

FlippingWebsites.Com

Guide To Flipping Websites

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# INTRODUCTION

Hello and welcome to FlippingWebsites.com's "Guide to Flipping Websites". This guide is intended to help you understand the intricacies of flipping websites, and how you can turn this passion – or hobby – into smart and lucrative income. In addition, you will learn how to effectively build your own income generating virtual web properties that you can use to create passive income, or like a true website flipper, flip these properties for tremendous financial gain.

I am going to go out on a limb and say that you have had your fair share of "make money online" schemes and so-called "gurus" who have made promises of overnight riches, but truth be told, very few, if any of these schemes ever work. Instead, what happens is that these claims fall short and your financial situation looks even bleaker than before. What was supposed to help you put money in your pocket is instead sucking it away with each and every add-on product that you must buy in order to truly "unlock" the so-called secrets to your success.

Fortunately for you, all hope is not lost when it comes to making money online. There are legitimate ways for you to make money with little to no investment, and one of those ways includes what is known as "flipping" websites.

Flipping websites, also referred to as "site flipping" or "website flipping," has become one of the most proven and fastest ways to generate cash online.

This eBook is designed to take you from start to finish and help you learn the techniques used by professional and part-time website flippers who continuously drive insane amounts of profits to their flips.

The following steps will walk you through choosing a profitable website flipping strategy, in addition to locating the best markets to sell your website, and what factors will help you earn the most money for the work that you put into your website.

By the end of this guide you will be prepared to put the information you have learned to use and get on the road towards flipping your first website.

**Without further ado...let's get to learning!**

# WEBSITE FLIPPING: A BRIEF OVERVIEW

Flipping websites, or “website flipping” and “site flipping,” refers to the act of creating or buying a website with the intention of selling it for profit.

When you think of the term “flipping,” is usually in relation to the more popular real estate flipping, or “flipping houses,” where real estate investors purchase property for pennies on the dollar, add value to said property through extensive renovations, and then turn around and sell the property for a profit.

Just like “flipping houses,” flipping websites works in the same model wherein you purchase current web properties – or even create your own – add significant value to the website, and then sell it to hungry buyers for a nice return on your investment.

Both scenarios put money into the seller’s pockets however, flipping a website has been proven to help you turn a profit in a matter of days, rather than the months or years that it takes to flip real estate.

This guide will walk you through both flipping existing web properties as well as creating new virtual web properties to flip for profit.



## FLIPPING WEBSITES STRATEGIES

Now that you have a general overview of what exactly “flipping websites” entails, it is important that you understand how to effectively flip a website for either long-term profitability, or short-term cash.

While each strategy certainly has its own “pros and cons,” you can generate a substantial amount of income no matter the route you choose.

### **INSTANT CASH, OFTEN MADE EASY**

Are you a fan of instant gratification? Do you enjoy marking off your to-do list and getting started on another project that has been burning away at you? Most likely, waiting months upon end to see a return on your hard work may not appeal to you as it would a website flipper more interested in holding out for larger returns. Instead, you see flipping websites as a great way to build up seemingly instant capital – maybe even a way to pay for last minute or unexpected expenses. The great thing is, even as a fan of instant gratification, you too can make great money flipping websites, even if they are not properties that you have allowed to age.

You, my friend, are a “quicker flipper.” While you understand the benefits of hanging on to virtual real estate, the prospect of building, improving, monetizing, and then selling a website relatively quickly is appealing to you.

Website flipping according to a short-term profit model typically consists of the following types of websites:

- **Brand new startup niche websites**
- **Recently launched eBooks and informational product websites**
- **Websites less than 3 weeks old**

Whichever category your website falls under, the fact remains webmasters are very likely to snatch up a website whose potential, design, and monetization aligned with their needs.

Regardless if your website is one day old, or even a week old, there is a place for your type of flip in the website selling marketplace. However, it is important to note that you shouldn't expect to get anywhere near the price of a more established site in the same niche. That said there is plenty of room for new startup sites to launch and get flipped on a short-term basis.

## **GOING IN FOR THE LONG HAUL**

If you're the kind of person who doesn't need instant gratification and your main concern is to get a good return operating under a long-term flipping model may align well with your goals as a site flipper. Long-term site flippers understand the value of time well spent on a website. In the end, the benefits outweigh the time and effort put in – often many times over.

Long-term site flippers not only build and monetize websites, but they do this on a continual basis making sure to test out what may or may not be working, improving upon existent infrastructure, and saving their website for the perfect day reveal it to the world – at the right price of course.

