

SEM Coaching 59

Virtual Real Estate Leasing

Introduction

- Virtual real estate leasing is an online business model that allows you to lease your website in exchange for a monthly fee
- The key advantage of this model is it is a ‘hands-free’ model that does not require you to interact with customers or suppliers on a daily basis
- In this training, I outline step-by-step, the sequence of activities you need to carry out, to successfully execute the virtual real estate (VRE) leasing model

How It Works



EST.

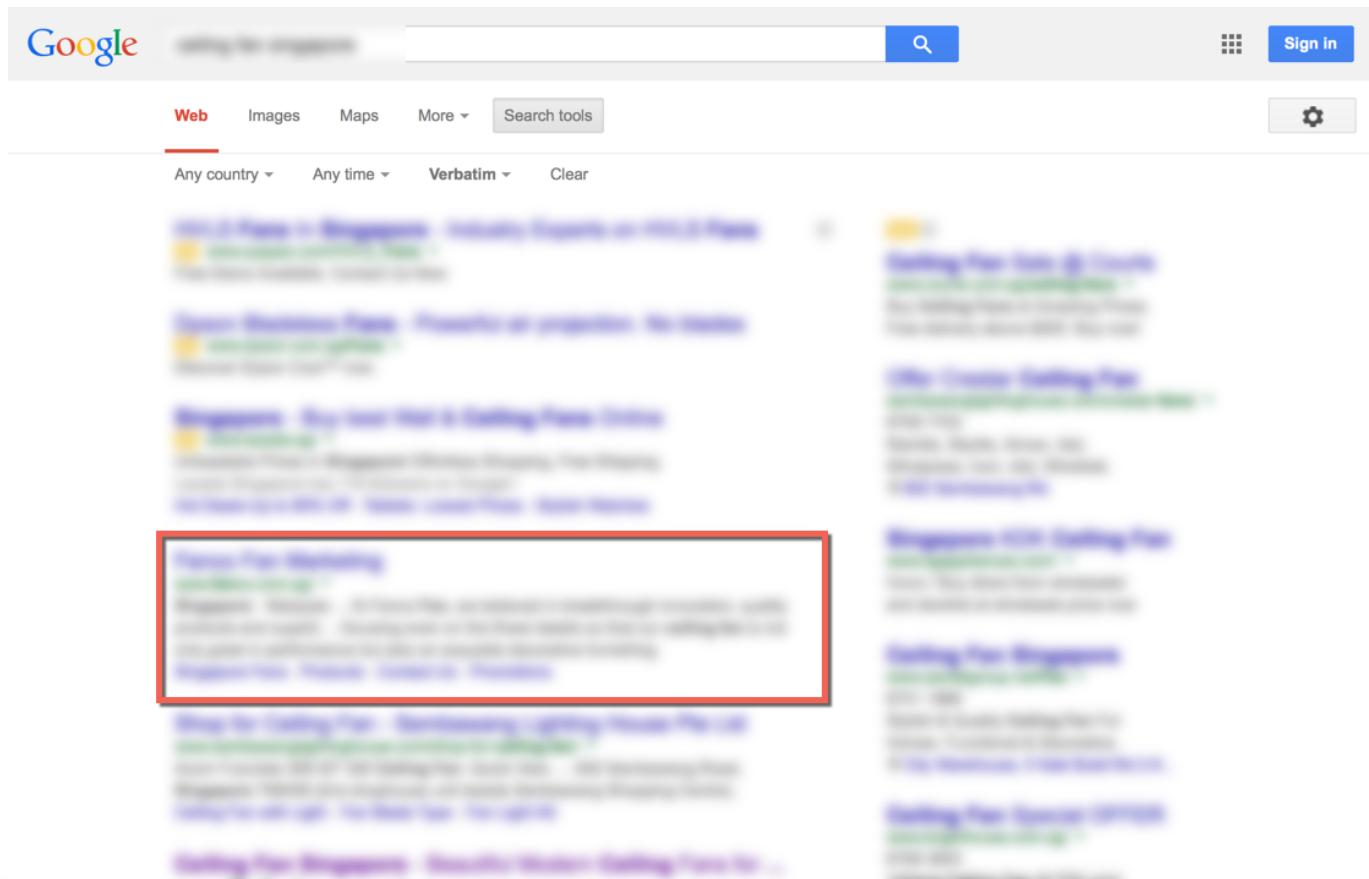
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- **How it works**
 - Identify a profitable OFFLINE niche (use the Yellow Pages)
 - Checks Google Keyword Planner for average keyword cost & competition. Confirm the niche keyword attracts Google AdWords advertisers
 - SEO your web pages to the top of the Google search results
 - LEASE your ENTIRE WEBSITE to a local merchant in exchange for a MONTHLY RENTAL

