

# FAILURENAIRE

## Digital Real Estate Checklist

### **1. Conceptualize Your Niche and Market:**

- Research and identify a profitable niche in the digital real estate market.
- Analyze competition and demand using tools like Google Trends and SEMrush.
- Ensure the niche has sufficient demand without being oversaturated.

### **2. Domain Name Registration:**

- Purchase a relevant domain name that aligns with your niche ([GoDaddy](#)).
- Consider using keywords related to your niche and location for better SEO.

### **3. Choose a Website Platform:**

- **Option 1: High Level** (I recommend this one for most people)- Ideal for creating multiple websites with built-in lead generation tools. Cost-effective for those managing several digital properties. So, for example...I paid \$100 per month and was able to create as many websites with as many domains that I owned. If you went on Wix...each website would cost you around \$250 per year. If you are going to build lots of websites for other businesses this is a great platform too! They also offer a White Label agency for only \$400 per month which means you could then sell the platform to

other small tech businesses. If you want more info on High Level...[Click here for a FREE 14 day trial](#)

- **Option 2: Wix** - Best for beginners who want a visually appealing site without much technical knowledge. Keep in mind that lead generation tools may be limited. If you only have one website and are a beginner then I would recommend looking at Wix.
- **Option 3: ClickFunnels** - Recommended if you plan to focus on lead generation and sales funnels. Best for more advanced users who are trying to sell a product. [Click here to learn more about ClickFunnels. Link will give you a FREE trial.](#)

#### 4. Website Design and Development:

- Use website builders like [High Level](#), Wix, or WordPress. For Digital Real Estate, I would recommend [High Level](#)
- Customize the website design to match your brand identity and target audience.
- Consider hiring a professional designer if needed (Fiverr is a good option).

#### 5. SEO Optimization:

- Use ChatGPT or other AI services to write all website content. Ensure content is SEO-optimized and sounds natural.
- Perform on-page SEO, including keyword optimization, meta descriptions, and URL structures.
- Consider enrolling in a course like [Entre](#) for in-depth knowledge of starting a local SEO Agency. They offer many programs in Affiliate Marketing too but I would just look into the Business Agency course. If you would

like a general course of all their products...it cost about \$4. They then offer a very detailed course for more.

[Click here for the \\$4 "Success Path Masterclass"](#)

## 6. Set Up Lead Generation:

- Integrate lead generation forms, click-to-call buttons, and email opt-ins.
- Use tools like ClickFunnels or [High Level](#) for advanced lead tracking and conversion.

## 7. Monetization Strategies:

- **Rent the Website:** Offer monthly rentals to local businesses.
- **Pay-Per-Lead Model:** Charge businesses for each lead generated through your website.
- **Affiliate Marketing:** Partner with relevant brands and earn commissions through referrals.

## 8. Legal and Financial Setup:

- Draft contracts and agreements with local businesses to clarify terms and conditions.
- Set up a payment gateway (e.g., Stripe, PayPal) for automatic billing.
- Ensure compliance with local regulations, especially regarding data privacy.

## 9. Consider White Label Services:

- If you lack the time or expertise to build and manage websites, consider white label services.
- Recommended White Label Agencies with Affiliate Programs:
  - **DashClicks** - Offers comprehensive local SEO and digital marketing services. [Click here for a 14 day FREE trial.](#)

- **Vendasta** - Provides white-label marketing solutions with a strong focus on local businesses. [Click Here for a FREE Business strategy call and receive a gift valued around \\$1200.](#)

10. **Website Maintenance and Updates:**

- Regularly update content to keep your website relevant.
- Monitor analytics using tools like Google Analytics to track traffic and user behavior.
- Schedule regular website audits to fix any technical issues.

11. **Expand and Scale:**

- Explore additional niches and markets to expand your digital real estate portfolio.
- Consider outsourcing tasks such as content creation or SEO to scale efficiently.
- Build partnerships with other digital marketers or agencies to expand your reach.

12. **Continuous Learning:**

- Stay updated with the latest trends in digital real estate and SEO.
- Engage in continuous learning through online courses, workshops, and industry blogs.
- Also, if you ever come across things that you do not have time to design like logos, images, video, etc. I would totally look into hiring someone on Fiverr. You can find good quality work for cheap. [Click here if you would like to check out Fiverr.](#)

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