



Content, directories and lead-gen sites

Start from nothing, grow on other people's effort

Search traffic and the businesses listed do the work. You build the site; they pay to be found, or to receive the enquiry.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
36	Local trades directory (one county first, then the next)	Paid listings and featured spots	Listed firms linking to their own page	Medium
37	Pay-per-lead site for one trade (van hire, roofers, solar)	Fee per enquiry passed on	Search traffic, and buyers wanting more	Low
38	Rank-and-rent local websites	Monthly rent from one business	Search traffic	Low
39	Niche comparison and review site	Affiliate commission	Search traffic and readers sharing	Medium
40	Data-driven site with thousands of useful pages	Advertising and affiliate links	Search traffic at scale	Medium
41	Job board for one niche	Paid job posts	Employers posting, candidates sharing	Medium
42	Offshore staffing introductions	Referral fee per hire	Agencies paying for introductions	Low
43	Holiday let and campsite directory for one region	Listing fees, booking commission	Owners promoting their listing	Medium
44	Wedding and events supplier directory	Annual listings	Suppliers and couples sharing	Medium
45	Clubs and activities finder (sport, music, children)	Featured listings	Clubs adding themselves and linking	Low
46	Local events calendar with paid promotion	Promoted events	Organisers adding their events	Low
47	Newsletter for one niche, with sponsors	Sponsorship slots	Readers forwarding and referring	Low
48	Free tools site (calculators, converters, checkers)	Advertising, upgrades to paid tools	Search traffic and bookmarks	Low
49	Energy and home-improvement guide site	Installer leads and affiliate links	Search traffic, installers buying leads	Medium
50	Video channel made from scripts and stock footage	Advertising and sponsors	The platform's recommendations	Medium

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
51	Podcast with inserted adverts	Advert slots	Listeners sharing, guests promoting episodes	Medium
52	Question and answer forum for one niche	Advertising, premium membership	Members writing the content	Medium
53	Reviews site for one local sector	Business upgrades and badges	Reviewers and the firms reviewed	Medium
54	Expired-domain portfolio, redirected or resold	Domain sales and parking income	Buyers on domain marketplaces	Low
55	Data site that makes public figures usable	Paid downloads and data access	Journalists and researchers citing it	Medium

Where to start

- Choose one county or one trade. A small area done properly beats a big one done thinly.
- Fill the site with genuinely useful listings or pages before asking anyone to pay.
- Give every listed business a page worth sharing. Their links are your marketing.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

07887 988780 · admin@shoutwebsites.com · shoutwebsites.com/free-quote/

Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.