

Rank and Rent Strategy



Exact Strategy I use to leverage the online boom and create an on-going passive income.

Hey folks,

Good morning. Getting your hands on this eBook is one of the best things you did.
Seriously. I mean it (if I say so myself)

In 2014 I had a good job.

I worked for General Motors as a Sr. Business Analyst. They paid me well, gave good benefits (the company gave me my own laptop, own phone, own car - yes, the latest model car which I could change every 3 months) + 4 weeks holiday and 2 weeks' paid vacation.

My mom and dad were proud of me (my mom would say "my son has a company car" - to anyone who came 3 feet of her)
Some of my relatives were jealous of me,
A few friends looked up to me,
My wife knew I wasn't passionate about my job.
My 2 year old daughter cried every morning I left to work

And I was miserable!

Don't get me wrong. I was grateful for the job and the \$ it paid.

But I just hated sitting in a cubicle for 8 hours a day.
I hated the office politics (my colleagues Pam and Janet especially enjoyed making other people feel small)

I could not fathom doing this for another 30 years!

I started browsing the net. Searching for a way out.

A few weeks later I received an email from Bob Proctor. I was in his email list, and he was promoting an online marketing course. (if you do not know who Bob Proctor is, just YouTube him – his videos may just change your life for the better!)

I remember sitting in the conference room in my office building and watching the webinar (for those who don't know, if you are working in the automotive industry, you had so much time in your hand (reading the newspaper, browsing the net and going for 2-hour lunches were very common). A job at Ford, GM or Chrysler usually meant "you were set for life".

No wonder they lost to Tesla when it came to the future!

Anyway, the webinar promoted financial freedom - be my own boss and make \$50k/mo.

I wanted that lifestyle! Even if I could only make 10% of what was promised, I was ready to jump in.

I would rather a be a free man living in a 2-bedroom apartment, than a job-slave living in a huge mansion.

There was only one problem.

It cost \$6k to get into this course. And for all the so called "good job, good life" I had, i didn't have six grand sitting in my bank account.

Most people work hard, but their bank account is hardly working!

I scraped together a couple of credit cards and took a leap of faith.

I remembered Bob Proctor's words – **"Jump. You will develop wings along the way and fly".**

Most people do not even take the first step!

You see, I have been in the local Online Marketing, Lead Gen, SEO space for more than 8 years now and in that period, I have bought a lot of courses. You name it and there is a good chance I have bought it. I have invested 10s of thousands of dollars and thousands of hours learning, testing, failing, and ranking.

And it's not just Online Marketing. **I would get my hands on anything that promised a slight chance of getting me some financial independence.**

In lay man terms **I was willing to do anything to leave my stinking job and be a free man!**

I realized that if I wanted to become the best in something, **it better be something that can provide passive income and make me wealthy.**

You can try and own apartments, houses and rent them out for passive income (isn't that the holy grail of passive income?),

OR

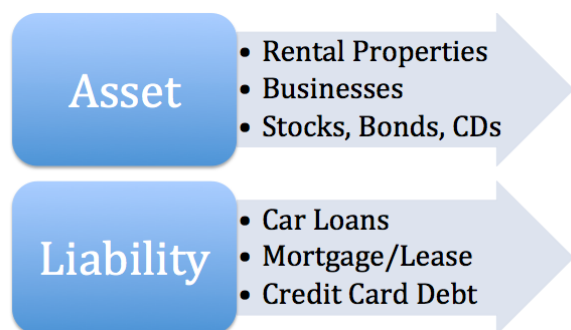
You can create **digital real estate** (for a fraction of the cost and effort of owning real estate), and still create passive cash flow!

This is the exact strategy I used to replace my job income and fire my boss!

Make sure you read "Your FREEDOM Number" at the end of this book – It's the single most important guide post along your journey to financial freedom!

A few things to know about creating Wealth

The key to wealth accumulation is knowing the difference between an asset and a liability. If you know this difference, you can identify all the things that are making you poorer every month so that you can decrease it while focusing on things that will make you richer.



Asset is anything that **puts money in our pocket** (think rental properties, interest accrued from a savings account etc)

Liability is anything that **takes money from our pocket!** (think loans, mortgage, debt).

Your Home is NOT AN ASSET – **until you have paid it off!**

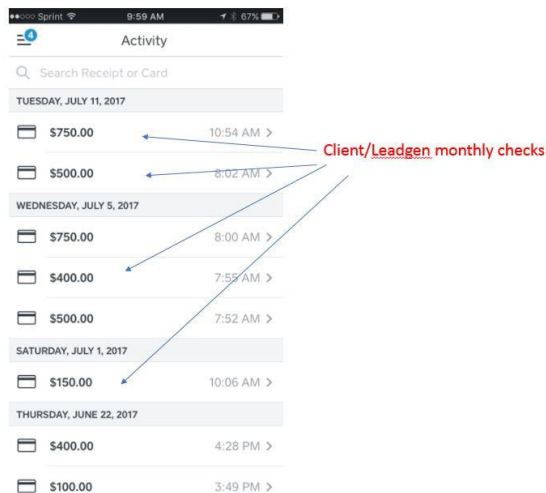
In these seven years I have joined almost every Internet marketing group, bought every course (SEO, FB Ads, Wholesaling, stock market), and then finally settled on Internet marketing.

I have interacted with almost every IM guru out there. I have seen some good success in ranking websites in the local space, and in the process, I have ranked my own sites, client sites, ranked and rented sites, ranked and sold sites, ranked and lost sites, and regained them back and rented them again!!

Over the years I have built good relationships with many online marketers, and I provide white label SEO work for few SEO guys out there and have partnered with some big name SEO gurus in lead gen and white label work.

