websites</i>			»
<b>Joomla websites</b>	technology specialization  B2B	<a href="#">Roberts Web Design</a>	Agency  League City, TX United States	<i>We speak Joomla!</i>	2006	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Landing page design</b>	horizontal B2B	<a href="#">Jen Gordon</a>	Freelancer Atlanta, GA United States	<i>Conversion centered design</i>  Landing Pages that Convert - Jen Gordon Landing Page Templates & Themes [video] [The Marketing Optimization Video Podcast]	2014	»	»
<b>Landscapers</b>	vertical B2B	<a href="#">Landscape Websites</a>	Agency Cumming, GA United States	<i>350+ green industry websites built. We know landscapers.</i>	2004		
<b>Law firm websites</b>	vertical B2B	<a href="#">PaperStreet</a>	Agency Fort Lauderdale, FL United States	<i>Law firm web design. Impress &amp; deliver results</i>	2001	»	»
<b>Lawn care and landscaping</b>	vertical B2B	<a href="#">Lawn Care Sites HQ</a>	Agency Chicago, IL United States	<i>Lawn care and landscaping websites designed to grow your sales online</i>	2009		
<b>Life coaches</b>	vertical B2B	<a href="#">Jennie Lakenan</a>	Freelancer Kansas City, MO United States	<i>Build a website that matches the caliber of your coaching</i>  Automated Sales and Marketing for Coaches with Jennie Lakenan [video] [WP Elevation]	2015	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Manufacturing businesses</b>	related industries B2B	<a href="#">Factory Web Source</a>	Agency Henderson, NV United States	<i>Build your manufacturing business. Capture more leads and increase sales with our manufacturing websites and online marketing Solutions</i>  How to Design a Manufacturing Website [video] [Factory Web Source]	2012	»	
<b>Martial art schools</b>	vertical B2B	<a href="#">Website Dojo</a>	Agency New York, NY United States	<i>Martial arts websites by Dojo Industries. Convert website visitors into paid members.</i>	2005	»	»
<b>Medical websites</b>	vertical B2B	<a href="#">Web to Med</a>	Agency Schaumburg, IL United States	<i>Build patient trust. Medical website design and medical marketing services for doctors and medical offices. Advance your practice, boost revenues, save time and enjoy practicing medicine.</i>	2001	»	»
<b>Minimalist design</b>	horizontal B2B	<a href="#">Justin Page Wood</a>	Freelancer Orange County, CA United States	<i>Minimalist web design. We build beautiful websites for modern businesses.</i>  Justin Page Wood: Minimalist Website and Graphic Designer [Article] [Flaunt My Design]	2010	»	»
<b>Mortgage brokers</b>	vertical B2B	<a href="#">Roar Solutions</a>	Agency Ontario Canada	<i>Professional &amp; trusted mortgage &amp; real estate website design, Google rankings, social media management &amp; email marketing solutions</i>	2003	»	



Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Musicians</b>	vertical B2B	<a href="#">Ross Barber</a>	Freelancer Glasgow United Kingdom	<i>Design and marketing for the music industry. Custom web design for musicians, bands and artists.</i>	2011	»	»
<b>Nail, beauty, hair salons, and spas</b>	related industries B2B	<a href="#">My Esalon</a>	Agency Aldie, VA United States	<i>Custom web design &amp; marketing</i>	2012		»
<b>Next-generation family businesses</b>	umbrella focus B2B	<a href="#">Motor City Mobility</a>	Agency Eastpointe, MI United States	<i>Web design and digital strategy for next-generation family businesses. We help family firms evolve digitally and grow in existing markets without losing touch with the values or passion that founded them.</i>  Next Gens Help To Think Digital [article] [Family Business United]	2012	»	»
<b>Oil &amp; gas industry</b>	related industries B2B	<a href="#">Jim Fulp</a>	Freelancer Las Cruces, NM United States	<i>Oil &amp; gas web design, marketing &amp; graphics</i>	1999	»	»
<b>Online course creators</b>	vertical B2B	<a href="#">Mor Cohen</a>	Freelancer Oak Park, CA United States	<i>Exceptionally powerful websites and branding for online courses creators</i>  How to launch an online course with Mor Cohen [podcast] [Agency Trailblazer]	2001		»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Orthodontic practices</b>	vertical B2B	<a href="#">OrthoInFusion</a>	Agency Athens, GA United States	<i>Showcase your practice</i>	2009	»	»
<b>Paintball</b>	vertical B2B	<a href="#">Alpha Sports</a>	Agency Greenville, SC United States	<i>Paintball website design</i>	2002		»
<b>Pediatric dentists</b>	vertical B2B	<a href="#">Smile Savvy</a>	Agency Mansfield, TX United States	<i>The complete all-in-one solution. Internet marketing for pediatric dentists.</i>	2000	»	»
<b>Personal trainers</b>	vertical B2B	<a href="#">My PT Website</a>	Agency Harrogate United Kingdom	<i>Personal trainer website design &amp; marketing coaching</i>	2013	»	»
							Dan Salcumbe talks SEO and Website Design with Ash [podcast] [PT Distinction]
<b>Pest control</b>	vertical B2B	<a href="#">PestControl Websites</a>	Agency Cumming, GA United States	<i>Complete online marketing. Solutions for the pest control industry.</i>	2004		
<b>Pet industry</b>	vertical B2B	<a href="#">Rosanna Stewart</a>	Freelancer Rotherfield United Kingdom	<i>Modern website design for pet care professionals, businesses &amp; the pet industry</i>	2006		»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Photographers (websites)</b>	vertical B2B	<a href="#">Alex Vita</a>	Freelancer Bucharest Romania	<i>Your photography website is the foreground of your work. Make it amazing!</i>  Photography Website Designer Alex Vita [Article] [Flaunt My Design]			»
<b>Pizza shops</b>	vertical B2B	<a href="#">My Pizza Shop</a>	Agency Elizabeth, NJ United States	<i>Online marketing for pizzerias</i>	2014		»
<b>Plastic &amp; Cosmetic Surgery</b>	vertical B2B	<a href="#">NSE Media</a>	Agency Breezy Point, MN United States	<i>Plastic &amp; cosmetic surgery website design + marketing strategies.</i>	2002	»	»
<b>Pro athletes</b>	vertical B2B	<a href="#">Athlete Web Design</a>	Agency Chicago, IL United States	<i>Web design for pro athletes</i>	2006	»	»
<b>Pro wrestling and mixed martial arts</b>	related industries B2B	<a href="#">Martin Bean</a>	Freelancer Newcastle upon Tyne United Kingdom	<i>Your Fight Site is a web design &amp; graphic design agency specialising in the pro wrestling &amp; MMA industries</i>	2009	»	»
<b>Professional organizers</b>	vertical B2B	<a href="#">Janet Barclay</a>	Freelancer Hamilton Canada	<i>Where professional organizers learn and connect</i>  How to Market Yourself with Confidence with Janet Barclay [video] [The Successful Introvert]	2002	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Progressive political &amp; non-profit projects</b>	issue-driven B2B	<a href="#">Liberal Art</a>	Agency Washington DC, DC United States	<i>We design &amp; develop digital solutions that help our political &amp; advocacy clients engage their audiences.</i>  Absolutely Everything About Liberal Art [NationBuilder]	2006	»	»
<b>Punctuality</b>	the way you work B2B	<a href="#">Roman Kirichik</a>	Freelancer Lutsk Ukraine	<i>Punctuality is the main principle of my work.</i>		»	
<b>Ranches</b>	vertical B2B	<a href="#">Ranch House Designs</a>	Agency Wharton, TX United States	<i>Brand builders. Dream makers.</i>  Episode 14 - Rachel Cutrer - Ranch House Designs, Inc [video interview] [Ideal Video Productions]	1999	»	»
<b>Real estate websites</b>	vertical B2B	<a href="#">IDXCentral</a>	Agency Chico, CA United States	<i>Real estate internet solutions</i>	1995	»	»
<b>Real estate websites</b>	vertical B2B	<a href="#">IDXCentral</a>	Agency Chico, CA United States	<i>Real estate internet solutions</i>	1995	»	»
<b>Recruitment agencies</b>	vertical B2B	<a href="#">Fast Recruitment Websites</a>	Agency Doncaster United States	<i>We only build recruitment websites</i>	2009	»	»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Residential care facilities</b>	vertical B2B	<a href="#">Tim Colling</a>	Freelancer San Diego, CA United States	<i>Beautiful and affordable websites for residential care facilities.</i>	2019	»	
<b>Restaurants</b>	vertical B2B	<a href="#">Restaurant Engine</a>	Agency Durham, NC United States	<i>Restaurant website design, the easy way</i>	2012	»	»
<b>Roofing contractors</b>	vertical B2B	<a href="#">Roofing Webmasters</a>	Agency Fort Worth, TX United States	<i>Every little detail of every little thing.</i>	2011	»	»
<b>Self help and spiritual industry</b>	related industries B2B	<a href="#">Kris Voelker</a>	Freelancer Glendale, AZ United States	<i>Specializing in the self help and spiritual industry!</i>	2013	»	»
<b>Shopify design</b>	technology specialization B2B	<a href="#">Eastside Co.</a>	Agency  Birmingham United Kingdom	<i>Shopify experts. We work with businesses across the world to create stunning Shopify stores and powerful digital marketing solutions.</i>	2013	»	»
<b>Ski and golf resorts</b>	related industries B2B	<a href="#">Propeller Media Works</a>	Agency Burlington, VT United States	<i>Ski &amp; golf resort mobile &amp; ADA friendly web design &amp; marketing</i>	1997	»	»

