

Rank and Rent

SEO

#rdsrocks





What's possible?

\$1500 Per month rental for last 20 months

Mining industry Niche

B2B Client

Generated \$193k USD in sales(reported)

Country- USA & Canada

\$33000 for flipping a website

Foundation Repair Niche

B2B Client

Generated \$300M USD in sales(reported)

Country –USA & Canada

I will tell you later why the second deal is better than recurring one.

Check out for detailed case studies on <https://tomaque.com/digital-marketing-case-studies/>



Hello!

I am **Rishi Dutt Sharma**

I am here because I love to share with universe

You can find me at **#rdsrocks #tomaque**

I own a digital **marketing agency** and an enterprise **software** development firm.

Working on my **startup**(currently in stealth mode)

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What is Rank & Rent?

Transforming a web property into an asset & monetising it.



Why Rank & Rent?

- . Beginner Friendly and Scalable.
- . Easy SEO on local keywords.
- . Don't require Hard Selling.
- . Web property is an asset.
- . Least client interactions.



Advantage of **Rank & Rent?**

- . Opportunity Creation.
- . Earning Trust or Proof for Skills.
- . Learning through industry feedback.
- . Web property is an asset.
- . Least client interactions.

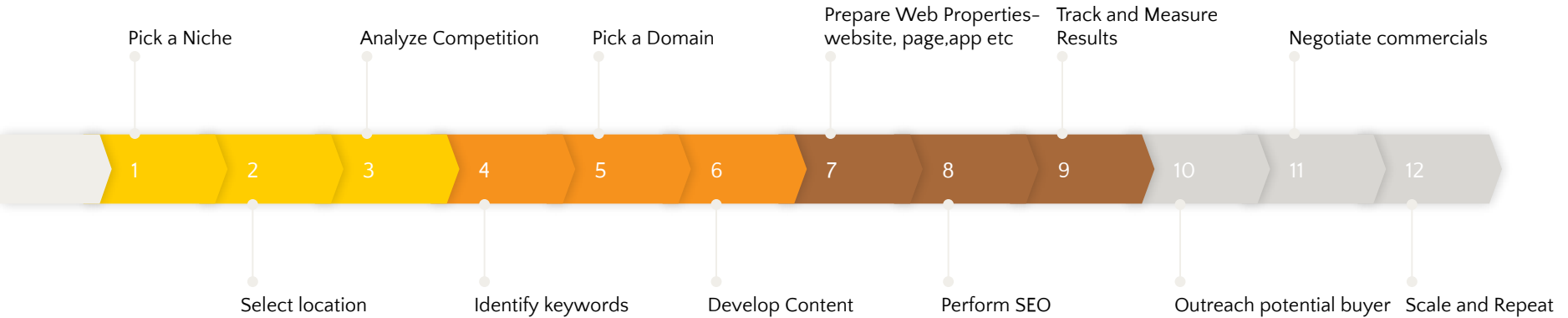
When smart work
meets the preparation
Luck Happens !.



“



How to implement Rank & Rent?





Pick a **Niche?**

- . A specialized segment of the market for a particular kind of product or service.
- . Niche with high ticket size but acceptable traffic. Eg. Hair Transplant Services
- . Niche with acceptable ticket size but high web traffic. Eg. Appliance Repair Services



Select a **Location?**

- . Location is most important aspect especially for local SEO
- . GMB, Bing Place, FB pages ,Citations , Directories.
- . Selling leads for marriage counselling in a metro city will be easier than small city



Analyze **Competition & Keywords!**

- . Check with “service+location” in google search
- . If you see 3 ads running , shortlist it
- . Intent based keyword combination like “cost”, “direction”, “review” ,”pricing” etc
- . Tools to use Google Adwords(its free), Ahrefs(paid),Ubersuggest(paid but affordable)



Shortlisting a **Domain!**

- . Search for EMD
- . Suggesting niche based domain
- . Old Expired Domain- [Expired domains.net](https://www.expireddomains.net)



Developing **Content!**

- . Google FAQs/ People also search/ask
- . Answer the public or ask-socrates.com
- . Ahrefs related Questions
- . Check Quora or Reddit(in case of USA)



Developing **Web Property!**

- . A CMS for website , start with wordpress.
- . Setup GMB, Bing Places
- . Setup Social media pages
- . Install Analytics ,pixels, Setup search console
- . Invest in fast web hosting



