

Profit Lance

A Very Thorough Introduction To The World Of Internet Marketing
Lessons, Videos, Practical Tasks And Online Tools
-- An Interactive Learning
Environment



Blueprints Series

BPR0001

Building Virtual Real Estate

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Abstract

Virtual Real Estate is content built upon a plot of land called a keyword phrase based domain name targeted to a sub-niche market. This is huge business. The Profit Lance course teaches how to find these lucrative plots of land using research methods and processes using keyword tools. This paper outlines a generic blueprint by which an online portfolio of virtual real estate can be built which can provide continuous passive income.

One of the easiest and cost effective methods of building an online wealth empire is to start developing your own online virtual real estate portfolio. In the Profit Lance Course project tasks, I have taught you how to find unexploited niches using some readily available keyword tools.

This is a generic blueprint that you can follow in order to start creating your own virtual real estate empire. In order to follow through with this, you will need to have undergone some of the project tasks in the Profit Lance members area. I will be covering this blueprint in a lot more detail and give very specific steps in a further blueprint document that augments this one. Look out for it soon. However, here I just want you to understand the generic process.

Note: In order to follow this blueprint – you must have gone through the Miscellaneous Exercises within the Projects section of your Members Area.

Step 1: Research and identify unexploited niche markets. You can use the [keyword tools](#) and the steps covered in the projects section (please refer to "*Finding Underexploited Niches Using Keyword Tools – Parts 1-4*") in your members area to do this. By doing this step you should have a target market, and you will have identified a set of suitable domain names. What we want to do is to "monetize" the resultant traffic by way of Google AdSense, or with affiliate products – or a combination of both.

Example niche market – home automation, home automation wiring, home theater automation.

Step 2: The next step is to acquire those domain names and also arrange for web hosting. You can get reseller hosting accounts where you can host multiple domains under one account and you can get these fairly cheaply – starting from as low as \$5 per month. If you're on a budget, then you can acquire just one domain name – and then you can set up free blogs on blogger.com or wordpress.com to create the surrounding infrastructure (see further below).

Step 3: Next you should use the same keyword tools referred to earlier to get a broader keyword list – all based around your main keyword niche that you identified in the first step. You are trying to generate and find every available keyword phrase that is being searched for by your target market. This keyword list is an important asset we can use to keep building on top of our "plot of land", the domain name.

Step 4: Next you need to get some content related to your target market. This content can easily be found online in the article directories I have mentioned in the course, or you can write your own (I also showed you how to do this). You only need around 4 to 5 articles that relate to your chosen niche, each around 400 – 600 words long. The articles should be informative and factual and contain the information that the targeted



audience is desperately seeking. You can either write them yourself, or pay someone to write them – you can get ghost-written articles for as cheap as \$5 dollars each.

Example articles:

- How to set up an automated home theatre
- Security issues in home automation

You don't need to be an expert in these issues. You can find information on the web and just simply create your own articles. That's what I do – I can be an expert on any subject in less than 30 minutes! Within these articles you must make sure that the keyword phrases are mentioned such as home automation, home automation wiring, home theater automation, home automation security. This ensures that the search engines show your page in the results when people search for this keyword.

Step 5: You need to create a basic website with this information – just a 4-5 page website. I will be going in more detail about this in a follow up to this blueprint. So far we have a suitable domain name, and some relevant content. We've constructed our "web property". And on this web property we have Google AdSense ads. We could also have affiliate products if we can find any for this target market, be they information products, hard goods, or services.

But it does not end there. We have to create an *infrastructure* around it. **This can be done by creating other related mini-sites and setting up a little inter-connected network**. What we are doing here is creating a "traffic funnel", and also boosting the search engine rankings for our main "web property". For the purposes of this blueprint, I am going to use only blogs and free resources to set up this infrastructure.

Step 6: Create a [Blogger](#) blog – when you name this blog, give it a name based on one of your keyword phrases related to your niche market. You can simply add free content to this, or related news articles by searching on [Google News](#) for your main keyword phrase, and ping the blog using [Pingomatic](#). Before you do this, make sure you link from the blog to your main site.

Step 7: Then you can create a wordpress blog at [Wordpress](#). Do the same thing, add a bit of content, make sure you add a link back to your site and you can use [Pingomatic](#) to ping the blog.

Step 8: You can also add your website to the various social bookmarking accounts. And you can also write your own article and then submit it back to Ezinearticles.Com and GoArticles.Com, making sure that there is a link back to your own site at the bottom of your article.



Step 9: Wait a few days and then check to see if Google has indexed your website. You can do this by going to Google and typing in the search box: "site:www.yourdomainname.com".

Step 10: Once Google has indexed your site – then what you need to do is just add another page of content to your site each week. That's it. Make sure its useful relevant content.

If you follow this blueprint, you should start getting traffic to this site within a week or so, and then it should grow as you utilize the SEO techniques and traffic generation techniques I cover in the course. If you select a decent niche and follow the steps thereafter, you can be making from \$10 to \$30 per day just from one site after about 90 days. The total set up time and cost will be \$9 for a domain, a little on top for the hosting, and your time. Normally I can get a site up within hours. Initially it might take you longer if this is new to you, but once you get into the routine and refine or modify this blueprint to your own needs, you can shorten the amount of time.

Next, you simply repeat again with another niche market. Three key concepts here:

- Selecting the niche
- Relevant content
- Traffic

Pay equal attention to all three and you will be creating winners. These are long term cash cows.

Important Points

- Some sites will get lots of traffic, others will get much less. This is just how it is. But overall, you want to be increasing that daily revenue. This is what you want to do gradually. You start off with one, then slowly add to your portfolio. As you start generating revenue you can then use that revenue to build your business in other areas.
- If this is new to you, then don't worry, just keep this blueprint in a folder, and continue with your learning in the Profit Lance Course. This information WILL come in handy later when you are ready.
- The **key to this** and **doing this right and effectively** is doing good initial research and finding a suitable niche market each time. This is why I emphasize the research methods in the course – make sure you do the project tasks related to them.

