Cyber Landlording - The Theory

What Is Cyber Landlording?

"Creating income through leasing websites"

Why Choose Cyber Landlording As A Business Model?

* It is low cost to get started
* Easy to learn how
* It is highly scalable
* Creates win/win/win
* Easy to outsource
* Create passive, recurring income

Cyber Landlord Process

7 Steps To Cyber Landlording

Step 1 – Research The Niche (Decide on your niche)

* Niches that provide local services or products
* Niches that have high ticket items
* Niches that are used to high advertising costs
* Niches that are not tech savvy
* Cities that have high populations (>100,000)
* Domains that have plenty of cities available (*eg www.mynicheAUCKLAND.com, www.mynicheLONDON.com*)

Step 2 – The Template (Build a template)

* Professional looking, niche specific
* Use tags to SEO optimize the template
* *www.dlwmmm.com/99*

Step 3 – The Content (Build a site (write the content))

* 5-20 Pages of SEO content
* Make it generic to that niche
* reate calls to action
* Use tags to increase SEO, and reduce duplicate content
* Use images

Step 4 – SEO (SEO the site)

* The site structure (clean URLs)
* Link to internal pages
* Use H1 tags, title tags and meta description
* Use good content
* Use SEO image names
* Backlink (articles, press releases, bookmarking)
* Google +1

Step 5 – Monitor the Site

* Use Google
* Use *www.dlwmmm.com/travis*
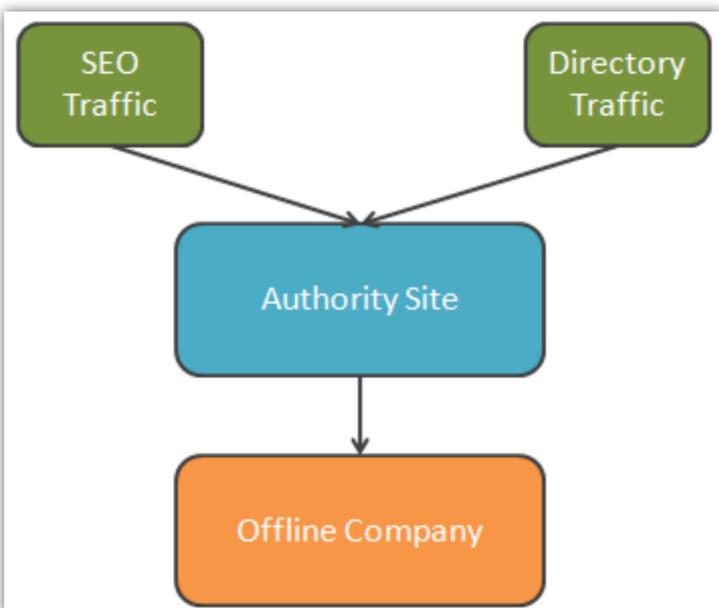
Step 6 – Lease the Site

* Use Yellow Pages
* Check not already listed on Google front page
* Send traffic first – sell after
* Use call center
* Sell leads, not websites
* Create bidding war (offer site on tender)
* Provide free trials
* Have a setup fee (special offer no fee)

Step 7 – Scale

* Repeat for other cities
* Outsource graphics
* Outsource content
* Outsource SEO
* Outsource sales
* Outsource project management

Project Design

Action Steps

1. Brainstorm niche
2. Research available domain names