

# Offline Eclipse



**Imran Naseem**

**Learn How To Make \$500-\$1000 By “Website Leasing”**

Hello and welcome to a special offline cash cow report – Offline Eclipse.

In this report I am going to show you a powerful method of making money from local business owners. By far this is the best method of making money from business owners because it is not only lucrative but there are so many different avenues you can take with this method.

The offline niche is very lucrative right now and there is a ton of cash to be made. Local business owners are constantly in need of help and most of them are not going to have a clue about Internet marketing. In fact just the other day one of my friends set up a café in the local area and he asked me to find out if anyone can design a logo and website for his business. Rather than refer him to someone I managed to get him to say yes to my service ;)

In this report I am going to show you step by step on how to go about setting up a website leasing service. The beauty of this strategy is that you can also outsource this process.

In order for this method to work you will need to make sure you do the proper research before you go about contacting local business owners. I will show you an easy way to profit from this method and how to set up a constant stream of residual income from lots of different business owners.

I hope you enjoy this cash cow report and I hope you continue to have faith in all my future cash cow reports.

<http://www.ImranNaseem.com>

## Getting Started

The first thing you need to do is understand what I mean by “Website Leasing”. Now Website Leasing is simply an **agreement** between the user and the owner whereby the “privilege of using a website is offered in exchange for regular payments”.

Now website leasing is another way to “rent” a website. Now I am sure you might be aware of this business model before but I am going to show you exactly how to go about approaching business owners in offering a website leasing service.

Local business owners are constantly spending thousands and thousands of dollars on website development and some are still struggling to generate any good response. Just because a business owner has a website does not mean they will start generating clients or leads straight away.

By offering a website leasing service you are not only going to save them a lot of money but you will also be able to justify your service and offer it to business owners who would be in a position to say “yes” to the service.

Also it is a win-win situation if you offer a website leasing service as you can get the site on the first page of Google and monetise it for the business owner – thus making sure it “Google-Ready”.

The first thing you need to do before offering a website leasing service is to research your market. Now there are lots of different categories of business owners out there. However, from my experience certain markets respond better as opposed to other markets.

Local businesses are always going to be competing against each other if a certain business is in their market.

The first thing you need to do is keyword research to see what people are typing on Google – this is also known as local SEO.

So the first thing I am going to do is type in the keyword.

In this case I am going to focus on “florists”.

I type in “Florists” on Google.

The screenshot shows a Google search for the keyword "florists". The search bar contains "florists" and shows "About 14,100,000 results (0.24 seconds)". The search results are divided into organic and sponsored sections. Organic results include "Interflora Florists", "Birmingham Flowers", "Flowers Direct", "Flowers | Flowers UK | Flowers Delivery | Florists | Same Day...", "Interflora Florists", "Florists at Florist Direct", and "Local business results for florists near Cuerdale". The sponsored links section, highlighted with a red box, includes "Marks & Spencer Florists", "Flowers Delivered", "Birmingham Florists", "John Lewis Flowers Direct", "Flowers Online", "Same Day Flower Delivery", and "Bunches Online Florist". A map of the Cuerdale area is also visible, showing several florist locations marked with letters A, B, C, and D.

The first thing you should notice is that there are a TON of advertisers who are competing for this keyword.

That means all of these businesses who are competing for the keyword “florists” are simply wasting their money. They are not targeting their business towards a specific location.

Here is a [Florist](#) (based in Birmingham) who is using Google Adwords to get their message across.

flowers  
**SAME DAY**  
by Vandella Flowers

Order online or by phone  
free call: 0800 652 3857  
overseas customers +44 1228 524220

We take great pride in delivering your emotions!

Our Shops Are Open Monday - Friday 8.30am - 5.30pm Saturday 8.30am - 2.30pm

Home | Delivery Information | About Us | Customer Comments | Contact Us | Terms | ORDER TRACKING | CHECKOUT

Flowers Same Day - The Same Day Flower Delivery Experts.  
Order your flowers before 3pm Monday to Saturday and you can request same day delivery. (Excludes public holidays).

SUMMER FLOWERS  
flowers under £30  
flowers £30 - £40  
flowers £40 - £50  
flowers over £50  
BEST SELLERS  
flowers in a vase  
designer collection  
birthday flowers  
NEW Pamper Gifts  
romantic flowers  
balloon bouquets  
baby girl flowers  
baby boy flowers  
get well flowers  
sympathy flowers  
funeral flowers

We are the flower delivery experts.  
Order your flowers now and we will deliver them on the date you choose during the order process.

For Your Peace Of Mind  
All our flowers are hand made by our skilled florists using the freshest blooms. If the recipient is not delighted with their flowers let us know and we will resolve the matter.

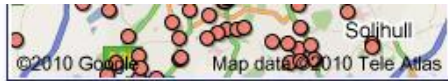
Hand Made Hand Delivered  
All our flowers are hand delivered direct from the local shop - no postal deliveries, no courier deliveries and no cardboard boxes! Delivery is £4.99 with no extra charge for same day.

Vandella's  
5 Best Sellers

The first thing I am going to do is see if this website is listed on the first page of Google for the main keywords “Florists Birmingham” and “Florists in Birmingham” or “Birmingham Florists”.

(It is important to exhaust all the different combinations of the different keywords).

**“Florists Birmingham”**



More results near **Birmingham** »

[Florists Birmingham | Buy and Send Flowers Online | Birmingham ...](#)

**Florists in Birmingham.** Buy and send flowers online through **Birmingham Florists** Urban Design Flowers. Cheap and fast delivery service throughout the UK.

[www.urbandesignflowers.co.uk/](http://www.urbandesignflowers.co.uk/) - Cached - Similar

[Lily White Birmingham Florists and Flowers Send Flowers to ...](#)

**Birmingham Florists** and Flowers West Midlands Same Day Flower Delivery **Birmingham** Send Flowers To **Birmingham**.

[www.floristsinbirmingham.co.uk/](http://www.floristsinbirmingham.co.uk/) - Cached - Similar

[flower delivery birmingham | flowers birmingham | florist ...](#)

flower delivery birmingham | flowers birmingham | **florist birmingham** | florists in birmingham | **florists birmingham**.

[www.serenataflowers.com/sendflowers/Birmingham.htm](http://www.serenataflowers.com/sendflowers/Birmingham.htm) - Cached - Similar

[Florists in Birmingham - ThomsonLocal.com](#)

Need **Florists in Birmingham**? Find **Florists in Birmingham** and the **Birmingham** area with the Thomsonlocal.com local business directory.

[www.thomsonlocal.com/Florists/in/Birmingham/451/368300/](http://www.thomsonlocal.com/Florists/in/Birmingham/451/368300/) - Cached - Similar

[Lily White Sutton Coldfield Florists West Midlands 0121 382 4111](#)

Sutton Coldfield **Florists** and Flowers West Midlands Flower Shop, Same Day and Next ... we are centrally located for both **Birmingham** and Sutton Coldfield. ...