Few years ago I hit the \$10k in revenue mark (it was a combination of rank and rent, client SEO and little fb ads). Though it was the magical \$10k/mo number every one dreamed about, I was a bit exhausted wearing multiple hats.

Here's a screenshot from 2017!



Here is a cool video – How I ranked and rented my first website - https://youtu.be/j_8SofZV7CY

By the way I would highly recommend subscribing to my YouTube channel for regular updates on whats working in SEO now – The SEO Accelerator - <https://www.youtube.com/channel/UCoH4aw1p7blFrcm8k2UhAWg>

I decided to completely ignore everything else (Adwords, FB ads, YT video marketing, funnels, etc.), and decided I will become an **expert in one thing** only. And I realized that if I wanted to become the best in something, **it better be something that can provide passive income.**

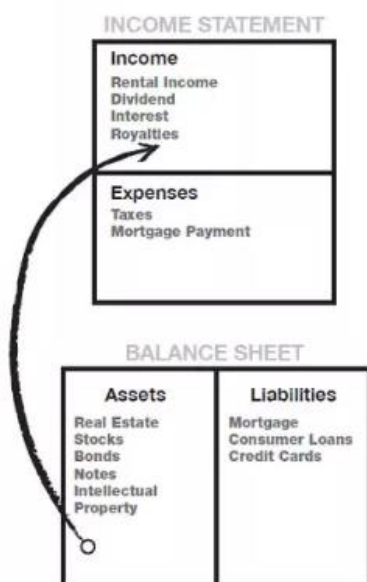
And so, even though Client SEO work is pretty profitable, I decided to focus mainly on owning my own assets (websites) and renting them out. That way I did not have to deal with clients if I didn't want to.

Here is a million dollar lesson they don't teach you at school

The key to becoming wealthy is to create assets that produce **cash flow**.

The rich and wealthy speak a different language (the middle class call it "salary or income").

This is the cash-flow pattern of a rich person:



The Wealthy create assets that produces them with an income. So making money every month is not dependent on their time.

The poor and middle class get a job (trade time to make money), and then spend it on liabilities and expenses. No wonder they don't have any \$ left to build an asset after all expenses and paying all loans!

I decided it was time for me to move from the middle class to the wealthy category!

BTW, you may have a cushy six figure job , but if you are still trading time for money, you are still not wealthy.

Oh yea, you may call yourself “upper middle class”, “high income individual” etc, but accept it – those are just different ways you are fooling yourself, no one else.

If you lose your job tomorrow, do you have enough cash flow coming in every month to sustain your current lifestyle?

If not, lets change it – buckle your seatbelts and get ready!

Once I learned and mastered how to build assets that provided me with passive income/cash flow, I suddenly discovered I had more time in my hands too - **I was also time-rich!**

And when you have both money and time on your side, you can literally do anything you want, pursue anything that interests you, getup when you want to every day.

No more asking your boss for permission to take a week off from work!

One last thing before we dig into the process I used (and consistently use) to create an asset based income.

- I have come to realize that there **are 3 types of Online Marketers out there**
 - 1) Those who know a decent amount, have seen some success and are masters in marketing themselves and selling courses. They make more money selling courses than by actually doing what they teach. Nothing wrong with this – this is just how they operate.

- 2) Those who get excited about the next shiny object and always want to learn the next hot thing out there. I was like this up until about 48 months ago, and its not scalable.
- 3) Those who are so *focused* in one area of online marketing that they become masters at it. I call them **Ninjas!** They just focus on that one area and work every single day on that area, test things out, fail, learn, do more and **hence create breakthroughs.**

You don't hear their name much; they don't do FB Live videos every day. They just have their heads down and do **what they love to do and what they do best!**

I believe I transitioned from #2 to #3 when I decided to focus solely on ranking and renting about 48 months ago. By no means am I saying I am the best. All I am saying is, I have spent more time and consistent effort in only one area of online marketing – **making Google my bitch!**

When you have ranked sites again and again and again, you get amused hearing the rumors going on in SEO groups on “what works now” and “what doesn't work now”.

Ok enough on my background.

My intention here is to provide **more value in this little eBook than you will find in many paid courses!**

So let's dive in.

The Strategy

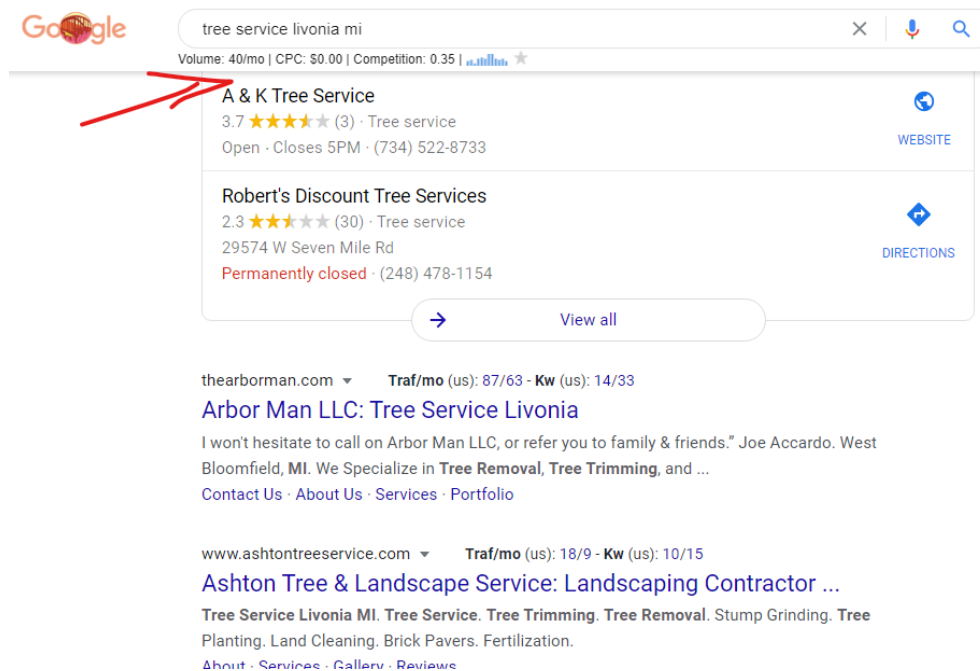
There are 30.7 million local small business in USA.