A great way to start with this particular model when flipping websites is to start small. Begin building your own personal portfolio of websites that are poised for financial success or area already generating revenue albeit on a small scale. You can do this by finding undervalued websites and then fixing them up just as you would in real estate.

Of course the trick is to add value and to do proper keyword research. Additionally, do not overlook building backlinks, monetizing properly, and ensuring that you provide a top of line website that contains excellent unique content.

This process may seem like a hassle in the short term but they will surely pay off in the long run. In the meantime, you can continue reaping the benefits of your hard work while holding on to these properties, and at the opportune time, you can often sell your asset for 12X or 15X monthly revenue. In many cases the multiple you sell for is will be even higher.

# BUYING A WEBSITE

Website buyers are constantly on the lookout for websites to acquire. It seems as though the market only becomes more liquid with each passing day.

Here are some reasons people buy websites:

- 1. They are looking to build upon their existing web portfolio.**
- 2. They are “newbie” website owners who don’t want to start from scratch.**
- 3. They are looking for a “fixer upper” site they can buy, improve and then later flip for a higher price.**
- 4. Seek the potential in a website, or seek after a certain aspect of a website for sell. For example an informational product they wish to sell.**

Whichever category you fall under, it is important to note that as a buyer, you take on a huge responsibility. While the thought of purchasing an existing may seem like far less work, there are often overlooked factors that you should take into consideration before you placing a bid. For example community websites require moderation, content websites require new unique content to be added.

# DOES YOUR WEBSITE HAVE *POTENTIAL?*



Buyers are on the prowl for websites that not only have existing income coming in, but also those which have the “potential” for greatness. So what exactly defines “potential” and how can you prove that your site has it?

Potential, in the eyes of a buyer or website flipper, is measured by the profitable future of a website. If you have put in all of the necessary research for your niche, such as effective keyword research, measuring how many people are searching for your niche, and even what affiliate products are on the market to compliment your website, then you can use all of these factors to measure the potential of your flip. Even the simple act of presenting this information to potential buyers will increase the price of your auction or sale. Often buyers will not know the niche or market that your site is in and need to be educated.

Typically, these types of websites are characterized as “startups.” A startup website does not have any traffic (or is receiving a bare minimum), and other factors such as income and page rank are absent. Even in the absence of these items, by doing your homework, you can still flip these types of websites to webmasters who know how to take your flip to the next level. It’s just a matter of doing a little extra legwork. If your site is already generating revenue than you’ve already done most of the work.

## **WHY DO THESE SELL WELL WITH NO INCOME COMING IN?**

Contrary to popular belief, startup websites still continue to sell well. While they may not garner a high selling price, they are nonetheless useful in the grand scheme of flipping websites.

If you've done your research by analyzing statistics such as how many searches your niche receives per month, optimizing your website with unique and search engine optimized content, then you've taken the hard part off of the new owners hands. Quite frankly, buyers are looking for a website that will make them money without much work. By properly monetizing a startup website, all that is left for the new owner to do is simply market their website, maybe add some more great content and do a little bit of SEO work. Much of this can even be outsourced.

## **MAKING YOUR NEXT FLIP MORE ATTRACTIVE**

Whether your next flip is a startup or a more established website, don't forget to highlight its "potential" in your listing. Make a list of the key points that should be noted and will surely grab the attention of buyers. Does it have the potential to be a great AdSense moneymaker? Does it show promise of pulling in massive organic traffic? These are all areas that you should touch on. As mentioned previously simply educating your potential buyers will often dramatically increase the price of your sale.

# CONTENT

A website without content is frowned upon not only in the eyes of you, the buyer, but also in the 'eyes' of search engines. Search engines love content, and a website that lacks in content is not first on any search engine robot's list.<sup>1</sup>

When evaluating your next website purchase, ensure that you look for the following factors in regards to content:

- **Unique Content:** Is the content on the website you wish to purchase unique? A simple verification of the content through plagiarism detection software such as Copyscape will reveal all there is to know about your supposed 'unique' content. If you happen to be purchasing a website from the Flippa Marketplace you can check this by looking at the "Site Content" section of the auction listing. Alternatively you can just use the Copyscape service itself. The main reason unique content is important is because the search engines do not like duplicate content. Given that search engines are drive most web traffic it becomes clear why this is so important. Also consider why search engines put a high value on unique content. Real websites always have realy content. Spam websites often contain nothing more than duplicate content and spam links.
- **Keyword Optimized:** Is the content on the website truly search engine optimized? Simply adding some text you've written and putting