Perform **SEO!**

- Simple, Fast loading , easy on eyes with proper CTA on website with social proof (if needed)
- Correct NAPs across all directories
- Earn backlinks , act as votes of trust
- Keep improving content , share it on social media, Nurture it



Track & Measure Results

- Tag your website correctly for conversions and goals
- Tools like pixel caffeine, pixelmysite pro
- CallRail , Toll Free Forwarding (advanced), myoperator in case of india.
- Install Chat apps, Chat bots/messenger bots in case of lead capturing



Outreach Potential Buyers

- . Most Easy, Just call them its no brainer
- . Each business respects leads warmer the lead better it will convert
- . Show the report of traffic in case of website
- . Show engagement report in case of social media platform.



Negotiate **Commercials!**

- . Rent for a duration. (most recommended)
- . Pay for lead.(most chosen)
- . Flipping a website- why its better sometimes.



Scale and Repeat

Especially after flipping a website, you are
business of helping business.

Repeat the process for another location



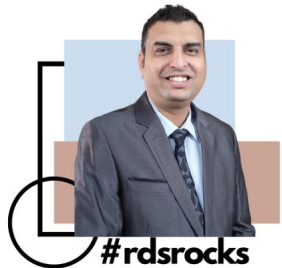
Thanks!

Any **questions** ?

You can find me at

- #rdsrocks
- rishi@tomaque.com

Rank and Rent India



What Is Rank & Rent?

“Rank and rent” is a type of SEO where someone optimizes a website for a local business, like a plumber, **Repair technician** or a medical service, and then rents the ranked website to other local service providers that want those leads. Rank and Rent is just another word for selling leads to local businesses.



Building an Asset

Rather than taking an existing site built and working to get it to rank within the search engines, rank and rent practitioners build new websites that are tailored to a niche instead of a business. They still perform all the typical tasks that go into helping that website rank with the search engines – create content, do on-page optimization, build a backlink profile, etc.

Another method of rank and rent is for the SEO to sell the warm leads to local businesses rather than renting out the website.



What Are the Benefits of Rank & Rent?

For many SEO professionals, rank and rent holds the promise of steady money without the need to deal with client work day-to-day.

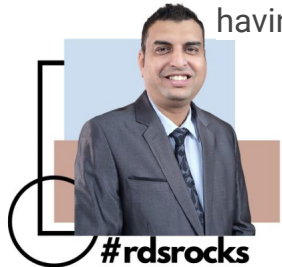
The person renting the website or buying the leads gains all the benefits of an established niche website without having to wait for the results. A good SEO professional can be expensive, making the decreased cost of renting an already-optimized website very attractive.



Why do Rank and Rent?

There are multiple reasons that an SEO expert might use Rank and Rent as an income generating stream – such as:

1. **Creating an opportunity** – new SEOers will generally find it hard to secure clients initially, so they will have 'dead' hours where their productivity could be used in other projects. Rank and Rent allows that time to be used efficiently and can help those newbies with building a portfolio of proof/evidence of their SEO skills
2. **Trust** – a large number of businesses have difficulty in trusting SEO professionals because of anecdotal stories of poor performance or snake oil salesmen in the industry. Through Rank and Rent, however – the evidence is already there so it's merely a case of selling the lead access to the relevant business
3. **Increased efficiency** – as you own the domain and website – your SEO investment will be your's long term. Whilst with local SEO business can close down, stop using your services, etc- with Rank and Rent instead of having to build another client's rankings you can instead just re-rent out the site to a new operator.



Ways to monetize Rank and Rent

You can also monetize rank and rent SEO in a variety of ways.

Rank and Rent allows for a hybrid approach to monetization – which takes revenue options from local SEO, affiliate marketing and e-commerce. Some of the most popular forms of Rank and Rent include:

Flat Monthly Rentals – just like a property, you can rent out your website at a flat monthly rate.

Pay Per Lead – more complex than a flat rental agreement, you charge the business per lead generated. Whether this is via phone calls, email or contact submissions.

Rank and Sell (website flipping) – Unlike the other options which are built around creating recurring revenue, Rank and Sell is based on selling the end ranked website for a lump sum payment for transferring ownership of the website.



How to get started?

- Find a niche
- Select a location
- Perform keyword research
- Purchase EMD
- Create Website
- Use E.A.T Principle
- Smart Work with Hard Work to get 100% success



Rankandrent.in

info@tomaque.com

Rishi Dutt Sharma

CEO- Tomaque