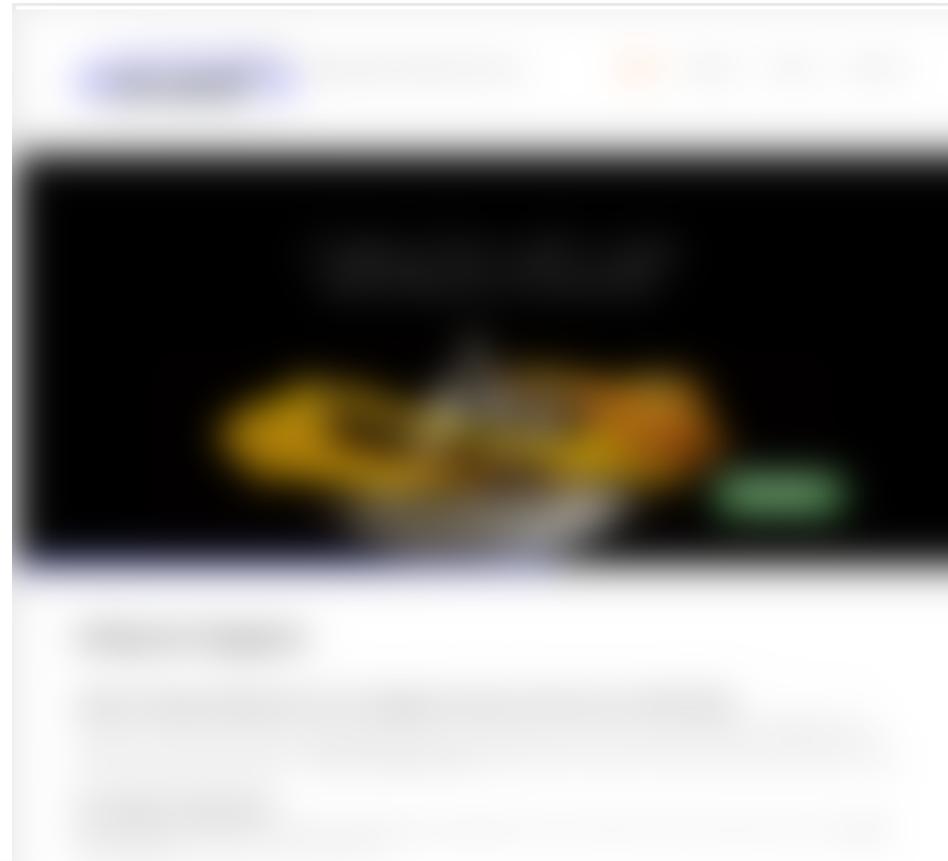
Virtual Real Estate Leasing - Case Study #1