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<sup>1</sup> It's worth noting here that it is possible to make money on a domain with no content. This is known as domain parking. Essentially you advertisements are placed on a domain name in the hopes that a user types that domain name into their address bar. If a user clicks and advertisement the owner of the domain profits.

it on a web page is not enough. If you want to attract search engine traffic you should do your best to buy websites or with whose content that has been optimized to please search engines. Obviously this has to be done properly. Your users should always be your priority and you should always write for them but it never hurts to optimize your content for certain keywords. Sellers often hide the list of keywords for which their content has optimized. This is mainly to prevent competition from simply grabbing their keywords and building a competing site. The main idea here is to ensure that your content has the ability to draw in organic traffic from search engines. Alternatively if the content hasn't been optimized you can always add value by doing this yourself on existing and new content added to the site when you make the acquisition.

Take a look at the content contained within the website? Do you see a recurring keyword or key phrase? Is it placed strategically within the content according to guidelines? Or

Ensure that you have all bases covered in regards to content before placing a legally binding bid. Because content is crucial to the success of your website, you'll want to ensure that you get off to a good start.

# PAGE RANK



Many buyers oftentimes overlook whether or not the website they seek to buy has any existing page rank. While page rank does not play a crucial role in regards to startup websites, it does come into play when looking at websites which are operating in highly competitive niches.

Your domain's page rank explains to Google just how important other Internet surfers feel your website is. Page rank is obtained via links pointing to your website. As a result of these links, you not only receive love from web surfers, but from search engine robots as well.

As you look for your next website to purchase, take a look to see if it has an existing page rank. Doing so will make all the difference between competing full speed ahead in a competitive niche, or starting from behind the finish line.



Eye catching websites will go a long ways with future traffic to a website. Lousy graphics, poor color choice, and a ill-planned layout will work against any website. Therefore, when on the lookout for your next website to purchase, keep these factors in mind.

<http://blogmoneybootcamp.com/>



## Auction

Congratulations to the winner!

Winning Bid: **\$997**

Bid History: [1 Bid](#) (0 Pending)

Listed: Mon, Oct 05 2009 (1

## MAKING OVER EXISTING WEBSITES

While you may decide that you want to “fix up” an existing website, the fact remains that under the hood, things may appear worse than they seem. As a result, you will want to factor a “lousy design” into your bid.

You’ll need to consider what your time is worth and factor that into your decision. If a site is a complete mess you’ll have to spend more time fixing it up. The amount of time this will take depends on your level of your sophistication in this area. Also if you have this type of work outsourced it can get quite expensive.

In other words your profit margins can decrease quite rapidly if you spend too much time on upgrading and fixing a site.

## EASE OF USE

Some websites are easier to flip than others. Before buying a website, take the time to ask the seller as many questions as possible in regards to how easy it will be for you to maintain the website on your own.

If you are new to buying websites and have no working knowledge of HTML, having an automatic or hands-free website will work best for you.

Certain website platforms such as Wordpress (a simple content management system) work well for flipping websites.

Because of its ease of use and widely available support and plugins, buying these types of flips are excellent for first-time website owners.

For your next site flip, keep these tips in mind and locate the best available platform that will allow you to build a website easily and efficiently for both you, and your buyer. Often one way to improve the value of a site is to simply transition the html content of the site to a content management system.



**Be sure to analyze the traffic of the website you wish to purchase.**

This applies more so to websites that are not characterized as “startups.” Startup websites generally have little or no traffic however, more established websites (those older than a month) should be receiving enough traffic to the point that you can gauge the likelihood of your success.

As we delve more into this topic, you will understand that there are four types of traffic commonly associated with websites as a whole: (1) paid, (2) direct, (3) organic, and (4) social traffic.

1. Paid Traffic is relatively self-explanatory however there are many forms of paid traffic. Some examples of paid traffic include Pay Per Click Advertising, paid links, and paid forum posts.
2. Direct Traffic refers to website visitors who come directly to a site by typing the url of the site into the address bar.
3. Organic Traffic is simply free traffic. This includes traffic from search engines and referrals from other websites.