[www.lilywhiteflorist.co.uk/](http://www.lilywhiteflorist.co.uk/) - Cached - Similar

[Birmingham Florists. for Florists in Birmingham, West Midlands, UK](#)

Local search business listings for **Florists in Birmingham** B1 and the surrounding B postcode districts.

[www.city-visitor.com/birmingham/florists.html](http://www.city-visitor.com/birmingham/florists.html) - Cached - Similar

[Birmingham B13 Interflora Florist, WINSPERS FLORISTS OF BIRMINGHAM ...](#)

WINSPERS FLORISTS OF **BIRMINGHAM** in **Birmingham** B13, West Midlands, B13 8JP delivers to **Birmingham**, Moseley, Kings Heath, Edgbaston, Solihull, Harborne, ...

[www.winspersflorists.co.uk/](http://www.winspersflorists.co.uk/) - Cached - Similar

[Flowers Delivery Birmingham Warwickshire UK | Florists in ...](#)

Flowers Delivery **Birmingham** Warwickshire UK from the UK's Leading Online **Florists** | Order before 5 PM for FREE Next Day Delivery. Call Now on 0800 0350 581.

[www.arenaflowers.com/.../florists\\_in\\_birmingham\\_warwickshire\\_england\\_uk](http://www.arenaflowers.com/.../florists_in_birmingham_warwickshire_england_uk) - Cached - Similar

[Birmingham B2 Interflora Florist, DETAILS OF PICCADILLY/Deak](#)

We can see that the website is nowhere to be found on Google. However, what is interesting is the website “floristsinbirmingham.co.uk” appears on the first page.

Why does this appear on the first page of Google?

Simple.

It has a good keyword rich domain (more on this later).

## “Birmingham Florists”

### [Birmingham florists](#)

Sponsored links

[www.SerenataFlowers.com/Birmingham](http://www.SerenataFlowers.com/Birmingham) Online florist. Free delivery on gorgeous flowers in Birmingham



### [Flower Delivery In Philippines](#)

[ReadyFlowers.com.ph/FloristDelivery](http://ReadyFlowers.com.ph/FloristDelivery) Online Flower Delivery to Anywhere Philippines, Order Now for 5% Off

### [Solihull Flower Delivery](#)

[www.florayflowers.co.uk/Solihull](http://www.florayflowers.co.uk/Solihull) Amazing Flower From £25. Free Next Day Delivery in Solihull.

### [Florists Birmingham | Buy and Send Flowers Online | Birmingham ...](#)

**Birmingham Florists** for last 38 years. Floral excellence is second nature at Urban Design. Our Flower shop in Birmingham was formed in 1972, we have since ...

[www.urbandesignflowers.co.uk/](http://www.urbandesignflowers.co.uk/) - Cached - Similar

### [flower delivery birmingham | flowers birmingham | florist ...](#)

... delivery,flowers delivery birmingham,flowers in birmingham,birmingham flowers,birmingham florists,flower shops in birmingham,birmingham florist,flowers ...

[www.serenataflowers.com/sendflowers/Birmingham.htm](http://www.serenataflowers.com/sendflowers/Birmingham.htm) - Cached - Similar

### [Birmingham Florists, for Florists in Birmingham, West Midlands, UK](#)

Local search business listings for Florists in Birmingham B1 and the surrounding B postcode districts.

[www.city-visitor.com/birmingham/florists.html](http://www.city-visitor.com/birmingham/florists.html) - Cached - Similar

### [Lily White Birmingham Florists and Flowers Send Flowers to ...](#)

**Birmingham Florists** and Flowers West Midlands Same Day Flower Delivery Birmingham Send Flowers To Birmingham.

[www.floristsinbirmingham.co.uk/](http://www.floristsinbirmingham.co.uk/) - Cached - Similar

### [Birmingham Florists & Flower Shop – Dewfresh Flowers - Birmingham ...](#)

Dewfresh Flowers, local **Birmingham florists** & flowers delivery. **Birmingham florists** shop for all occasions, wedding flowers & arrangements, funeral flowers ...

[www.orderabouquet.com/](http://www.orderabouquet.com/) - Cached - Similar

### [Florists Birmingham - Recommended Birmingham Florists](#)

Florists in Birmingham with contact details, ratings, customer reviews and photos. Any Florist in Birmingham may advertise on FreeIndex for Free.

[www.freeindex.co.uk](http://www.freeindex.co.uk) > Birmingham - Cached - Similar

### [Florists in Birmingham - ThomsonLocal.com](#)

Need Florists in Birmingham? Find Florists in Birmingham and the Birmingham area with the Thomsonlocal.com local business directory.

We can see we get similar set of results for this keyword and the other keyword. The keyword rich website appears on the first page.

Now the next thing I am going to do is check on the number of searches for the keywords “Florists Birmingham”.

Now I am going to use Google Keyword Selector Tool to see the accurate number of estimated searches for this keyword. Remember data like this is a goldmine to a business owner as they do not know how to do keyword research.

This is your chance to impress them by gathering this data.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
florists birmingham		6,600	3,600
[florists birmingham]		1,300	1,000
florist birmingham		9,900	2,400
[florist birmingham]		880	590
[birmingham flowers]		590	91
birmingham flowers		6,600	2,400
flower shops birmingham		1,000	320
[flower shops birmingham]		170	46
florist in birmingham		1,900	590
[florist in birmingham]		480	210
[birmingham restaurant]		880	480
birmingham restaurant		110,000	60,500
florists in birmingham		1,900	1,000
[florists in birmingham]		720	480
[flower shop birmingham]		210	58
flower shop birmingham		880	260

Now we can see that the exact phrase (in quotes) generates just over 1300 searches a month (which is pretty high when we are talking about local SEO searches).

So in general there are a lot of searches for the keywords that centre around “Florists Birmingham”.

The next thing to do is see if there are any good **keyword rich domain names** remaining.



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Domain	Availability	Buy
<b>NEW!</b> floristsbirmingham .co	2 years - £54.99 - Save £4.99	<input type="checkbox"/>
floristsbirmingham .org	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsbirmingham .eu	1 year - £8.00	<input type="checkbox"/>
floristsbirmingham .tel	2 years - £23.60 - Save £0.30	<input type="checkbox"/>
floristsbirmingham .me	2 years - £30.00 - Save £0.80	<input type="checkbox"/>
floristsbirmingham .me.uk	2 years - £6.00	<input type="checkbox"/>
floristsbirmingham .info	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsbirmingham .biz	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsbirmingham .mobi	2 years - £24.00 - Save £0.80	<input type="checkbox"/>
floristsbirmingham .com	Taken	<a href="#">More information</a>
floristsbirmingham .co.uk	Taken	<a href="#">More information</a>
floristsbirmingham .net	Taken	<a href="#">More information</a>
floristsbirmingham .org.uk	Taken	<a href="#">More information</a>

As you can see the **.org is available** (this is a good domain name) as it is well ranked on the search engines.