Pixel Jockeys [article] [Vermont Guides]

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Squarespace / 1-day websites</b>	technology specialization/the way you work B2B	<a href="#">Knapsack Creative</a>	Agency  Lynchburg, VA United States	<i>The simple way to get a professional website + logo.</i>  Ben Manley [interview] [Squarespace Circle]	2012	»	»
<b>Squarespace websites</b>	technology specialization B2B	<a href="#">SquareFlair</a>	Agency  Indianapolis, IN United States	<i>Squareflair is a design studio focused 100% on custom Squarespace design and development.</i>  The Squarespace Specialist: How Alan Houser Crushes It Every Single Day [podcast] [Web Design Agency Podcast]	2010	»	»
<b>Squarespace websites for the fitness and wellness industry</b>	vertical/technology specialization combo B2B	<a href="#">Solmark Creative</a>	Agency  Boca Raton, FL United States	<i>A boutique design studio providing creative services to healthy lifestyle brands.</i>  Balancing A Healthy Lifestyle as a New Mom [article] [The Sweat Life]	2005	»	»
<b>Tattoo shops</b>	vertical B2B	<a href="#">Tattoo Now</a>	Agency  Easthampton, MA United States	<i>Kick-ass websites for tattoo artists, studios and suppliers</i>  Interview with Gabe Ripley [article] [Tattoos.com]	2000	»	»
<b>Therapists</b>	vertical B2B	<a href="#">Empathysites</a>	Agency  Greece	<i>Therapist website design to reflect who you are and attract clients.</i>	2017	»	

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»	»
<b>Thesis Theme Framework</b>	technology specialization B2B	<a href="#">Nina Cross</a>	Freelancer Philadelphia, PA United States	<i>Thesis Theme designer</i>	2010	»	»	»
<b>Transactional UX for airline bookings</b>	vertical/technology specialization combo B2B	<a href="#">Karl Salisbury</a>	Freelancer Melbourne Australia					» »
<b>Translators</b>	vertical B2B	<a href="#">Websites for Translators</a>	Agency London United Kingdom	<i>Whether you are a translator, interpreter or linguist, we can boost your online and offline marketing!</i>	2011			» »
<b>Travel agents</b>	vertical B2B	<a href="#">The Travel Web Design Agency</a>	Agency Salisbury United Kingdom	<i>Effective website design for tour operators &amp; the travel industry</i>	2001			» »
<b>User onboarding</b>	horizontal B2B	<a href="#">Samuel Hulick</a>	Freelancer Portland, OR United States	<i>The user onboarding guy</i>	2004			» »