4. Social Traffic refers to traffic from social networking and related social bookmarking sites.

For the most part the best traffic you can have as a website is free organic traffic that occurs naturally. With free organic traffic very little additional work is required in order for visitors to land on your website. Instead, they are coming via search engines and not pay per click campaigns or paid links, etc.

Be sure that you are clear on a website's traffic source before you enter into a purchasing contract. The last thing you would want on your hands in a website whose cost to operate a drive traffic is more than its returns/profits. Scammers have been known to publish fantastic traffic and revenue numbers in order to boost the valuation of their sites. Unwitting buyers only find out later that the traffic was all paid and the site is not even profitable. So buyer beware, always do your due diligence.

# INCOME

In a perfect website flipping world, as a buyer, you could buy websites generating thousands of dollars in monthly income for pennies on the dollar. Unfortunately, these opportunities are few and far in-between – quite possibly non-existent. Instead, if you are working with a limited amount of funds to spend on the purchase of a website, you may have to settle for website whose monthly income may be anywhere from \$20 to \$100 per month.



While this may appear as miniscule monthly earnings, more experienced website buyers understand the value of purchasing a website that generates consistent monthly income, hands free.

Imagine having a portfolio of websites, let's say 20, that each brought in \$60 per month income – purely profit of course. Such a portfolio equals out to \$1200 per month without you having to lift a finger (depending on the type of websites you own).

Now, let's take things a little further. Because achieving \$60 per month is not hard for many sellers, let's imagine that your same portfolio of 20 websites were each earning \$300 per month via eBook sales, high cost per clicks, and/or verified leads to CPA advertisements. That same portfolio of websites would earn you \$6k per month, once again, without you needing to lift a

finger. Instead, as a webmaster, your job would be to simply ensure that you kept up with domain registrations and hosting fees. Even then, your profit would still overshadow these small costs.

In short, buying a website with income is the best way to go when purchasing via online website marketplaces. These types of websites will stay with you until you decide to either sell them, or let them shrivel into virtual dust by not maintaining the hosting account and domain registration fees associated with their ownership. Otherwise, having a portfolio of websites making substantial income is a great way to get started onto the path of financial wealth.

## WHO DO YOU CALL?

Now that you have an understanding of what to look for when buying a website, it is time to uncover a list of places where you can both buy and sell websites.

Beginning with Flippa.com, this is by far the most trafficked and widely used resource for online site flipping and website purchasing, but nonetheless, it is not the only option available to buyers. Other popular, and well known website auction houses include:

1. Flippa
2. [Warrior Forum](#) (Specifically in the "Complete Websites for Sale" section)
3. [Digital Point Forums](#) (Specifically in the buy and sell sites forum)
4. [eBay](#) (Beware of scammers here)
5. [Sitedeal](#)
6. [Website Broker](#)
7. [Buy Sell Website](#)
8. [Webmaster- Talk](#)

These are just a few of the resources you can use along the way to locating profitable web properties to add to your portfolio. **Be sure to check the Resources section at the end of this document for more places to buy and sell websites.**

As always, keeping the previous mentioned factors in mind when evaluating a website and its potential for success will help you steer clear of websites that will be a waste of time and money.

# BUYING A WEBSITE FOR PROFIT

Not all buyers desire to hold on their newly purchased properties to add to their existing online property portfolio. Instead, there are many website buyers that choose to purchase websites with the intention of improving upon an existing foundation and then flipping them in the short term for an even greater return.

The beauty of flipping websites is that the roles of buyers and sellers are interchangeable.

If you possess the skills needed to redesign websites then your battle is half won.

As a buyer, if you are looking to buy a website for profit, you'll first need to purchase a website that you know passes the following five-point inspection:

1. Highly searched or sought after niche
2. Able to be monetized for maximum returns
3. Contains unique and useful content
4. Appealing graphics
5. Commercial viability

The amount of time and money you put into buying a website and selling it for profit will depend on how much – or how little of each factor mentioned above your website possesses. For example, if you purchase website that contains all of the key ingredients except for the fact that it has no products related to its niche, then you will need to spend time either creating a

product that will appeal to your traffic, or, you will have to settle for measly earnings via low cost per click keywords.

This comes with the territory when buying websites for profit. You understand going into a deal that there are areas within the website that need to be improved upon in order to unleash its true potential. If you can unlock these areas, dress them up in the finest linens, and put them in front of a hungry audience, you stand to reap back your investment, plus hundreds or thousands more.