Everyone of them needs customers. Customers/ clients are the lifeline for any business.

If you can provide these businesses with a pipeline of customers, they will be happy to pay you top dollar month after month!

I am **not** going to start in the basics. I assume you know atleast enough to understand that “Local SEO” is basically the act of ranking a website in google.com (and other search engines like Yahoo and Bing).

As an example, there are 40 people (on average) searching for a tree company in a small city like Livonia Michigan. Now Livonia is a population of only 90k.



The average cost to remove a tree is \$750. Obviously some jobs cost more, and some tree jobs cost less.

If you can put up a small website, and get it to show on top of the search results (ranking it on top) when someone searches for “Tree service in Livonia”, that potential customer will find your website and call the number on your website looking for tree removal services. And you can forward those calls to a legit

Cutting down and removing a tree costs an average of **\$400** to \$1,200 with most paying **\$750**. Extreme projects might hit **\$2,000** with the low end of small trees only costing **\$200**. You'll pay \$8 to \$15 per foot with the range coming from cost factors like accessibility and job complexity.

Low Cost: \$200

Average Cost: \$750

High Cost: \$2,000

[www.homeadvisor.com > cost > lawn-and-garden > tree-r...](https://www.homeadvisor.com/cost/lawn-and-garden/tree-removal/)

[2021 Tree Removal Cost | Price to Cut Down a Tree Near You ...](#)



tree company.

Out of 40 searches a month, if you are only able to send 8 calls to a tree company, that's \$5600 of potential revenue (from an avg tree job cost of \$750) you just created for this tree company.

*If you send him almost \$6000 of revenue, do you think he will **be happy to pay you 10-15% (\$600 - \$900) per month!!***

Of course!

The beauty of "digital real estate" and "rank and rent" is – once you do the work to rank a website on google, you don't have to do much else to keep it ranked there (in most cases local).

I have websites (digital real estate rentals) paying me \$1500/mo from 2015!!

And you can rinse and repeat this to make whatever your desired income is!

"Rank and Rent" means ranking a website in google search engine and renting it out to a local company so they can benefit. They benefit by getting all the calls and customer leads being generated from that website *as a result of being ranked in the top of google search engine for our main keywords (search terms).*

Here are the exact step by step actions I take to rank a website.

I am going to reveal to you step by step on how I did basic research and zeroed in on a niche and city and then how I ranked a website to rent out for an easy \$2000/mo

Keep in mind, that if any of this seems too technical for you, you can hire any number of experts in this field for \$4-\$5/hr from websites like upwork.com or onlinejobs.ph or fiverr.com . These are expert web developers based in Asian and Eastern European countries for whom \$4/hr is more than full time income in their country!

1.) Deciding on the Niche and City

I usually decide on a "service based" niche where my future client (the one I will rent out the site to once ranked) actually has to go to customers' residence to perform their work. Eg. Landscape services or handyman as opposed to a dentist or chiropractor. In the case of a dentist or chiropractor, the customer has to go to get the job/service done.

Easily 90% of SEO guys and gals skip this initial research phase.

For an in-depth on video on how to Identify a Niche go here - <https://www.youtube.com/watch?v=TQrFJ3nXiBo>

And this video goes into a real time example - <https://youtu.be/TQrFJ3nXiBo>

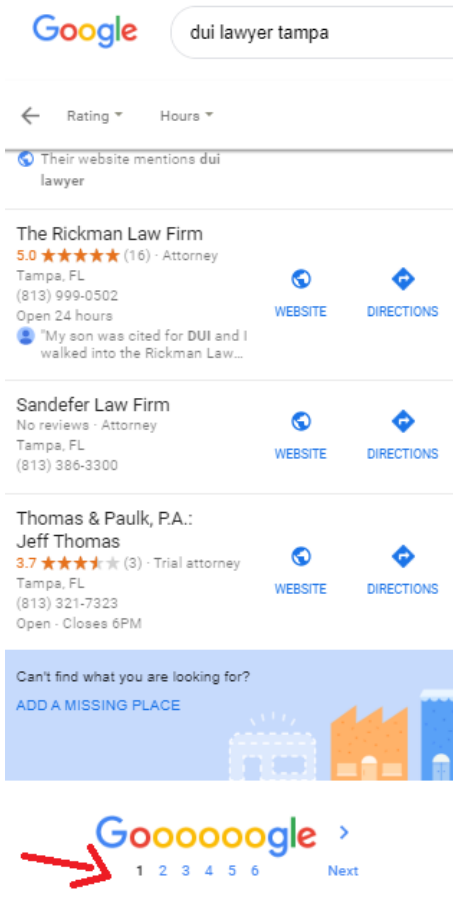
For a full overview of the ranking process, go here - <https://youtu.be/sDCAeGqGTpU>

Here is what I look into as I decide what niche and what city to rank a website in.

In this example I am going after a "law firm/legal" niche as these days , most businesses are done over zoom anyways.

Choose a niche where there is enough search results.

I find that If your search doesn't bring up any map pack that doesn't mean there is no competition. That **often means there is no traffic**. If *the search brings up 3 or more pages of maps listings*, it means there is more than enough traffic and more than enough companies to buy your leads or rent out your site.



From experience I now know that **if the search volume is above 70 searches a month, you can actually get 3-4 calls a day.** Now this may vary by niche I would think, but the point is to use the search volume data as guideline and not as set in stone.