The rest of the keyword rich domains are already taken as you can see.

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floristsinbirmingham .net	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .org	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .eu	1 year - £8.00	<input type="checkbox"/>
floristsinbirmingham .org.uk	2 years - £6.00	<input type="checkbox"/>
floristsinbirmingham .tel	2 years - £23.60 - Save £0.30	<input type="checkbox"/>
floristsinbirmingham .me	2 years - £30.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .me.uk	2 years - £6.00	<input type="checkbox"/>
floristsinbirmingham .info	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .biz	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .mobi	2 years - £24.00 - Save £0.80	<input type="checkbox"/>
floristsinbirmingham .com	Taken	<a href="#">More information</a>
floristsinbirmingham .co.uk	Taken	<a href="#">More information</a>

Here is another set of domains. As you can see the .org and the .net are available and they too make excellent keyword rich domains.

Now let's look at the keyword rich domain website that appears on the first page for the keyword "florists in Birmingham".

# Lily White Florist

'Flowers for all occasions'

0121 382 4111



Home

About Us

How to Order

Delivery

Contact Links

## Lily White Birmingham Florists and Flowers (0121) 382 4111

### Send Flowers to Birmingham Same Day Delivery



#### When Words Fail you, Flowers Won't - Lily White Florist

Lily White Florists in Birmingham offers a vast range of traditional, modern and contemporary designs for all occasions whether your looking for a selection of cut flowers a bouquet, hand-tied or floral arrangement. We are specialists in funeral tributes, wedding flowers and corporate flowers. We are here to help and advise you on the most appropriate

flowers and floral designs for you.

Here at Lily White we only use the highest quality fresh flowers grown all over the world and brought to us through the dutch auctions. This ensures that our customers get the freshest flowers that are available, we pride ourselves on this fact and our good standing reputation locally here in Birmingham.

#### Our Location:

We are situated on the Boldmere Road just of the intersection with the A452 Chester Road, for a map of our exact location please see our contact page.



Mothers' Day Flowers  
Gift Flowers  
Chocolates  
Balloons  
Funeral Flowers  
Wedding Flowers  
Wedding Gallery  
Corporate



We can see that this website is acting like a portal and is a perfect example of a "lease". The company is paying a monthly fee to appear on the first page of Google.

The owner of the [website](#) (in this case you) will usually make sure it is kept up to date and ensure it stays on the first page. If rankings drop then you can simply ask the business owner to cease payments.

Now in this report I am going to do a **step-by-step** account on how to go about doing this.

Now the first thing you should understand is that there are lots of categories of business. Here are all the different categories.

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### Home & Garden

- Architects
- Bathroom Showrooms
- Bed Shops
- Blind Retail & Installation
- Carpet, Curtain & Upholstery Cleaning
- Chartered Surveyors
- Conservatories
- Domestic Cleaners
- Double Glazing
- Drain & Sewer Cleaning & Maintenance
- Electricians & Electrical Contractors
- Fencing Contractors
- Fireplace Showrooms
- Florists
- Furniture Stores
- Garden Centres & Nurseries
- Garden Contractors
- Glaziers
- Hiring of Marquees, Tents & Portable Floor
- Household Storage
- Kitchen Showrooms
- Landscape Gardening
- Painters & Decorators
- Paving & Driveway Contractors
- Property & Building Maintenance
- Removals
- Roofing Contractors
- Skip Hire
- Tent & Marquee Hire
- Tile Shops
- Tilers
- Window Cleaners

### Motoring

- Body Repairs
- Car Dealers
- Car Hire
- Car Servicing & Repair
- Chauffeur Car Hire
- Coach Hire
- Driving Instructors
- Garage & Mechanic Services
- Limousine Hire
- MOT Testing
- Tyre Fitters
- Van & Truck Hire

### Personal Services

- Beauty Salons
- Cake Makers
- Childrens Nursery Day Care & Creches
- Computer Consultants
- Dentists
- Financial Advisers
- Financial Brokers
- Hairdressers
- Independent Financial Advisers
- Insurance
- Osteopaths
- Wedding & Bridalwear Shops

### Out and About

- Dance Schools, Studios & Clubs
- Fancy Dress Hire
- Health Clubs & Fitness Centres
- Restaurants
- Taxis

### Professional Services

- Accountants
- Advertising & Graphic Designers
- Bathroom Planners & Fitters
- Builders
- Carpenters & Joiners
- Caterers
- Computer Security
- Computer Services
- Computer Training
- Conveyancing Services
- Courier Services
- Damp Proofing Contractors
- Email Marketing
- Estate Agents
- Funeral Directors
- Kitchen Planners & Fitters
- Leasing Companies
- Letting Agents
- Locksmiths
- Office Furniture
- Pest & Vermin Control
- Photographers
- Plasterers
- Plumbers
- Printers
- Recruitment & Employment Agencies & Consultants
- Scaffolding Contractors
- Sign Makers
- Solicitors, Lawyers & Legal Advisors
- Tree Surgeons
- Vets
- Web Design

As you can see these categories are all divided into different services.

I would select a category then just focus entirely on that category until you dominate it.

So for example, lets say I wish to focus on “Limo Hire” in a specific area the first thing I would do is simply type in “Limo Hire on Google and see all the different companies who are using Google to advertise their Limo Hire business.

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limo hire

About 3,850,000 results (0.27 seconds) [Advanced search](#)


**Hire Limousines 50% Off** [Sponsored link](#) [Sponsored links](#)  
[www.capitallimousine.co.uk](http://www.capitallimousine.co.uk) Limo, Hummer, Navigator, Chryslers Pink Limo, Black Limo 02089651724

**Cheap Limo Hire**  
Limo Hire from Limo Broker - UK's leading limousine hire company offering stretch limo hire and chauffeur driven cars nationwide. Call us now for a cheap ...  
Party Bus Limos - Ferrari Limo - Contact Us - Hummer Limos  
[www.limobroker.co.uk/](http://www.limobroker.co.uk/) - Cached - Similar

**Limo Hire | Limousine Hire | Hummer Limo Hire**  
Limo Hire from Midlands Limos - Offering Limousine Hire in the Midlands covering Limo Hire Nottingham, Limousine Hire Derby and Limo Hire Birmingham.  
[www.midlandslimos.com/](http://www.midlandslimos.com/) - Cached - Similar

**Limo Hire, Limousine Hire, Hummer Limo, Cheap Limo Hire, Limos**  
Lux Limo is the leading UK Limo Hire company offering a 24 hours Limo service. Lux Limo Hire has many Limousines like pink hummer limo, black limo, ...  
[www.lux-limo.co.uk/](http://www.lux-limo.co.uk/) - Cached - Similar