These types of website flips are more so designed for the buyer who is more interested in raising immediate capital than sticking it out for the long haul. Neither income-generating strategy is superior to the other, and in the end, it all boils down to your income goals.

# ADDING VALUE TO YOUR WEBSITE

Whether you are buying a website to flip for profit, or you are a seller seeking to improve upon your current website, the following strategies will help you take your website flip above and beyond its current status.

Website buyers want to feel as though their money was well spent. This cannot happen if their purchase fails to meet or exceed their expectations. Therefore, adding value to your website, whether monetary or intrinsic, is crucial to the success of your flip.

The following are a list of ways in which you can improve upon an existing structure and garner a higher selling price for your website.

## **BOOST PROFIT MARGINS**

**As a website flipper, it is crucial that you understand the difference between gross profits and net profits.**

Plenty of budding website flippers make the mistake of not accurately reporting earnings from their website, and

leaving the new owner dismayed at the true earning potential of the website they have just purchased.

Take for instance a website that is reportedly earning \$800 per month via valid leads to a popular teeth whitening product. Imagine, as a buyer, that you bid 12x the monthly income of the website and just so happen to be the



'lucky' winner of this. As you proceed to finalize the transaction and upload the website to your server, you soon realize that the seller forgot to mention one unfortunate piece of information: the traffic derived from this website is 90% due in part to pay per click.

While using pay per click to drive traffic is an everyday occurrence for many webmasters, the unfortunately reality in this case is the fact that you are not truly earning \$800 per month in profit each month if you are spending money on pay per click campaigns. Even worse, if you are competition heavily against webmasters with larger budgets than yours, that \$800 profit can quickly dwindle down to \$400, \$300, even \$200 per month.

Consequently, as a seller, it is important to differentiate between the net income and gross income of your website:

- **Gross profit:** This is the income that your website makes per month total
- **Net profit:** This is the profit that your website makes per month after advertising fees have been account for. In short, it is the actual amount you pocket per month from your website.

Now that you clearly understand how to differentiate between the two, as a seller, your first priority should be to learn how to maximize the net profit of your website to gain a higher selling price of your website.

## **DIVERSIFY MONETIZATION**

Many "newbie" site flippers fail to realize that there is more to monetization than Google AdSense. Sure, Google is king when it comes to search engines, however, if you put the income earning potential of your website solely in the

hands of Google AdSense, you, unfortunately, are leaving thousands of dollars on the table.

Monetizing a website is more than just working with pay per click ad units. Instead, it is combination of locating suitable products related to your website across a variety of income producing mediums.

For example, monetization strategies that you can add on to your website include:

- Cost-Per-Action (CPA advertisements)
- Clickbank Affiliate Products
- Selling private advertisement space
- Text link advertisements
- CPM or cost per million/view advertisements
- Various other affiliate products, banners, and links
- Paid eBook or informational product
- Paid monthly membership subscription

Where many sellers go wrong is either not monetizing their traffic properly, or over monetizing their website by pushing too many products in front of potential traffic and buyers.

The key when diversifying your monetization is to actually develop a game plan for your website. Decide what product(s) you wish to sell and strategically implement them into your website.

Avoid being all over the map when trying to settle on a product to promote – however, never sell a website that does not consist of at least one form of monetization.

If needed, start off promoting one product at a time. Once you analyze your traffic and the success of that product, consider scaling your efforts up a little more by incorporating another monetization strategy to your website to increase your earning potential.

## **IMPROVE USER EXPERIENCE**

Obtaining a buyer for your website is only half the battle. Pleasing the buyer, receiving glowing feedback, and receiving repeat business should always be your motivation to strive for the best selling/buying experience. If you roll out the red carpet for even the 'least' of websites that you're selling, buyers will always come back for me.

When flipping websites, here are a few suggestions to help you improve upon your buyer's experience:

1. **Offer FREE hosting:** When possible, offer potential buyers the option to host their website with you free for 30 days while they work on obtaining their own. This is extremely helpful for hesitant buyers who know nothing at all about obtaining hosting – or those who cannot afford to spend any more money in addition to buying your website. Free hosting gives potential buyers leeway before they have to shell out more cash into a website that may nor may not begin earning them a return on their investment. By offering free hosting, you also have the ability to profit from the situation as well by recommending

your own hosting affiliates for increased earnings outside of the selling price of your website.