Keyword: CONFIDENTIAL



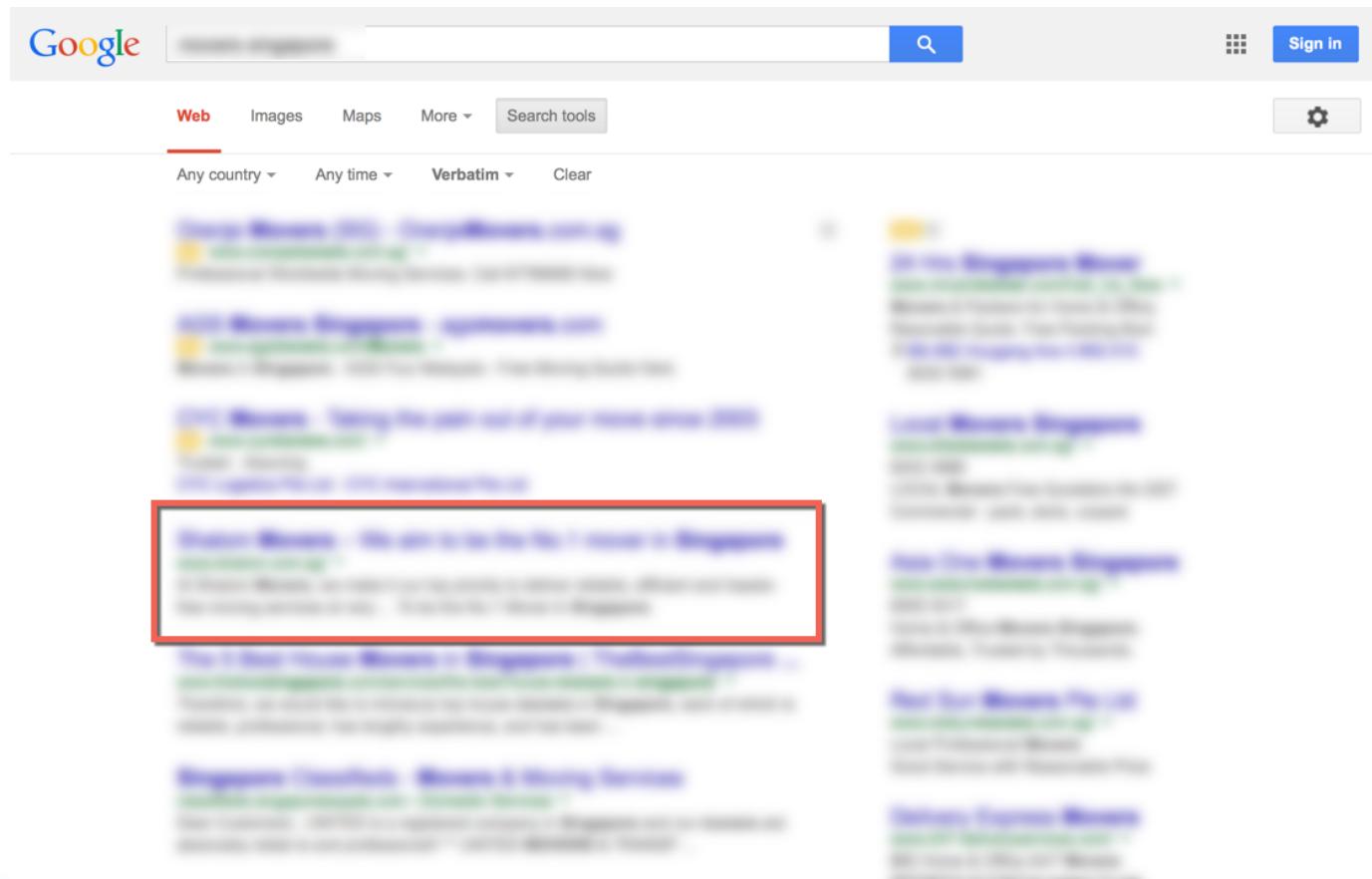
Virtual Real Estate Leasing - Case Study #1

Rental: >SGD 1,500/Month



Virtual Real Estate Leasing - Case Study #2

Rental: CONFIDENTIAL



Virtual Real Estate Leasing - Case Study #2 Rental: >SGD 5,000/Month



Virtual Real Estate Leasing Strategy



Identify OFFLINE Niche

- The VRE model works across a wide range of business types: business-to-consumer (products & services) & business-to-business (products & services)
- The niche you select should be either **Semi** or **Non-Competitive**. **Avoid Competitive niches!** Please review SEM Coaching 58, "**Identifying PROFITABLE Niches for SEO Traffic Domination**"
- **KEY STRATEGY** is to drive **at least 200 visitors** a month to your website via **200 long-tail keywords**
- **The higher the AdWords competition and suggested bid, the higher the value of your visitor!**