I use google AdWords Keyword Planner to see the number of searches a month. I use the **“Keywords Everywhere” plugin** to quickly scan search volume



You can also use the free tool Ubersuggest (.) to get search volume data (don't pay attention to the other data there like "SEO difficulty" or CPC etc. Only focus on "Search Volume" for now).

dui lawyer tampa

English / United States

Search

Keyword Overview: dui lawyer tampa

| SEARCH VOLUME | SEO DIFFICULTY | PAID DIFFICULTY | COST PER CLICK (CPC) |
|---------------|----------------|-----------------|----------------------|
| 720 | 27 EASY | 43 | \$71.62 |

So in our example above, “dui lawyer tampa” is our main keyword.

None of the keyword tools are accurate , keywords everywhere tool shows 590 searches a month, and Ubersuggest.com shows 720. Use them as a guide. Regardless, there seemed to be enough search volume to rank and rent a site in this niche and city.

Since this niche (I will be using the dui lawyer niche as example for this eBook) passed my criteria, namely

- More than 70 searches a month volume
- The search **does** show up a map pack and it has atleast 3 pages of map listings,

I can pick this niche in this city.

2.) Choose a City where there is enough population

I usually put up rental sites in cities of population atleast 100k and above. **Usually 150k to 250k is a sweet spot** where you can fairly easily rank the site (provided you did your competition analysis- more on that below) and you can **rent out the site for an easy \$500 to \$1000/mo atleast** (depending on niche, client, season etc.).

In our case the population of tampa florida is around 400k.

tampa fl population

Settings Tools

About 11,600,000 results (0.93 seconds)

Tampa / Population

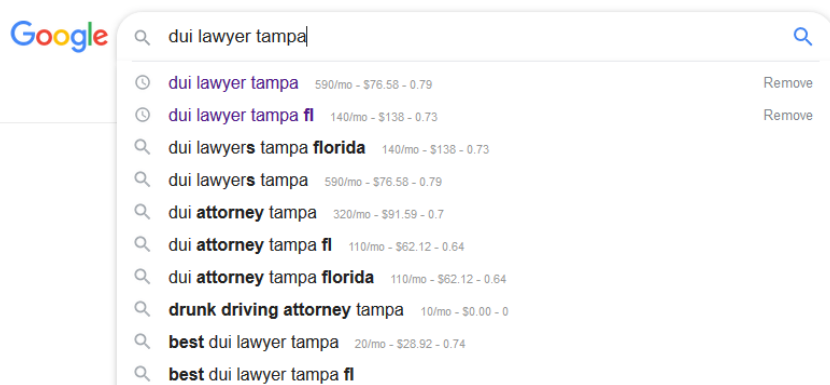
385,430 (2017)

I knew it would take some time and effort to rank but I wanted to see what it would take to rank there.

3.) Keyword Research

One of the biggest mistakes that SEOs make is that they just go after ranking the website for the main keyword. While that does make sense and there is money to be made, understand that there are many related and long tail keywords that get searched a lot and we should take them into account.

The easiest way to find these is by looking at what google “suggests”



Here google gives us suggestions and shows that there are 90 searches a month for **the keyword “dui lawyer tampa”**. The other suggestions are names of the law firms that are being searched and so we just need to use common sense and capture the other keywords we can rank for.

I now do a search using this other keyword that google just suggested, and I will find even more related keywords



We find that another keyword “dui attorney tampa” has 320 searches a month.

You can use <https://neilpatel.com/ubersuggest/> or google adwords keyword planner to gather other related keywords.

I also do a search in **my niche** in a **different city** and get more keyword ideas



I **compile about 20-30 long tail keywords and related keywords** and list them in an excel sheet.

The goal is to make sure we account for as many long tail keyword searches as we rank for our main keyword.

4.) Competition Analysis

Next I check the competition. I usually look up the top 3-5 sites showing up in the organic searches for the main keyword and do a quick look at their DA and PA (Domain Authority and Page Authority). I use the free MOZ toolbar plugin for this.

So in our example the 1st site that shows up organically has a DA of 21, the 2nd one has a DA of 94 , and 3rd a DA of 9.

www.tampaduidefenders.com ▼



<https://www.yelp.com> ›



<https://www.justia.com> ›



<https://criminaldefenseattorneytampa.com> ▼



Usually if the **competition has a DA of 15 or less it is fairly easy to outrank** (if you know what you are doing). In this case there were websites with DA of 29 , it might take a bit extra push.

Anytime I see directory sites like Yelp and Yellowpages or Homeadvisor with DA in 90s I am happy.

Why?

Because that tells me that I can easily outrank these sites if I optimize my site for the exact niche and city. These big sites are ranking due to the DA of their site, and have millions of pages. But their entire site is ***not optimized for only one city***. So when I come in with a **ninja- optimized site which is 100% optimized to rank only for my city and for my niche**, I can out rank them everytime.

My main competition would be the local sites **where the homepage of the site is ranking** for the main keyword.

Here's a cool video on Competition Analysis - <https://youtu.be/ydFYOakbmX0>

5.) What Domain name should I pick?

Now that I have chosen my niche and city, its time to register a domain and host it.

One of the biggest factors in ranking for a keyword in Google is having the keyword in the domain name. That does not mean we just go out and register a EMD(Exact Match Domain). We need to do our due diligence on it.

(EMD is any domain name with the exact keyword we want to rank for).

So since “dui lawyer tampa” is our main keyword, an EMD would be www.duilawyertampa.com or www.tampaduilawyer.net etc.

In our case the most common EMDs (.com and .net) were taken.

So I always try and get a PMD (Partial Match Domain). So I would get a domain like www.tampaduiattorneygroup.com or www.bestduilawyertampa.com

You *don't have to have both city and niche in the domain*, and if you do you just have to be careful about online optimization and anchor text ratio (more on those later).