2. **Free setup:** Do not leave your buyers to fend for themselves after purchasing your website. Many times, buyers do not have either the time or expertise to deal with trying to change nameservers, move files over to a new host, and configure other minute details that come along with selling a website. You can improve upon their experience by offering this type of service free of charge. The less groundwork a buyer has to put into your website, the more willing they are to bid more money for your website if it will make their lives easier.
3. **One-on-One Support:** Being available to answer common customer questions in the form of offering 30-day support can help you increase the likelihood of your website selling. Buyers want to know that on the off chance something goes awry, or they have burning questions, that they can contact you. Avail yourself to be attentive to the needs of your clients and watch your repeat business skyrocket.

## INCREASE REVENUE & TRAFFIC

As a seller, you can command a higher selling price for your website if you learn how to increase the current income and traffic your website is already receiving. For some, this may mean holding on to your website for another month while you incorporate new monetization strategies, for others, it could be the difference between adding a few more features and increasing traffic by submitting a few more articles to directories or building more backlinks.

Whatever the case, spicing up an existing website can only excel your profits, not hurt them.

## **BUILD A LIST**



It goes without saying that potential buyers love “the list.” Building a subscriber list is oftentimes the first principal taught when it comes to Internet Marketing 101.

The satisfaction derived from having a list is two-fold: (1) you have a steady stream of loyal followers who are visiting your website and promoting you without you needing to lift a finger, and (2) you have a loyal subscriber base in which you can promote various affiliate products and services related to your niche.

When planning your next site flip, consider building a list into your overall strategy. This way, you can use this feature to gain a few hundred more dollars than you would without an existing subscriber base. A good number to shoot for is at least 50 subscribers who have opted in to your mailing list.

For the seasoned buyer, you will not have to stress the importance of a list, but simply mention the mere fact that your website has already obtained a loyal following. Your website is guaranteed to not only sell --- but sell fast.



# SELLING WEBSITES

From the perspective of a seller, trying to flip a website is indeed an intricate process. There are many factors that must be taken into consideration, and at the end of the day, not receiving an adequate selling price for the man hours, money, and expertise that went into building your website can become frustrating.

Fortunately, there are ways that you can circumvent this from happening. Once you have a clear understanding of the key fundamentals of any website flip, and what exactly it is that webmasters desire, you can attack flipping websites from a more well-planned and executed approach.

## **'VALUE' IN THE EYES OF THE BUYER**

Repeat it with me: "Income, Traffic, Demand!" These are the three key elements that buyers are looking for when in search of a website to add to their online portfolio. Without reoccurring income, a steady flow of traffic, and niche that is "evergreen" or "HOT," buyers may overlook your website flip in favor of one that encompasses everything that they are in search of.

Unless you are flipping a startup website, ensure that each website you flip incorporates these key factors. It will make all of the difference between \$100 and \$1000+ for your site flip.

## PRICES FROM A BUYER'S PERSPECTIVE

A buyer's willingness to purchase your website is oftentimes based on how valuable they view your website, or, in other words, how soon they will receive a return on their investment (ROI).

For the more experienced buyers, price is never an option of the ability to earn a steady income from the website in question is great – and verifiable.

As good rule of thumb, most websites are oftentimes sold for 10-12x their monthly revenue. However, there are times when this figure can escalate or de-escalate given the statistics of the website you're selling.

Let's say for instance you've just listed an entertainment website for sell that relies heavily on traffic obtained from social bookmarking websites and traffic via Facebook. If said website is earning \$400 per month in profit, is it possible that you can set the buy it now (BIN) price for your website at or above \$4,800, or, should you shoot for a lower asking price?

In order to thoroughly answer this question you will need to look at a few factors:

- **Age of domain** (e.g. how long has the website been live, and how long has the traffic been at the levels reported?)
- **Daily traffic** (e.g. how many daily visitors are you receiving? Is this organic or paid traffic?)
- **Advertising costs / expenditures** (e.g. how much is your daily/monthly budget in order to net the income you've reported?)

- **Hosting fees** (e.g. are there any additional monthly hosting or bandwidth fees if your website receives an enormous amount of traffic per day?)
- **Upkeep required for the website** (e.g. is it self-automated or a very hands-on type of website?)

Taking a “pros & cons” approach to settling on a selling price is necessary in order to properly assess the value of your website. For every dollar amount that will be passed on to the new buyer in the form of an expense, be sure to consider that figure into your overall selling price. However, don’t forget to account for other factors in the price of your site flip such as:

- **Outsourcing fees**
- **Content creation fees**
- **Custom design fees (if any)**
- **Software / Programming fees**
- **Your hourly rate / time spent designing and maintaining the website**

Oftentimes sellers will only use the monthly income of their website as a basis for settling on a selling price, however, it is important that you also account for the aforementioned out of pocket costs that are common across the board for any type of website that you sell.