Local business results for limo hire near Cuedale - [Change location](#)



- A** Jet Set Limousines  
[www.jetset-limousines.com](http://www.jetset-limousines.com) - 01772 436 676 - More
- B** Preston Limo Hire  
[www.prestonlimohire.co.uk](http://www.prestonlimohire.co.uk) - 0800 161 3836 - More
- C** COACH HOUSE LIMOUSINES LTD  
[www.coachhouselimousines.co.uk](http://www.coachhouselimousines.co.uk) - 01254 202 774 - More
- D** Lawson's Limousines  
[maps.google.co.uk](http://maps.google.co.uk) - 01772 456989 - More
- E** Legacy Limousines  
[www.legacylimousines.co.uk](http://www.legacylimousines.co.uk) - 0800 335 7786 - More
- F** Sophisticars (Leyland Limousine Hire)  
[www.sophisticars.co.uk](http://www.sophisticars.co.uk) - 01772 467 530 - More
- G** LEA CARS  
[www.lea-cars.co.uk](http://www.lea-cars.co.uk) - 01772 619 661 - More

**north west limo hire**  
limo hire for all occasions  
Stretched and 4x4 limos available  
[www.coast2coastlimos.co.uk](http://www.coast2coastlimos.co.uk)

**Preston Limo Hire**  
Choose Hummer & Chrysler Limousines  
Find your perfect Limo @ Limo-Scene  
[www.Limo-SceneUK.co.uk/Preston](http://www.Limo-SceneUK.co.uk/Preston)

**Preston Limo Hire**  
Stretch Limo and Hummer Limo Hire.  
Price Guarantee. 01772 436676  
[Jetset-Limousines.com/Preston](http://Jetset-Limousines.com/Preston)

**UK Car Rental**  
The Lowest Rates in the UK.  
No Hidden Fees. Book Your Car Now!  
[UK.EconomyCarRentals.com](http://UK.EconomyCarRentals.com)

**Free Transportation Quote**  
Real time quotes from Middle Tennessee's most reliable provider.  
[www.NashvilleLimo.com/quote.php](http://www.NashvilleLimo.com/quote.php)

**Car Hire From £15 Per Day**  
Book Early To Avoid Disappointment  
Summer Prices From £15 Per Day  
[www.travelsupermarket.com/car\\_hire](http://www.travelsupermarket.com/car_hire)

**Hummer Limousines**  
Manchester Limousine hire from £95  
Exclusive Limousines 0161 683 4536  
[supremelimousines.net](http://supremelimousines.net)

**Car Hire Manchester**  
Manchester Car Hire fr £8/Day  
Book A Car In Manchester Now!  
[www.AtlasChoice.com/Manchester](http://www.AtlasChoice.com/Manchester)

As you can see there are a ton of Limo Hire businesses who are advertising with Google. These guys are paying \$\$\$ (over a \$dollar per click!).

The first thing I am going to do therefore is do **keyword research** before I register a domain name to see what people are looking for in a specific place.

I am going to use [Google Keyword tool](#) to see what people are typing in regards to “Limo Hire” (in a specific location).

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Word or phrase (one per line)  Website

Advanced options Locations: United Kingdom Languages: English

**All categories**

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

**Contains**

Sort: Alphabetical | Highest count

- All
- birmingham (28)
- for hire (24)
- hire (48)
- limo (46)

**Keyword ideas** [Sign in with your AdWords login information to see the full set of ideas for this search.](#)

Download  Sorted by

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> limousine hire birmingham	<input type="checkbox"/>	1,600	880
<input type="checkbox"/> [limousine hire birmingham]	<input type="checkbox"/>	720	480
<input type="checkbox"/> hummer limo hire birmingham	<input type="checkbox"/>	480	-
<input type="checkbox"/> [hummer limo hire birmingham]	<input type="checkbox"/>	260	210
<input type="checkbox"/> pink limo hire birmingham	<input type="checkbox"/>	320	-
<input type="checkbox"/> [pink limo hire birmingham]	<input type="checkbox"/>	210	-
<input type="checkbox"/> [stretch limo hire birmingham]	<input type="checkbox"/>	73	-
<input type="checkbox"/> stretch limo hire birmingham	<input type="checkbox"/>	140	-
<input type="checkbox"/> limo hire birmingham	<input type="checkbox"/>	8,100	6,600
<input type="checkbox"/> [limo hire birmingham]	<input type="checkbox"/>	3,600	2,900
<input type="checkbox"/> cheap limo hire birmingham	<input type="checkbox"/>	390	-
<input type="checkbox"/> [cheap limo hire birmingham]	<input type="checkbox"/>	140	-
<input type="checkbox"/> [limos birmingham]	<input type="checkbox"/>	260	210

As you can see there are thousands and thousands of searches for “Limo hire Birmingham”.

This is good news and this means people are typing this on Google.

People are looking to hire a limo in the “Birmingham” area.

Now I am going to see which **keyword rich domains** are available.

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Domain	Availability	Buy
<b>NEW!</b> limohireinbirmingham .co	2 years - £54.99 - Save £4.99	<input type="checkbox"/>
limohireinbirmingham .net	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .org	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .eu	1 year - £8.00	<input type="checkbox"/>
limohireinbirmingham .org.uk	2 years - £6.00	<input type="checkbox"/>
limohireinbirmingham .tel	2 years - £23.60 - Save £0.30	<input type="checkbox"/>
limohireinbirmingham .me	2 years - £30.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .me.uk	2 years - £6.00	<input type="checkbox"/>
limohireinbirmingham .info	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .biz	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .mobi	2 years - £24.00 - Save £0.80	<input type="checkbox"/>
limohireinbirmingham .com	Taken	<a href="#">More information</a>
limohireinbirmingham .co.uk	Taken	<a href="#">More information</a>

As you can see two domain names are available that are keyword rich. I am going to go ahead and purchase the .org domain name.

(.net domain names are also good in terms of ranking on Google).

The next thing you need to do is build your leasing site – once you have purchased your domain name.

There are several different tools you can use to build your website leasing site.

I highly recommend you use any of the following services to create your leasing website.

## **Create**

[Create](#) is an excellent service that I have used to lease client's websites. This service is easy to use and it costs just over \$20 a month to use their templates and create a simple powerful site in no time.

The only downside of this service is that it does not allow you to host unlimited domains. So if you are going to be leasing a website to a client then you will need to sign up again. There is also an option to remove their footer on your website.

This is a great service, overall.

## **Wordpress Site**

By far this is the most popular and the one that many people end up using because it has lots of features and lots of widgets available.