Interview With Samuel Hulick: User Onboarding And Customer Education [article] [Learndot]

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>Veterinary practices</b>	vertical B2B	<a href="#">ViziSites</a>	Agency San Diego, CA United States	<i>Veterinary websites, design &amp; SEO. Does your website reflect the quality of veterinary medicine you practice?</i>	2013	»	
<b>Web design for creative businesses</b>	vertical/horizontal combo B2B	<a href="#">Jill Anderson</a>	Freelancer  Atlanta, GA United States	<i>Hey, I'm Jill. I make custom WordPress websites for creative professionals.</i>  <small>How web designer, Jill Anderson, increased business by 17% [podcast] [Marketing Mentor]</small>	2002	»	»
<b>Web design for vegan businesses</b>	issue-driven B2B	<a href="#">Luke Dowding</a>	Freelancer Bournemouth United Kingdom	<i>The vegan web designer</i>		»	»
<b>Web design for vegan businesses</b>	vertical/horizontal combo B2B	<a href="#">Vegan Web Design</a>	Agency  Melbourne Australia	<i>Compassionately vegan. We help vegan businesses &amp; professionals get results online</i>	2012	»	
<b>Website makeovers for creative people</b>	vertical/horizontal combo B2B	<a href="#">Jonathan Tilley</a>	Freelancer  Stuttgart Germany	<i>I'm a brand strategist who helps creative people transition into successful creative freelancers.</i>	2012	»	»



Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Websites for the automotive and uPVC spraying industries</b>	vertical B2B	<a href="#">Jeff Guest</a>	Freelancer Derby United Kingdom	<i>Websites for Sprayers</i> <i>If you paint stuff, I can help your business.</i>	2011	»	»
<b>Wedding pros</b>	related industries B2B	<a href="#">Ashley &amp; Malone</a>	Agency Hamilton, United States	<i>Beautifully built. Distinctly designed.</i> <i>Swiftly launched.</i>  How To Run A Business With Your Spouse ft. Ashley & Malone Design [blog post] [Bloguettes]	2004	»	»
<b>Wine ecommerce websites on Vin65</b>	vertical/technology specialization combo B2B	<a href="#">Wine Works</a>	Agency  Abbotsford, Canada	<i>Great Vin65 launches. We are Vin65 experts - tackle your project with confidence.</i>	2013		»
<b>Wineries (with direct-to-consumer sales)</b>	vertical B2B	<a href="#">Simply Platformed</a>	Agency Napa Valley, CA United States	<i>Custom winery website design and development</i>	2011		»
<b>Wix website design</b>	technology specialization B2B	<a href="#">TP Digital</a>	Agency  London United Kingdom	<i>Let's get wixing! We are a Wix website design agency. We build beautiful bespoke Wix websites.</i>	2013		»

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	tw
<b>WordPress sites for wineries</b>	vertical/technology specialization combo B2B	<a href="#">Brian Richardson</a>	Freelancer Carlton, OR United States	<i>Winery websites and digital strategy. Boost tasting room traffic and sell more wine online.</i>	2015	»	»
<b>WordPress websites</b>	technology specialization B2B	<a href="#">Mike Smith</a>	Freelancer Knoxville, TN United States	<i>Kick Ass WordPress Developer. Hi, I'm Mike &amp; I build award winning websites for my clients.</i>  Designer In The Spotlight: Mike Smith [interview] [JUST Creative]	2007	»	»
<b>Yoga</b>	vertical B2B	<a href="#">Namaste Interactive</a>	Agency Makawao, HI United States	<i>Shine brighter. Inspired Creative Design and Digital Marketing.</i>  Customer Stories: Meet Chris Roy, CEO and Co-Owner of Namaste Interactive [article] [Freshbooks]	2004	»	»