## **TRAFFIC FROM A BUYER’S PERSPECTIVE**

As mentioned numerous times throughout this guide, buyers are on the hunt for any whiff of traffic. They feast on it, and you should do your part to

ensure that they receive their fill. However, not all traffic is created equal. When assessing traffic from the buyer's perspective, you should note that buyers place higher value on "organic traffic" than they do paid traffic.

Organic traffic, as we touched on earlier, is traffic that is landing on your website through no work of your own (at least continuous work that is). Instead, organic traffic is oftentimes the result of search engine optimized content on your website, backlinking for other websites in your niche, or the result of previous promotion that is not a continuous action (e.g. one-time social bookmarking, etc). The key point to make here is that organic traffic is traffic that does not come with a price tag, nor a requirement that you have to perform some sort of action such as constant website promotion to keep traffic coming to your website.

Conversely, paid traffic, while not a negative, is not valued over organic traffic. Paid traffic is not a hands-off form of traffic generation, nor is it free. Instead, paid traffic requires constant time and attention to be put forth in order to manage pay per click campaigns, locate suitable keywords for campaigns you're running, and maintain a budget for advertising spends across various media. In the end, the time, attention, funds and detail that must be put into maintaining paid traffic does not make it a viable solution over a website that has been optimized well enough to receive all the traffic it needs naturally.

## **WHAT TYPES OF WEBSITES SELL**

The online marketplace is filled with various types of websites that are listed on a daily basis. From websites promoting secrets to video game cheats to websites focused around in-demand niches such as gardening, there really is no one set box to place websites in. However, the fact still remains that

there are certain types of websites that will remain best-sellers in any website marketplace:

- **Startup Websites:** Startup websites can fit into any of the categories mentioned below, however, one underlying factor remains the same amongst them: they are fresh off the press and waiting for a new owner to take the reins. They are characterized as having no to relatively low traffic, and in most cases, no income being reported. However, that does not make them a complete dud as many webmasters just starting out, or those looking to get their hands on the next "HOT" niche are always in the market for these types of website.
- **eBooks / Informational Products:** By far, eBooks and/or websites that promote an informational product continue to be best-sellers on online marketplaces such as Flippa – and for good reason. Internet surfers love information, and what better way to provide it than in a "How-to" guide which shows them how to achieve that desired action. With proper planning, an in-demand niche market, excellent sales letter and design creation, and a nifty affiliate center, you can very well flip these types of websites for \$500-\$2000 even as a startup website. Should you decide to hold on to the website and generate income, your selling price can double – even triple in some cases.
- **Content Based Websites:** Content based websites are those which are set in place to generate income from the text and advertisements contained within the website. Oftentimes classified as a "Made for AdSense" website, these types of flips and their selling price are largely determined by the income currently being derived, or the potential for success (if it is a startup website).

- **eCommerce:** Website buyers love a website that sells physical goods. Hundreds of billions of dollars are spent each year online, and owning an eCommerce store that is completely hands-free is a great website to have in your portfolio. If you can generate a steady flow of sales and traffic to a website such as this, your ability to flip your website for thousands of dollars, even in its infant state is very much possible.

There are other forms of website flips which continue to hold their ground throughout the marketplace as well and those include:

- **Entertainment-based websites** (e.g. those with large amounts of daily traffic and monthly revenue)
- **Forums** (e.g. those with active members)
- **Directories** (e.g. those with tons of unique content and daily traffic)
- **Services-based websites** (e.g. installation services, logo design services, etc)
- **Review websites** (e.g. hosting reviews, product reviews, etc.)

As you can see, there is no one set category for listing a website for sell. Instead, websites that follow the “Income, Traffic, and Demand!” requirement are sure to sell on any online marketplace.

# USING FLIPPA TO SELL YOUR WEBSITE



If you truly want to take advantage of the income earning potential of flipping websites, you will want to ensure that you are a part of the web's largest online marketplace for buying and selling websites, the [Flippa](#) marketplace that is.

Before become intimated at the millions of dollars in sales that have taken place, or at the wide array of options presented before you, understand that whether you are a buyer or seller, there are general guidelines that apply across the board when dealing with websites.

