

Vertical Markets

What is a vertical market site?

A vertical market site is focused towards a particular industry or group of enterprises in which similar products or services are developed and marketed using similar methods (and to whom goods and services can be sold). Broad examples of vertical markets are: insurance, real estate, banking, heavy manufacturing, retail, transportation, hospitals, and government.

Vertical market sites are usually very specific in their function, such as real estate, and often times we can combine the best of the specific vertical market needs with other technologies that compliment the overall goal of the site, whether that is cross pollination with other, sometimes larger, vertical market sites, traffic trending and reporting for statistical analysis to aid advertising revenue, or something as simple as an owner blog, or tips and tricks section that is updated regularly.