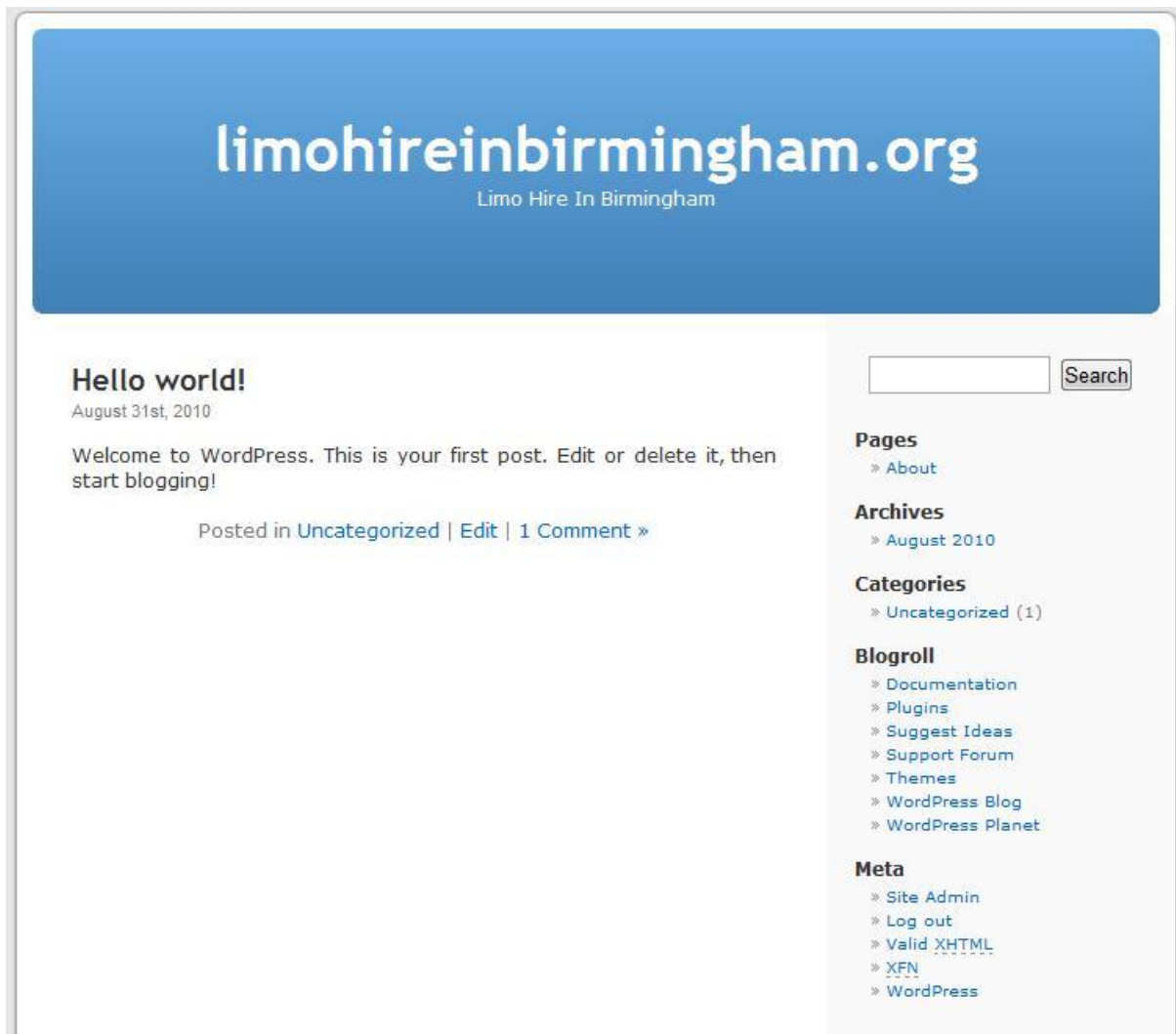
## **X-Site Pro**

[X-site Pro](#) is powerful when it comes to creating quick websites for SEO purposes. The cost of X-Site pro is just \$197 but it is worth it and has a lot of features.

For the purposes of this website I am going to stick to my Wordpress simple one paged website.

I tend to use the classic Wordpress theme – (see below).





Now at this stage I am going to start adding content to the website. But before I do that I am going to install several Wordpress plug ins for SEO purposes.

These plugs in are the following.

**All in One SEO Pack** - <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Configuring this plug in is pretty easy. Notice how I have added all the different combination of the keywords.

## Cash Cow Report – Offline Eclipse – How To Make \$500-\$1000 Per Week With Website Leasing!

Plugin Status:  Enabled  
 Disabled

Home Title:

Home Description:

Home Keywords (comma separated):

Canonical URLs:

Rewrite Titles:

Post Title Format:

Page Title Format:

Category Title Format:

Archive Title Format:

Tag Title Format:

Search Title Format:

Description Format:

As you can see I have added all the different combinations of the keywords.

***Birmingham Limo Hire***

***Limo Hire Birmingham***

***Limo Hire in Birmingham***

**Exclude Pages** - <http://wordpress.org/extend/plugins/exclude-pages/>

This is another important plug in which makes sure your website's posts are indexed on the search engines.

When it comes to the search engines we need to be making sure that our website tells the **search engines exactly** what it is and what the content contained within is about.

Once we have this right, which will come from the **on page optimisation** and content, we need to **build backlinks to** our website which increases the popularity of our website in the search engines eyes and lifts us up through the rankings.

Now, this is the usual thing for a standard HTML website which is easily read by Google and other search engines the majority of the time.

Simply setting up a Wordpress keyword rich website will not guarantee you to get on the first page of Google.

In order to get on the first page we need to make a few changes to our website.

The first thing you need to do is add content to the homepage. As you can see I have added some content to the homepage making sure I have included the keyword several times in the content.

In this case the main keyword is "Limo Hire Birmingham".


# Limo Hire Birmingham

Looking to hire a Limo In Birmingham?

## Limo Hire Birmingham

August 31st, 2010

If you are looking to hire a **Limo in Birmingham** then look no further then Limo Hire Birmingham. We aim to serve you the very best Limos for all occasions. Whether you are looking to hire a limo for weddings or for Birthdays we at Limo Hire Birmingham can serve your needs.



Limo Hire Birmingham

Posted in [Uncategorized](#) | [Edit](#) | [No Comments](#) »

### Pages

- » [About](#)

### Archives

- » [August 2010](#)

### Categories

- » [Uncategorized](#) (1)

### Meta

- » [Site Admin](#)
- » [Log out](#)
- » [Valid XHTML](#)
- » [XFN](#)
- » [WordPress](#)

Now at this stage make sure you include relevant content.

The content needs to also mention the keyword several times for SEO purposes.

