

Turn Local Niches into Cash Machines: My Simple Formula for Rank and Rent Success

I've been doing local SEO for the past 8 years, and while working on client projects, I discovered the rank-and-rent and pay-per-call models.

In the beginning, I spent a lot of time researching and trying to implement these strategies, but I didn't see results because I didn't know how to start properly. Back then, very few people even knew that this was a monetization model.


After years of trial and error, I finally cracked the code. It gives me immense pride to say that I was the first to bring this model to people in Pakistan in the right way, making it accessible and actionable for others.

Now let's discuss how this works?

Let me break down the exact steps I use to get these websites up, and running, and generating income.

Step 1: Pick a Local Niche

Start by selecting a niche that has steady demand but isn't oversaturated with competition.

 **Pro Tip:** Avoid common niches like restaurants, travel or hotels in large cities (e.g., New York). Instead, look for services like window installation or tree removal.

After that pick a City,

again a city that is large enough to make it worth while but not so big that there is too much competition.

Lets say Oklahoma City, Population 643,648.

Great, now you got a Niche.

"Tree removal Oklahoma City, Oklahoma"

Step 2: Buy Domain & Create Website

Create a Simple Website, it could literally be a normal Business website.

More important than the website itself is the Domain,

it should be Keyword rich domain, this helps the website rank...

Which is the whole foundation of this entire thing!

Something Like:

1) oklahomatreeremovalpro(dot)com (PMD)

2) Treeremovaloklahoma .com (EMD)

Once you buy the domain now its time to build website and content.

Use Chat GPT to create good content and write solid headlines for your website.

Like

"Best Tree remove Oklahoma City"

Add some relevant Pictures

(I like to use Pixabay for good pictures)

Add a few paragraphs and bullet points.

If you don't know what to say, look up some existing tree services websites and see what they say, you can then model yours after them.

(don't copy them, just get ideas of what to write on your own plus if you copy a page it will make it harder for the website to rank)

Don't be perfectionist here, don't spend alot of time to do this work just setup your website and you are good to go.

Now add email capture form and a phone number with Oklahoma City's Area code.

Step 3: (Backlinks)

Make sure you get a few backlinks for your website, backlinks give your website credibility and authority.

Being in the top of Google is basically a link contest, but not all votes are worth the same.

Now the question is how you will create backlinks .

1) create links on local community websites.

2) contact local business owner and ask for a link and offer a good article in exchange of backlink.

3) Web 2.0s/Foundational Links

4) pdf backlinks

5) youtube video backlinks

6) product review backlinks

Congratulation you have done your job now wait for improving your ranking on google .

Step 4 (Monetize Your Traffic)

Now Find some tree remove services website in Oklahoma City,

focus on the ones that have ugly websites that are not showing up very well on Google.

Call them or email/text each one of them.

Say something like:

"I would like send you some free business and if after that you want more we can talk about my paid service, are you open to something like that?"

(say it in your own words)

This is how many average people are winning everyday using what we teach.

At some point someone is going to say:

"sure, why not?"

Go with someone that shows excitement about the possibilities.

Ask them what email and what phone number they would like to receive inquiries at.

Step 5: (Minting Money)

By this point your little simple website will be making it's way up the ranks in Google

You can find it using terms like

"Tree removal service Oklahoma "

"Tree trim service Oklahoma City, Oklahoma"

"tree removal near me"

"Best tree services Oklahoma City"

Great!

Now go check out your stats and see how many leads your potential partner has gotten.

After that you got them hooked.

You are what they have been waiting for,

Name your price.

Figure out how much each deal is worth, or charge by the lead o simply a flat monthly fee.

I have seen all of those models work.

An average monthly fee would be something like \$400 a month.

Give them your Paypal and Wise or whatever you prefer) and Boom!

You got a contractor !

💡 Other Monetization Models:

1. **Charge Per Lead:** Set a price per inquiry.
2. **Flat Monthly Fee:** The average rate is around **\$400/month**.
3. **Hybrid Models:** Combine per-lead fees with a flat rate.
4. **Sell Website:** You can even sell website to local contractors.
5. **Affiliate networks:** You can sell these calls to pay per call networks.

When your partner agrees, share your payment details (PayPal, Wise, etc.), and congratulations you've landed a paying client!

Final Thoughts

This method works because it's straightforward, scalable, and focuses on local businesses that need help. Follow these steps, and you'll be on your way to building a sustainable income stream.

This is just one method I've discussed here. There are many other approaches to this model, which we'll cover in detail during **Local SEO Warriors Batch 8**. In the session, we'll dive deep into:

- **Right Niche Selection:** How to choose niches that have high demand and low competition.
- **Keyword Research:** The exact strategies to find keywords that help you rank faster.
- **Flipping and Renting:** Proven methods to monetize your websites effectively.
- **Start your own services business:** Start an online services business by ranking these keywords.

If you want to master the art of rank and rent websites, don't miss out on this opportunity. **Batch 8 is going to be a game-changer!**

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