In a previous case study, I had ranked 2 websites in a fairly competitive niche, and I chose PMDs for both. I had city and niche keyword for one domain and I had a short form of city and niche for the other. An EMD was already ranking #1 in maps and organic and I knew I couldn't easily get another EMD into the map pack.

Note: This ranking process is the exact process our agency uses to rank client sites as well. So if you are looking to rank a client site who does not have the keywords in the url (and is probably a brand name like www.tomsmithllc.com) , you can put your main keyword in the title tag (more on this on step #7 – On Page Optimization).

I always get “Whois Privacy” so as to hide who registered the domain.

I then host the site in a shared hosting account.

My favorites are Siteground.com, Bluehost.com, and 1and1hosting.com . There are many more, but I find these one fairly cheap and robust.

I then install WordPress. You can design your site in WordPress or Weebly or any other CRM. Once a while you hear that Wix is not ideal to rank in Google , which is a bunch of bull. I have ranked 2 sites in Wix successfully. Its just a bit more complex to use wix, compared to WordPress or Weebly.

If you are a newbie, I would highly recommend you just finding someone in upwork.com or even fiverr.com to design the site for \$25, and provide the content and onsite optimization instructions, rather than spend 100s of hours learning WordPress

6.) Content for the Website

One of the things I do as part of creating the site is I put up a **homepage with atleast 1000 to 1500 words** on it. The **homepage is very important** in my opinion (from a ranking perspective and conversion perspective).

Remember the 20-30 keywords we had compiled in **step #3 Keyword Research**? I usually sprinkle all these keywords in the homepage.

There are plenty of writers who will write content , you just have to give them your list of keywords and ask them to weave those into readable common sense sentences. Or you can do the content yourselves.

I also create 1000 word content for inner pages targeting 2-3 other keywords. So in our example there will be a separate

inner page/service page on “criminal lawyer tampa”, another inner page for “sex crime attorney ” , “drug crimes attorney” etc.

I also put a blog section and have 2-3 articles posted every week for 2 -3 months (articles related to our niche).

7.) On Site Optimization

OK Now we get to the meat and potatoes!

Onsite optimization or on page optimization if done correct, will make your life a lot easier!

I always optimize the homepage for the main keyword (unless I am ranking an authority site targeting multiple cities).

So in our example my homepage will be optimized to rank for “dui lawyer tampa” which is our main keyword.

Here’s **the main factors in order of importance for ranking** (in my humble but accurate opinion ☺)

- **Keyword in domain name**
- **Title Tag**
- **H1, H2tags**
- **Content**
- **Anchor text**

Here’s a video explaining this in detail - <https://youtu.be/7rrsVigMWzw>

I always put the main keyword in the homepage title tag– something like “DUI Lawyer Tampa Florida – Call Us now for a Free consultation” or “dui attorney tampa fl – Ph# xxx-xxx-xxxx”

Notice in the 2nd example, I inserted the word “attorney” so as to increase my chances of ranking the homepage for “dui attorney tampa” as well.

Just make sure you don’t repeat the keywords many times. It then gets over-optimized.

Eg, the below is a no-no

“dui lawyer tampa florida – Your dui attorney in tampa taking care of drunk driving cases tampa”

In this case we have “dui” and “tampa” too many times in the title tag

H1, H2, H3 Headers

I put in an LSI keyword in the H1, h2 headers only half the time. For medium competition niches, where population is less than 150k to even 200k I don’t use these at all.

Eg of H1 : “call our drunk driving lawyer tampa at xxxx firm today”

H2: dui attorney Hillsborough County

Keyword Density

This is basically the number of times your main keyword appears in your content.

In a 1000 word homepage I use the main keyword only once. I have it in the domain (usually) and in the title tag (always)

and hence I don't need to put in more than once or twice at the max. Google is smart enough to understand what we are trying to rank for.

Same goes for the inner pages you are optimizing.

The only other thing I do in the homepage is I put in a **map embed and NAP (Name Address Ph#) in the footer.**

Again, **there are a 100 different things you can do for your onpage** (mymap embeds, outbound authority links linking to your city locations/attractions, H1, H2, H3, H4 tags, google reviews, linking to inner pages, optimizing and geotagging images, schema, putting in the keyword in the alt-text of the image etc.)

Do I do all of these? I mix some of them just to keep my sites looking different and to make sure there is no "pattern" or "footprint".

But are all these needed? *In my opinion, if your goal is to rank a site and make \$500/mo to \$1000/mo most of these are not necessary.* Sure they may contribute to the site ranking, **but you can still rank with just the above 5 on page optimization factors and some good old link building**(next step).

8) Google My Business Listing

Once you have the site up, the next step is to create a GMB Listing (Google My Business) Listing. This is completely free feature offered by Google. Google My Business complements your existing website by giving your business a public identity and presence with a listing on Google.


The basic steps include creating a GMB listing and then entering the address and phone number of the business. Once you click "Verify", Google will send a post card with a 5-digit code to this address in about 5 – 7 business days' time.

Once you enter this code in the listing, your GMB will be verified and published and you will see your GMB listing in the map listings.

Make sure you are logged into the google account where you want to create a GMB for your Rank and Rent site. This can be your personal Google/Gmail account or a different one.

Once logged in, go to <https://business.google.com/> and you will see instructions on how to create a listing. Make sure enter the same business name (as it is in your website).

← What's the name of your business?