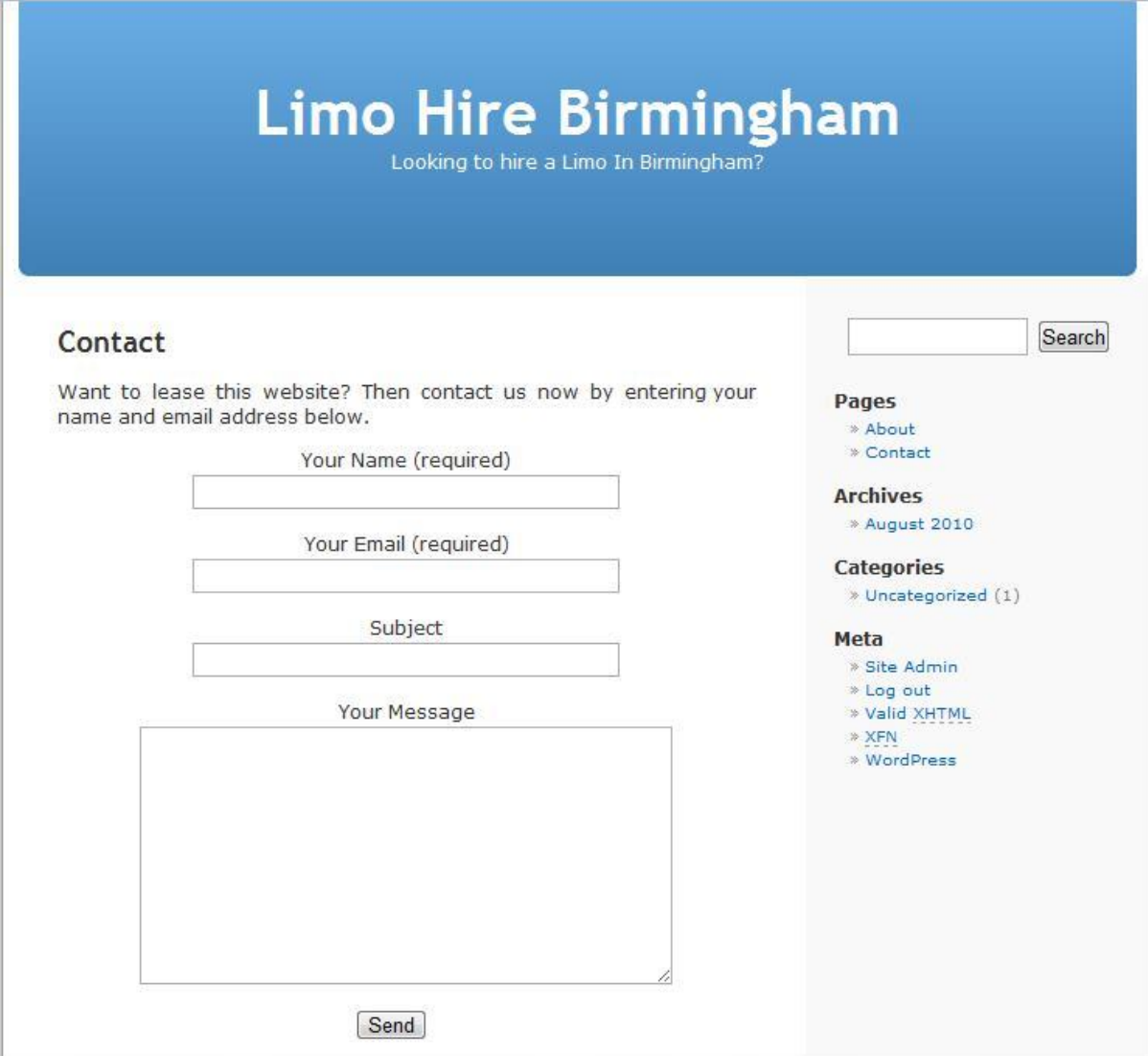
Also make sure the title of your website contains the keyword.

When it comes to writing content make sure that you include variations of your keyword within the first paragraph and the last paragraph or sentence.

### Contact Page

Also once your site is showing up on the first page you will need to make sure you have a contact form or a page where people can reach you to email you for enquiries in regards to your leasing service.

There is a plug in called Contact7 - <http://contactform7.com/> you can use to add a contact form to your page. This will enable business owners to contact you via email if they wish to lease your website.



The image shows a screenshot of a WordPress website's contact page. At the top, there is a blue header with the text "Limo Hire Birmingham" and "Looking to hire a Limo In Birmingham?". Below the header, the main content area is titled "Contact" and contains the following text: "Want to lease this website? Then contact us now by entering your name and email address below." The form includes four input fields: "Your Name (required)", "Your Email (required)", "Subject", and "Your Message". A "Send" button is located at the bottom of the form. To the right of the form, there is a sidebar with a search box and several widget categories: "Pages" (with links to "About" and "Contact"), "Archives" (with a link to "August 2010"), "Categories" (with a link to "Uncategorized (1)"), and "Meta" (with links to "Site Admin", "Log out", "Valid XHTML", "XFN", and "WordPress").

I would also add several “call to action” features such as a landing page, social media icons and other features (more on this later).

Once you have added the content to your keyword rich website the next thing you need to do is getting it indexed on the search engines so that it ends up appearing on the first page on Google.

## Directing traffic to your Keyword Rich Website

The next thing to do is direct traffic to your website so that when it comes to offering your leasing service you can easily sell this to the business owner without having to prove anything.


Now there are several ways you can do this.

The first thing I am going to do is use my Google News service and post an article on my website at – [www.newstoday365.com](http://www.newstoday365.com)

(If anyone wants to use my Google News service then I charge \$10.00) – this is excellent for backlinks and getting your site indexed fast.

Here is the exact article I wrote - <http://newstoday365.com/limo-hire-in-birmingham/33627/> so my site starts generating Backlink juice straight away.

Here is the [link to my article](#) – as you can see it is on Google News for the main keyword.



The screenshot shows a Google search interface. The search bar contains the text "Limo Hire In Birmingham" and a "Search" button. Below the search bar, it indicates "2 results (0.08 seconds)" and a link to "Advanced search". The first search result is titled "Limo Hire In Birmingham" and is from "News Today 365 (blog) - Selena Collier - 2 minutes ago". The snippet reads: "A brand new service has been launched in Birmingham which aims to be the leading Limo Hire service in the city. LimoHireInBirmingham.org was set up to cater ...". To the right of the snippet is a small image of a black limousine. Below the first result is a second result titled "UK's leading Hummer hire brand up for sale" from "The Chauffeur - 19 Aug 2010". Its snippet reads: "In Birmingham at the time, the fashion was about going to the trendy bars and DJ'ing at ... What do you see for the future of the limousine hire business? ...".

Now for SEO purposes this will be good and very powerful.

This will get your site straight away on Google and Google will start sending its spiders to your site.

Another way to generate link juice for your website is to use PROFILE backlinks.

There are a ton of services on Odesk and Elance that you can use to hire people to post your site to social bookmarking sites with high PR.

Simply head over to [Odesk](#) and post an ad.

Profile backlinks will get your site ranked high on the search engines for your main keyword. This will give you a clear leapfrog over other websites.

