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When deciding whether to build minisites or authority sites, you really have to consider your own preferences. Making broad generalizations about either kind of site is not very helpful. Some people, of course, have strong feelings about this one way or the other. Being open-minded, however, can allow you to consider factors you might otherwise miss. In business, opening your mind to alternatives can mean thinking of more ways to increase your profits. Below are some criteria you can use when deciding whether to focus on mini sites or authority sites.

Many marketers prefer to work within a tightly focused segment of the market known as a niche. There's nothing wrong with that at all. This thin slice of the market is known in some circles as a micro-niche. It is in these segments of marketers that mini sites dominate and thrive. With the latter, you can target just one or two main keyword phrases very easily and often rank very well in a short time. Of course that also depends on the competition for those keywords. To be fair, you can also target the same micro-niche within an authority site. If this isn't appealing to you though a mini site remains a solid choice.

As you know, maybe, Google changes their algorithm to reward things they like and penalize what they do not like. In recent years, especially in 2010, Google has made it plain that it likes authority sites better than sites lacking in substantial content. When your site is ranked, a quality score is determined (as with pay per click), and thinner sites are penalized. While it's still possible to optimize and rank for your mini sites, you'll have to put more time and effort into it now. Even then, you will not get the same amount of traffic that you could earlier in 2010 with an SEO'd mini site. These are the standards Google is using, and if you do SEO, you have to consider this.

You can think of an authority site as a department store with many ways to profit from it. You will see a lot of high ranking authority sites selling space for third party ads. There are different variables that will determine how profitably you can use that model. If you are not in a highly competitive market, then your profits from advertising will tend to be lower. On the other hand, selling ad space is not the only way to make money.

When we consider everything, there's no way to satisfactorily decide whether authority sites or mini sites are better. These two types of sites are meant to accomplish different objectives, so you can only really ask, which is better for what goal. True, there are overlapping qualities with the two, but the differences outweigh the overlap.

So then the question becomes one of what do you prefer to do? You also have to consider your goals when it comes to your website. An authority site has more long-term benefits, and mini sites can often move with the tides of algorithm changes.

There's two ways of setting up this enterprise, you may either begin from scratch or maybe you can acquire a business. If you are searching for a organization right here [Business For Sale](#) or the following [Business For Sale](#).

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