Business name
 Dui Lawyer Tampa Group

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

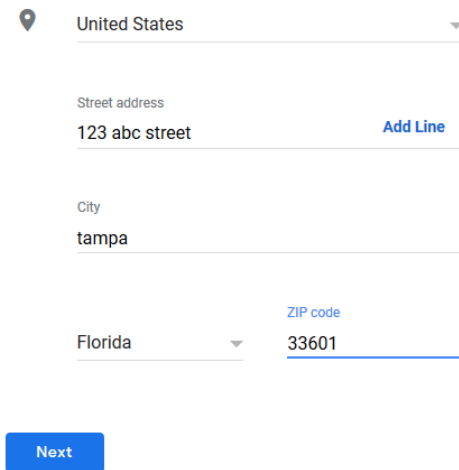
Once the address is entered, you have a choice to hide the address. **You can opt to check the box** for

“I deliver goods and services to my customers” and also for *“Hide my address”*.

Since this is a “lead-gen” or “rank and rent” site, a physical address does not really exist for this business. We do not want anyone visiting the address of the business and hence we choose the option to hide the address.

Besides, if **this is a service based business** (like tree service) and so most people searching for a service based business don’t care where the business is located at. All they care about is if the contractor / company can take care of business.

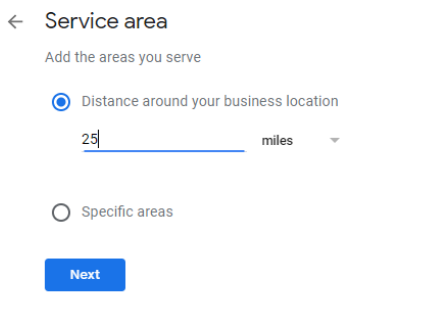
← What's the address?



A screenshot of a web form for entering an address. It includes a location pin icon and a dropdown menu for the country, currently set to 'United States'. Below this is a text input field for the street address, containing '123 abc street', with an 'Add Line' link to its right. Another text input field for the city contains 'tampa'. At the bottom, there is a dropdown menu for the state, currently set to 'Florida', and a text input field for the ZIP code, containing '33601'. A blue 'Next' button is located at the bottom left of the form.

Here is a video explaining this a bit more in detail - https://youtu.be/8_jXjOveu4U

In the next step, you can **pick the areas you serve**. I usually just go for the **“Distance around your business location”** option.

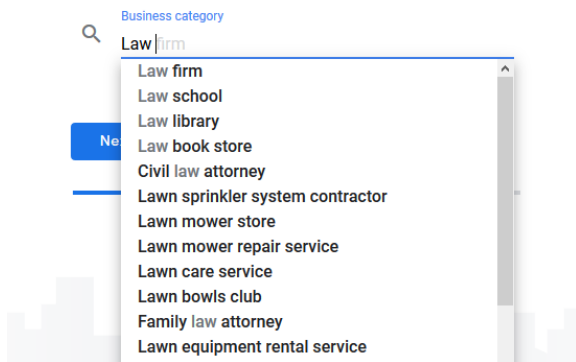


A screenshot of a web form titled 'Service area'. It has a back arrow and the title 'Service area'. Below the title is the instruction 'Add the areas you serve'. There are two radio button options: 'Distance around your business location' (which is selected) and 'Specific areas'. The selected option has a text input field with '25' and a unit dropdown menu set to 'miles'. A blue 'Next' button is at the bottom left. At the bottom of the form is a progress bar with five segments; the first two are blue, and the remaining three are grey.

Pick the Category

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)



Enter the phone number and website URL in the next step. **Make sure the URL and phone number match the info in the website.**

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

 ☒ Current website URL

☐ I don't need a website

☐ Get a free website based on your info.
[See details](#)

Next

The last step to creating the GMB would be to click on Verify. Once you have entered all the information, you will be taken to a page to verify.

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Postcard by mail

Have a postcard with your code mailed to this address

May take up to 5 days to arrive

Contact name

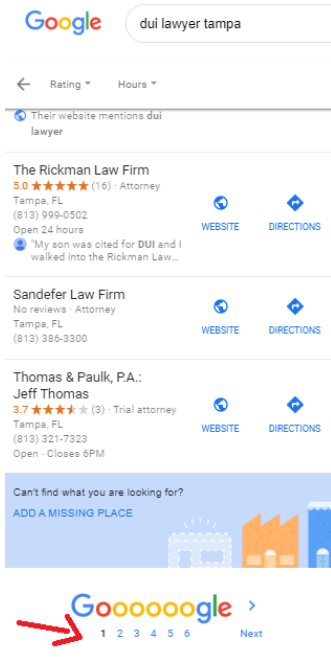
Mail

Dui Lawyer Tampa Group

123 abc street, tampa, FL 33601, United States

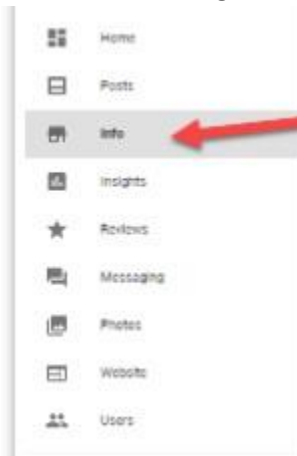
The Post card will then be mailed to you in about 5-7 days . Once it arrives, go to business.google.com again and enter the 5 digit code by clicking on “Enter Pin”.

Your GMB Listing is now published and when you search for your main keyword, you will probably find the GMB listing in the 1st or 2nd (or more) page of the map listings, depending on the competition level.