The main experts in Profile links were Angela and Paul. They had a successful service running on the Warrior Forum.

### **Web 2.0 Links**

Web 2.0 links are also powerful because they are one way backlinks and you can simply outsource this process too.

The sites I recommend to do this with are the following:

[www.blogger.com](http://www.blogger.com)

[www.squidoo.com](http://www.squidoo.com)

[www.hubpages.com](http://www.hubpages.com)

[www.weebly.com](http://www.weebly.com)

[www.wetpaint.com](http://www.wetpaint.com)

[www.scribd.com](http://www.scribd.com)

[www.livejournal.com](http://www.livejournal.com)

[www.wordpress.com](http://www.wordpress.com)

What you need to do is simply hire someone to create content for your keyword rich website then link it to your website. Web 2.0 links are excellent for one way traffic.

Article directories are also good when it comes to building links for your keyword rich website. Directories such as [Article Base](#) and [Ezine Articles](#) are great for long-term traffic and helping your site jump position in the search engines.

The advantage of having a keyword rich domain and using the above SEO tactics will greatly help your site **dominate** the first page of Google.

## Spying on your Competitors

When trying to achieve first page rankings on Google I also tend to use a service called [SEO Quake](#).

This service is excellent if you wish to see the number of backlinks and page rank of your competitor.

For example, if I type in “Limo Hire Birmingham” on Google and activate SEO Quake we can see the following information for this website.

SeoQuake LinkInfo												
Links (total: 1):												
Request all Copy to clipboard View as csv Save												
#	Url	PR	I	L	L	LD	I	Rank	Age	I	whois	Rank
1	<a href="http://www.tlmos.co.uk/">http://www.tlmos.co.uk/</a>	2	8	n/a	2,594	2,636	7	3482444	Oct 25, 2005	1	whois	256

We can here get a good indication of the number of backlinks and the page rank of the website. We can see that this website has just ONE social bookmarking link.

Once your site hits the first page of Google you are now ready to create a Leasing package to sell to the Local business owner.

In the next section I am going to show you how to add value to your leasing service and how to create a package – based on the type of leasing package you offer (including the prices).

All of these prices will reflect a monthly residual aspect to it.



## **Different Packages For Your Leasing Service**

The next thing to do is offer a package for your website leading service. A package will give the business owner an option to choose the best type of leasing service for them. Some business owners will want to choose from a range of different packages so they can fit their needs.

Here is an example on how you can structure your package.

### **Website Leasing Package A - \$97.00 A Month (Bronze)**

Our Bronze package consists of the following

- Exclusive domain name
- Free Hosting
- Online Support
- Autoresponder
- Stat tracker

### **Website Leasing Package B - \$127.00 A Month (Silver)**

Our Silver package consists of the following

- Exclusive domain name
- Free Hosting
- Online Support
- Autoresponder
- Stat tracker
- Free Social Media Functions Incorporated
- FREE Consultation (30 minutes)

### **Website Leasing Package C - \$197.00 A Month (Gold)**

Our Gold package consists of the following

- Exclusive domain name
- Free Hosting
- Online Support
- Autoresponder
- Stat tracker
- Free Social Media Functions Incorporated
- FREE Consultation (60 minutes)
- Telephone support
- FREE Google News publicity for your website
- FREE Backlink Traffic Package

Now this is just a rough breakdown of what kind of package you can come up with.

Here is a screenshot of the prices of a company offering a website leasing service. Notice all the fees are monthly.

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Website	Cost to rent	Free trial available?
<a href="#">Lawn Mowing South West London</a>	£50 per month	Yes
<a href="#">Garden Maintenance South West London</a>	£100 per month	Yes
<a href="#">Carpentry services Clapham</a>	£150 per month	Yes
<a href="#">Tilers and plasterers South West London</a>	£150 per month	Yes
<a href="#">Builders Notting Hill</a>	£150 per month	Yes
<a href="#">Loft conversions South West London</a>	£100 per month	Yes
<a href="#">Plumbers in Wimbledon</a>	£200 per month	Yes
<a href="#">Plumbers in Surrey</a>	£200 per month	Yes
<a href="#">Electricians in Shoreditch</a>	£150 per month	Yes
<a href="#">Chelsea painters &amp; decorators</a>	£100 per month	Yes
<a href="#">Paddington Carpet Fitters</a>	£100 per month	Yes
<a href="#">Audio Visual installations</a>	£100 per month	Yes
<a href="#">Hampstead Computer Repairs</a>	£100 per month	Yes
<a href="#">Handyman services</a>	£100 per month	Yes
<a href="#">SKY installation services</a>	£100 per month	Yes
<a href="#">Landscaping company Dulwich</a>	£100 per month	Yes
<a href="#">House keeper Edmonton</a>	£100 per month	Yes
<a href="#">House cleaner Tottenham</a>	£100 per month	Yes
<a href="#">Cleaner Islington</a>	£100 per month	Yes
<a href="#">Domestic cleaning in Highgate</a>	£100 per month	Yes
<a href="#">Cleaning company Hendon</a>	£100 per month	Yes

If you can get 20 business owners to pay \$197 then that is **\$3940** residual income 😊

If you can get 50 business owners paying \$197 then that works out at \$9850 a month.

## Presenting your offer to the business owner

Once you have come up with your package you need to present your offer to prospective business owners. Now I use a range of techniques that involve cold calling, flyer marketing and also email marketing.

However, I only use email marketing if a business owner requests a “follow up email”.

My strategy is simply looking for business owners who are NOT on the first page of Google for their keyword and are advertising with Google Adwords (thus wasting money).

So for example, going back to our Limo Hire website the first thing I am going to do is head over to Google and type in “Limo Hire”.

The image shows a Google search for "limo hire". The search bar contains "limo hire" and a "Search" button. Below the search bar, it says "About 586,000 results (0.27 seconds)". The main search results are listed on the left, including "VIP Limousines", "Hire Limousines 50% Off", "Limousines in Birmingham", "Cheap Limo Hire", "Limo Hire, Limousine Hire, Hummer Limo, Cheap Limo Hire, Limos", "Limo Hire, Limousine Hire, Hummer Limo Hire, Cheap Limo Hire ...", and "Local business results for limo hire near Cuedale". A map is visible in the bottom left of the results. On the right side, there is a "Sponsored links" sidebar with several advertisements for limo hire services, including "Preston Limo Hire", "City Limousine Hire", "Cheap Limousine Hire", "Edison limo Services", and "Hummer Limousines".

We can see that several advertisers are competing for this keyword as it is very competitive.

Here is an example of a limo company using Google Adwords.



Now this business (as you can see) has a basic website.

The first thing we need to gather is information about this business.

The business is based in Oldham, Lancashire (UK).

Now I am going to see if this business appears on the first page of Google for the keyword "Limo Hire Oldham".