Keyword Cost & Competition

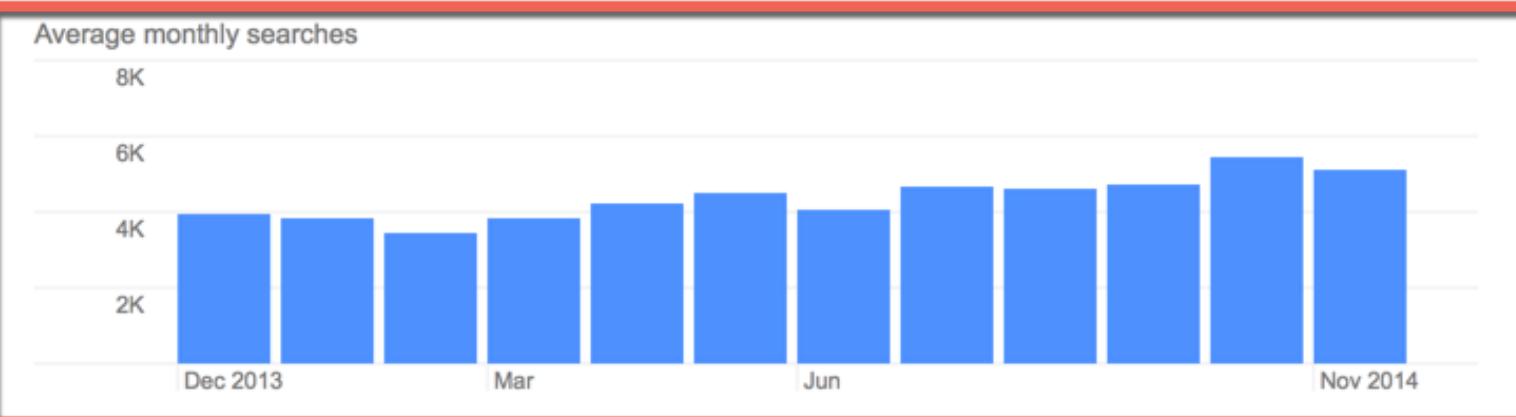
Your product or service

led light

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Search volume trends ▾

Average monthly searches



Month	Avg. monthly searches
Dec 2013	~4.5K
Jan 2014	~4.5K
Feb 2014	~3.8K
Mar	~4.2K
Apr	~4.5K
May	~4.8K
Jun	~5.0K
Jul	~5.2K
Aug	~5.3K
Sep	~5.5K
Oct	~5.8K
Nov 2014	~5.5K

Ad group ideas Keyword ideas

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Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
led light	1,600	High	\$1.52	-	»



Google AdWords Competition

About 3,380,000 results (0.43 seconds)

Interior LED Lights Singapore - SolLuminaire.com.sg
Ad www.sollluminaire.com.sg/LED_Lighting ▾
Architecture LED Lamps for Interior Spaces. High Efficiency&Performance

LED Lights, Singapore #2 - beaconledlighting.com
Ad www.beaconledlighting.com/ ▾ 6515 9869
Led Tube,Led Bulb,Led Strip & More 5 Year Warranty,30 Days Money Back!
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VRE Prospecting

- **Existing** AdWords advertisers who are bidding for your niche keywords are your **BEST VRE** prospects.
- Why? Because they are **ALREADY INVESTING** in paid advertising because they wish to increase leads and sales for their business.
- So you just need to prove to them that they will be able to generate a **HIGHER** Return On Investment (ROI) by investing in your VRE site compared to Google AdWords.
- How? By first showing them the quality of your targeted traffic (using Google Webmaster Tools & Google Analytics) and by pricing the cost per visitor of your site 30-50% lower than Google AdWords.

VRE Charging Model

- Example VRE pricing model is as follows:
 - Average AdWords Cost Per Click = \$1.00
 - Average No. of Visitors Per Month = 3,000
 - Discount = 40%
 - VRE Monthly Rental = $\$1 \times 3,000 \times 60\% = \$1,800$
- You should negotiate for a minimum 6 months contract with a 15-day Conditional FREE Trial.
- Value-add to your clients as follows:
 - Offer multiple contact options: Phone, E-mail, Web Form, Live Chat
 - Continue with SEO and add new pages regularly

Questions?