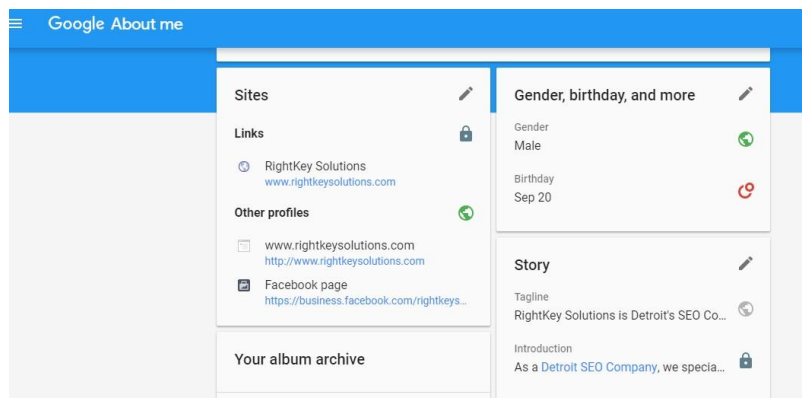


Once verified and published, make sure you go into the GMB listing and fill out all the columns in there. That includes

- Adding as many images as you can
- Adding the hours the business is open
- Add any special hours if any
- **Create a couple of Posts**(which is a newer feature) **and you can link back to the website** from there
- You can click on “Info” on the left navigation menu of the GMB ,click on the edit category icon, and even enter in additional Categories



One of the other optimization steps I also do is go to <https://aboutme.google.com/> and then fill out the “Story” section.



You can put in the site's full NAP in this section and also put in a couple of your main keywords, and link back to your website or even facebook page etc.

9) Call Tracking Number

So how do you have a potential customer call your website, and the real lawyer answer the phone in real time?

You put a call tracking number. A call tracking or call forwarding number is, in a nutshell, a number that when called, can be forwarded to any client's phone number. So when a prospective customer calls the tracking number on the website, the call will be forwarded to the lawyer (or client) and his phone will ring.

He picks up the phone call and speaks directly in real time to the prospective customer!

You have the option to record these messages, get notifications, set up "whispers" (a recorded message that says "leads from xyz" as soon as the client picks up the call, and before it connects to the caller so your client knows this is a lead/call from you/your website).

You can use callfire.com or callscaler.com or any of the ones out there which offer this service.

Note: Not all phone calls should be recorded, and you can get into trouble if you record certain calls. You should look into the laws in your state/country.

10) Off Site Optimization

So we have the website up and running (make sure you have the ph# and CTA on the top of the page), and on page optimization complete.

Now we start "building trust" and "building power" (in that order) to the site in Google's eyes.

Before we get into link building, we need to understand the essence of how Google works.

Google is in the business of showing up the relevant answers for the questions users type in.

So if a user types in "Dentist in Chicago", how does Google's algorithm determine which site to show? How does it decide to show the website of a reputed real dentist as #1 and NOT the test "dentist website" that a 17-year-old school kid put up as part of his website design class?

Building Trust in Google's eyes

Let's forget ranking and lead gen for a min and think like a real business and like Google for a minute.

When someone starts a real business (tree removal business or dental clinic or any business), what's one of the 1st things they would do?

- Put up a website obviously
- And then spread the word to everyone they can! They do this via Facebook (by putting up a FB page for the business), by opening a twitter account, creating a linked in page, putting a page in Yelp (free or paid), maybe an article or ad in the local newspaper and newspaper's website.

And as they do these things, their **business website gets "picked up" and "cited"** by various other websites (this is how citations came about) and that's how brand visibility happens. That's how this website picks up "backlinks" naturally.

Now we want to simulate the same or similar process.

And we do this by starting by building trust first and once trust is built, we then move on to building power and authority.

We build trust and visibility by creating social profiles (fb, Instagram, Pinterest, twitter, YT video etc.)

We build trust by creating citations (yelp.com yp.com, manta.com etc)

We build more trust by do a Press Release (brand url mentions in newspaper websites).

The key to creating all these is to make sure that we link back to the website using site URL or brandname.

So in our example we need to link back from each of our social profiles, citations and press releases using the anchor text www.tampaduiattorneygroup.com (site URL) or "Tampa Dui Attorney Group" (Brand Name of the business).

I usually build anywhere from 100-200 citations and about 50 social profiles. I then do a press release.

These backlinks linking to our website with only "**brand name" anchor text and "URL" anchor text**" builds up trust in Google's eyes.

Once this is complete we can move on to "build power" and start to optimize the website so it begins to move up the SERPs for our main keyword.

Building Power

Once we have built the citations, social profiles and maybe a press release package (there are vendors for all of these), its time to move on to build some "heavy duty links" which will move your site up the ranks for your main keyword.

While there are a variety of different ways to do this like using guest outreach, niche relevant links etc, I mostly use PBNs – Private Blog Networks.

Private Blog Networks

PBNs are expired domains which have high Domain Authority. **Google values and trusts them a lot more than a new domain.**

I buy these domains, and set them as random blogs or websites, **and link back to our main site using anchor texts that will influence Google to move our website up** the search engines for our main keyword.

I am not going to get into what how I source and buy these PBN domains, or what metrics I look for or my secret sauce on how I set them up. That's the only thing I am leaving out of this eBook.

You can learn why I use PBNs in this video - <https://youtu.be/Yvld6QAS7wI>

But you can rent PBN links from many vendors out there. Or you can go to <https://www.linksmanagement.com/> and find PBNs domains in your niche and rent them for as little as 50c per link.

PBN Sourcing and setting is a whole different topic, which can take an entire eBook in itself.

But **here is what you need to know to be good enough to rank your website.**

- You can buy or rent PBNs
- You will need to make sure each PBN is hosted in a different host account so as not to leave any foot prints
- You can rent niche relevant PBNs and / or generic PBNs.
- In most niches in 100k-200k population cities, you don't even need PBNs. Just the above steps is enough to rank (give it some time – the website needs age on its side to come to page 1, maybe 3-6 months depending on competition).

Here is my exact anchor text ratio if I were to rank my website for the keyword “Dui Attorney Tampa FL”

(Link one time from each PBN using only one anchor text).

