

THE RANK AND RENT KIT

Own a local lead site, rank it, rent it out: the five steps, the niche checklist, an agreement outline and Google's own limits

Rank and rent means you build a small website for one local service in one town, try to get it found on Google, and rent the phone calls it brings to a local business. This kit is the plan I would follow, plus the limits Google itself publishes (checked October 9, 2026). Educational only. Not legal advice. Not affiliated with Google. No income is promised, and nobody can guarantee a ranking or a result (page 4 shows Google's own words).

THE 5 STEPS

- Step 1. Pick ONE niche in ONE town. A service people phone for, written as "[service] in [town]", for example drain cleaning in one small town. Narrow beats broad.
- Step 2. See who ranks today. Search it the way a customer would and write down the top three results (table on page 2). If big companies fill the top, pick another town or another service.
- Step 3. Build one small, useful site: the service, the area, one phone number, and only things that are true. No invented reviews, no made-up address, no copy-pasted page for every nearby town (see Google's doorway rule on page 4).
- Step 4. Use a tracking number: a separate phone number that forwards to the business's real line and logs each call, so you can show the business what the site sends. Check the call-recording rules where you operate before you record any call; this kit does not cover them.
- Step 5. Rent it month to month, in writing. You keep the site, the content and the number. The business rents the calls (agreement outline on page 3).

THE ONE-LINE HONEST VERSION

Google Search Central, "Do you need an SEO?" (updated 2026-06-05)

"No one can guarantee a #1 ranking on Google. Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google."

So never promise a renter a ranking, a call count or a date. Promise only what you control: a real site, a working tracking number, an honest monthly report.

A SHORT MESSAGE FOR A LOCAL BUSINESS (STEP 5)

Copy, paste, edit (use it only when you have a real call log to show)

Hi [NAME], I run a small local website for [SERVICE] in [TOWN] with its own phone number. Here is the call log for the last [PERIOD]. If calls from it would be useful to you, I rent it month to month. I can't promise future calls, and you can stop any month. Want to talk?

NICHE + TOWN CHECKLIST (THE PROOF TEST, STEPS 1-2)

- ☐ I can write it in one line: [SERVICE] in [TOWN].
- ☐ People phone for this service when they need it (not only browse).
- ☐ I searched "[service] [town]" in a private browser window and wrote down the top three results below.
- ☐ At least three local businesses already do this work, so there is someone to rent to.
- ☐ I can describe the area with true facts (towns served, how far they travel) without copying another site.
- ☐ If big national companies hold the top spots, I picked a smaller town or a narrower service.

WHO RANKS TODAY? (TOP THREE RESULTS)

Spot	Business or site	Big company?	Real local office?	Notes
1				
2				
3				

THE PAGE LIST FOR A SMALL, USEFUL SITE (STEP 3)

- Home: what the service is, where you cover, the tracking number at the top.
- One page per DIFFERENT service (drain cleaning, water heaters). Do not clone the same page for every town.
- One service-area page that lists the towns really served, in plain sentences.
- Contact page with the same tracking number, and a line saying who runs the site.
- Only real photos, real facts and real wording. Nothing you cannot back up.

CALL LOG (STEP 4: ONE LINE PER CALL)

Date	Time	Length	Page it came from	Job asked about	Booked?

RENTAL AGREEMENT OUTLINE (TEMPLATE: FILL THE BRACKETS)

TEMPLATE ONLY. Not legal advice. Have a lawyer in your state check it before you sign anything. Every bracket is yours to decide.

- 1. Parties: [YOUR NAME OR COMPANY] and [BUSINESS NAME].
- 2. What is rented: the right to receive calls from the number(s) shown on [SITE ADDRESS]. You keep ownership of the site, its content, the domain and the phone number.
- 3. Term: month to month. Either side can end it with [NUMBER] days' written notice.
- 4. Fee: [AMOUNT] per [MONTH], due on [DATE], paid by [METHOD].
- 5. What counts as a lead: [YOUR DEFINITION, for example a call from a new customer lasting at least _ _ _ seconds]. Write it down so there is no argument later.
- 6. Reporting: you send the call log (page 2) every [MONTH or WEEK].
- 7. No promises: no ranking, call volume or income is promised, and search results can change at any time.
- 8. When it ends: the business stops using the number and the site. You keep both.
- 9. Their own listings: the business keeps its own Google Business Profile and its own website. You do not create profiles in its name.
- 10. Rules: both sides follow the law and the platforms' rules. Add anything your lawyer suggests: [EXTRA TERMS].

MONTHLY COST WORKSHEET (FILL YOUR OWN NUMBERS)

Cost line	Per month	Notes
Domain name		
Hosting		
Tracking number		
Your time (hours x your rate)		
Total I need to cover		
Fee I will ask the business for		

IF THE SITE DROPS OR THE CALLS STOP

- Check the call log first: did calls drop, or did the reporting stop?
- Search it again like a customer. Write down what changed and the date.
- Tell the business early. A month-to-month deal means either side can step away.
- Do not buy tricks. Google's spam policy (page 4) says violators may rank lower or not appear at all.

THE CATCH, IN GOOGLE'S OWN WORDS (CHECKED OCT 9, 2026)

Crawling and indexing FAQ (updated 2025-12-10)

"Crawling and indexing are processes that take some time and rely on many factors. In general, we cannot make predictions or guarantees about when or if your URLs will be crawled or indexed." and "In general, the most common reason that a site is not indexed is because it's just too new; be patient and ask Google to crawl and index it."

Spam policies, doorway abuse (updated 2026-08-28)

"Doorway abuse is when sites or pages are created to rank for specific, similar search queries. They lead users to intermediate pages that aren't as useful as the final destination." Examples include "Having multiple domain names or pages targeted at specific regions or cities that funnel users to one page". Also: "Sites that violate our policies may rank lower in results or not appear in results at all."

Business Profile guidelines

"If your business either has a physical location that customers can visit, or travels to customers where they are, you can create a Business Profile on Google." Also: "If your business rents a physical mailing address but doesn't operate out of that location, also known as a virtual office, that location isn't eligible for a Business Profile." And, in the individual practitioners section: "Sales associates or lead generation agents for corporations aren't individual practitioners and aren't eligible for a Business Profile."

Tips to improve your local ranking on Google

"There's no way to request or pay for a better local ranking on Google." and "Local results are mainly based on relevance, distance, and popularity." (Business Profiles = the map results.)

WHERE THIS COMES FROM

- Google Search Central: Spam policies for Google web search
- Google Search Central: Google Search crawling and indexing FAQ
- Google Search Central: Do you need an SEO?
- Google Business Profile Help: Guidelines for representing your business on Google
- Google Business Profile Help: Tips to improve your local ranking on Google

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Need local businesses to pitch?

- I sell ready-made lists of local businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email them: EmailClik.com finds + verifies addresses (free version)