[Limo Hire Oldham, wedding cars Oldham, Hummer limo Oldham](#)

**Limo Hire Oldham** is part of the successful family run company Earls Limousines Ltd, who have been operating limousines, hummer limos and wedding cars in ...  
[www.limoldham.co.uk/](http://www.limoldham.co.uk/) - Cached - Similar

[Limo Hire | Limousine Hire | Hummer Limo Hire](#)

**Limo Hire** from Midlands Limos - Offering **Limousine Hire** in the Midlands ... Stafford, Telford, **Oldham**, West Midlands, Wakefield, Worcester, Warwick, York, ...  
[www.midlandslimos.com/](http://www.midlandslimos.com/) - Cached - Similar

[Oldham Limo Hire, Hummer Limo Hire Oldham, Audi Q7 Limo Hire Oldham](#)

**Oldham Limo Hire** is one of UK's finest **limo hire** companies offering a high level of service with modern stretched limousines available for hire in **Oldham**, ...  
[www.oldhamlimohire.co.uk/](http://www.oldhamlimohire.co.uk/) - Cached - Similar

[Home | Lady Jayne Limousines](#)

**Oldham's** Premier Wedding Car, **Limousine** & Executive Vehicle **Hire** Company. To get the perfect car for any occasion, choose Lady Jayne Limousines.  
Services - Fleet - Our Clients  
[www.ladyjaynelimousines.co.uk/](http://www.ladyjaynelimousines.co.uk/) - Cached - Similar

[Limo Hire Oldham](#)

Cheap **limo hire** in **Oldham** and Manchester. Hire pink limos, Hummer limos and many more models and styles on offer.  
[www.hirelimos-manchester.co.uk/limo\\_hire\\_oldham.htm](http://www.hirelimos-manchester.co.uk/limo_hire_oldham.htm) - Cached - Similar

[Limo Hire Manchester from Style Limos UK - Limousine hire across ...](#)

Offering **limo hire** in Manchester and Stockport based in Cheshire, serving all of Lancashire including Chorley, Blackpool, Wigan, Bolton, **Oldham** and ...  
[www.stylelimousines.co.uk/](http://www.stylelimousines.co.uk/) - Cached - Similar

[Limousine Hire in Oldham - Pink Limo Hire Oldham](#)

The city's industries include papermaking, tanning, food processing, and mail-order distribution. **limo hire Oldham's** town hall, art gallery, museum, ...  
[www.limohireoldham.co.uk/](http://www.limohireoldham.co.uk/) - Cached - Similar

[Limo Hire Oldham - Limousine Hire Oldham](#)

**Oldham**. Limousines for hire in **Oldham**. Business and leisure travel in limos, **Oldham Limo Hire**.  
[www.carsforstars-stockport.co.uk/limo\\_limousine-hire-oldham.htm](http://www.carsforstars-stockport.co.uk/limo_limousine-hire-oldham.htm) - Cached - Similar

[Limo Hire Leeds, Limo Hire Bradford, Limousine Hire Bradford, Prom ...](#)

Doing a quick Google search I can see that the limo company's website is nowhere to be found on Google.

This is good news.

Now I am going to see how many searches the keyword is generating.

So I head over to [Google Keyword Selector tool](#).

# Cash Cow Report – Offline Eclipse – How To Make \$500-\$1000 Per Week With Website Leasing!

Word or phrase (one per line)  Website

Advanced options Locations:United Kingdom Languages:English

**All categories**

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health

**Keyword ideas** [Sign in with your AdWords login information to see the full set of ideas for this search.](#)

Download

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
limo hire oldham		590	480
[limo hire oldham]		260	260
[limousine hire oldham]		58	46
limousine hire oldham		91	73

We can see that the phrase has a significant number of searches a month. This is good news.

Now I am going to see what domains names are available for this keyword.

Domain	Availability	Buy
<b>NEW!</b> limohireoldham .co	2 years - £54.99 - Save £4.99	<input type="checkbox"/>
limohireoldham .net	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .org	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .eu	1 year - £8.00	<input type="checkbox"/>
limohireoldham .org.uk	2 years - £6.00	<input type="checkbox"/>
limohireoldham .tel	2 years - £23.60 - Save £0.30	<input type="checkbox"/>
limohireoldham .me	2 years - £30.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .me.uk	2 years - £6.00	<input type="checkbox"/>
limohireoldham .info	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .biz	2 years - £20.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .mobi	2 years - £24.00 - Save £0.80	<input type="checkbox"/>
limohireoldham .com	Taken <a href="#">More information</a>	
limohireoldham .co.uk	Taken <a href="#">More information</a>	

We can see that the .com and .co.uk are taken – no problem.

The .net and .org are available, which is good news.

So register either one (or register both).

The next thing to do is email the business using their contact form.

Here is something you can say to them.

***To whom it might concern,***

*Hi, I noticed you have a website on Limos and you are currently using Google Adwords to drive traffic to your site. Although, this is a good way to drive traffic I have noticed your website is not listed on the first page for your main keyword – “Limo Hire Oldham”.*

*At the moment this keyword is generating typically 500-700 words a month and you are missing out on all this traffic. However, the good news is that I can get your business listed on the first page in no time. So that means if someone types in “Limo Hire Oldham” or “Hire Limo Oldham” your business will be found on the first page – thus saving you a lot of money on the long-term.*

*If you are interested in taking up this offer then please give me a call at xxx-xxx-xxx.*

*I am offering this to all the Limo companies in Oldham and if you do not take this your competitor will be enjoying all the extra clients.*

*I hope to hear from you soon.*

As you can see this is a typical email you can send to business owners. Notice I have mentioned the word “competitor”. When you mention a competitor you will grab their attention very quickly.

The beauty of the website leasing business model is that you do not have to go in with a hard sell. You can simply keep it short and sweet. If you wish to outsource this process then it is pretty straight forward.



Outsourcing would involve hiring someone to cold call for you and close the website leasing contract.

If you are going to be cold calling then you can grab my cold calling report – Outsourcing offline secrets (simply email me if you want to buy this).

### **Pricing**

It is up to you on how much you wish to price your website leasing service. I would aim for a **\$97-\$197 per month price.**

Remember the more residual income you have the more money you will make on a monthly basis.

You might want to charge more for extra features such as Facebook Fanpage and Twitter/Youtube. The more value you add to your leasing website the more money you can charge.

So why not start your own leasing company today?

I hope you enjoyed reading this cash cow report on website leasing and now have lots of ideas on how to go about starting your on site leasing business today.

If you want to see some examples of site leasing companies and their packages you can head over to the following websites.

<http://www.cpcmarketing.co.uk/>

<http://www.websiteleasing.uk.com/>

<http://www.website-renting.com/>

Remember the more action you take the more money you will make.

So start your own site leasing company today!

Imran Naseem

<http://www.ImranNaseem.com>