My exact Anchor Text I use (with dui attorney tampa florida as an example)

- www.tampaduiattorneygroup.com (from PBN#1)
 - Dui attorney (from PBN#2)
 - Dui attorney firm (from PBN#3)
 - Tampa Florida (from PBN#4)
 - Click here (from PBN#5)
 - Dui attorney Tampa FL (from PBN #6)
- (rinse and repeat till ranked)

If you see here, I start with a URL anchor text, the next two are generic “niche” anchors, 4th anchor is “geo or city” anchor, 5th is “general anchor”.

Sometimes these are enough to rank a site.

Only after I send 4-5 anchor texts do I send an EMD anchor. In this case, my 6th anchor text link from PBN #6 is my exact keyword I want to rank for

I also sent PBNs to some citations and social profiles. This helped power the citations which helped with movement in maps.

I hope this 20 page 6000 word essay helped you. I wished I had a step by step process like this when I first got started. Ofcourse there is no way I can cover every little detail and ranking technique in an ebook of 22 pages, but the strategy outlined here is more than enough to set up a website and rank it.

11) Finding a Paying Client

I have used many different techniques over the years to find clients and “lead gen partners” who will rent the site and pay for renting it out.

Cold emailing and Cold calling are 2 methods I have seen most success in.

Once the calls started coming in (and if you do it the way I teach you – with long tail and related keywords in homepage, you will start getting calls even before the site hits page 1), I went google and called up 3 companies in my niche who were paying for adwords.

The first 2 were not interested, the 3rd one was interested but had been burnt before by paying for leads and was a little skeptical. So I told him I will send him a few free calls/leads for 2-3 weeks. Keep in mind I was not running adwords and these leads were as a result of SEO work.

After about 4 weeks, the calls started picking up as the 1st website hit page 1 for couple of keywords, and I called the prospective client again and asked if he wanted to continue to receive the calls. He was ofcourse interested to keep receiving them and he proposed a 10% commission of every closed job.

At this point I told him that I don’t usually work on commission since closing a job depends on his skills on the phone, but since this was a new niche for me I would be ok if he upped it to 15%. He agreed and we set this in motion.

After a couple of months, we were both tired of keeping track of the calls and so agreed on a flat rental fee.

I have since worked on his website (ranking it for various cities) and have put up 4 more lead gen rental sites in various other cities.

And its not just me leveraging this business model to create passive income and quit my jobs, we have 300+ students in our in-depth paid course

Here is a video of a newbie who left his job in 4 months from the time he got started in SEO (as a total newbie) -

<https://youtu.be/7klZralvJg4>

If you have read this far, its obvious you are serious about your future.

Make sure you join our FREE Facebook Group <https://www.facebook.com/groups/localseoaccelerator>

Thank you

Saravanan Ganesh

Your Freedom Number

I first learned this from a Real Estate investing guide and adopted it to my rank and rent strategy! Everything changed for me when I discovered what I call The Freedom Number.

Without it you don't know where you're going or where you've been. It's the single most important guide post ***along your journey to financial freedom.***

Simply put – this is the least amount of money you need to bring in to be able to be a free man/woman (to be able to quit your job and buy your time back!)

FINDING YOUR FREEDOM NUMBER

Introduction

When I learned this simple formula from a big time investor it changed my life. Because for years I threw around arbitrary numbers, like "I want to be a millionaire," without any idea as to "why."

When you run this simple *Freedom Number formula* be shocked to find that you don't need to make a million dollars at all. **True financial freedom is quickly attainable with rank and rent strategy!**

I also guarantee that *you'll be shocked at just how many websites you need* rented for you to reach Freedom. I know I was. So without further ado, here's my Freedom Number formula.

Step 1.

Open your bank accounts and look over the last 6 months of your expenses. Expenses are what it takes to run your family every month. They may be looking like this: Electric bill, cable bill, groceries, gas for the car, Netflix subscription, tuition, taxes, mortgage or rent, a few dinners out, a movie. Don't leave anything out and don't cut corners. If you're reading this during the holiday season, then you'll want to leave that out. Skip the holiday's because they'll throw everything out of whack.

Take those six months' worth of expenses and find the average of those months. Let's say for the sake of argument that your number is \$4,500 a month.

Great. Now I want you to pad it a little. So add about 10% just to give you some extra Freedom. In this example 10% of \$4,500 is \$450... just round it up so we have an even \$5,000.

So \$5,000 is our Freedom Number for this example. If we had an additional \$5,000 a month coming into our house we'd have everything covered. We would have achieved financial freedom. Doesn't sound like a lot does it? It's not, and you don't need to be a millionaire to achieve it.

Step 2.

The next step is the fun part. This is the part where we figure out how many websites we need to rank and rent to cover our \$5,000.

Most of my websites in my rank and rent strategy focused on 8-10 page websites in 100k to 200k cities in niches where the competition was low to medium.

And most of them rent between \$400-\$750 a month. (Your amount could be different)

With experience I have brought it down to about \$600 of cost per website to get it ranked.

But for now we're only concerned with the rent. For the sake of this example let's use an easy rental average of \$500 per month.

Step 3.

Then I like to be super conservative in my estimations so I take \$500 and I want to account for an additional 10% per month for hosting and maintenance costs (both of which are minimal). So \$50 a month of expenses towards hosting/maintenance.

In a worst case scenario, we'd be making \$450 (\$500 - \$50) per month on this website = \$450/mo.

Again, I do it to be conservative and safe.

Step 4.

Now here's the magic moment to find our Freedom Number. We now simply take our expenses number of \$5,000 and divide it by \$450. We get 11.11. let's round that up to 12.

12 websites rented out at \$500/mo a month is all it would take for us to achieve our Freedom Number. Isn't that remarkable?

Oftentimes in most niches you can easily rent out sites for \$750 or even \$1000/mo. Now that you know your Freedom Number, you just have to put together a game plan and get it done!

To your success

Saravanan Ganesh