## **LISTINGS**

As a buyer and seller, a website's listing tells the true, uncut story of what it has to offer. As a seller, your job is to ensure that the truth, and nothing but the truth is told through your listing. This includes explain to potential buyers not only the benefits that come bundled with your website, but the what work you have put into the website and what the new owner can expect.

As a buyer, you should never ignore a website's listing in lieu of fancy graphics. Ensure that you know everything under the hood the website you have intentions of purchasing before you find yourself head over heels with a website that won't do anything but collect virtual dust.

## **SEARCH FOR SPECIFICS**

It is easy to become overwhelmed while staring at thousands of listings before you. To circumvent this, Flippa allows buyers to filter through to the “goodies” – the “crème de la crème” of websites. Are you looking for a website with a specific amount of monthly income? What about a particular niche with at least a page rank of 2? All of these specifications can be easily searched through by taking advantage of Flippa’s advanced filters when searching for websites.

As a seller, ensure that you make use of these advanced filters as well by accurately providing all the information needed to get your website at the forefront of your target audience. Don’t neglect being as honest as possible about your website’s statistics as it can make a world of difference between a website that sees its way into the arms of a new owner, or one that continues live in the unsold listings of Flippa.

# ALL ABOUT DOMAINS

Did you know that the domain name you settle on for your website actually makes a world of a difference in how well it will not only sell, but also perform in search engines?

## BUYING DOMAINS

Let's take a look at a few domain name examples:

- [www.make-instant-money-online-blog.com](http://www.make-instant-money-online-blog.com)
- [www.makemoneyonline.com](http://www.makemoneyonline.com)
- [www.learnhowtomakemoney.info](http://www.learnhowtomakemoney.info)
- [www.blogfordollars.com](http://www.blogfordollars.com)

What do they all have in common? If you guessed that they all deal with the "make money online" niche then you are correct. But while that may be easily gleaned upon first glance, each domain name above has its own set of pros and cons. The following are a few rules to keep in mind when registering your next domain name for your website flip:

### **1.) Shorter and Memorable is Better**

When selecting a domain name, always opt for the shortest domain name possible. From the examples given above, the following domain names [www.makemoneyonline.com](http://www.makemoneyonline.com) and [www.blogfordollars.com](http://www.blogfordollars.com) are both great choices to make in terms of an easy to type domain name. In fact, both

domains are also “memorable” domain names that contain that special “fall of the tongue” quality.

## **2.) Avoid Hyphens and Confusing Characters**

Take a look at the first domain name: [www.make-instant-money-online-blog.com](http://www.make-instant-money-online-blog.com). This domain name is not the most user-friendly domain name to enter, neither is it the most memorable. As a word to the wise, avoid using hyphenated characters when selecting a domain name if possible. In some cases, using a hyphen for a domain name such as [www.instant-income.com](http://www.instant-income.com) might be acceptable, but domain names containing more than one hyphen will not settle well with potential buyers.

## **3.) When in Doubt, Go with .com**

An oftentimes-debatable topic is whether search engines give much weight to the top level domain (TLD) that your domain carries. A TLD is in essence the extension that is added on to end of your domain name such as “.com,” “.net,” “.gov,” or “.edu.” All of these TLDs serve a specific purpose, however, as website flipper, you want to insure that you stick with the most commonly used TLD which is a “.com.” Looking at the example above, while [www.learnhowtomakemoney.info](http://www.learnhowtomakemoney.info) may be a good domain name in theory, its TLD will not do it justice in the long run as TLDs such as .info and .biz are not regarded highly in search engines.

## **4.) When Old Age Is a Good Thing**

In the domain buying world, stumbling upon an aged domain can be a positive – especially if the domain already possess page rank. These types of domains, however, are not readily available via new domain registrations. Instead, you will need to exercise due diligence in locating domain registrars and resellers who are auctioning what is known as “expired domains.” These

domains nearing expiration that have yet to be claimed by their owner. In such cases, you can very well stumble upon jewels that already come with highly coveted page rank (a great selling point in any website you flip).

## **DOMAIN PRIVACY AND WHOIS**

The World Wide Web is filled with billions of individuals hiding behind the comfort of their computer screen. Consequently, you may find it to advantage to block what personal information is revealed about you online. Unfortunately, when you register a domain, personal information such as your home address, email address, phone number and billing address are readily available for billions of Internet surfers smart enough to run what is known as WHOIS check on your website. Whether they are curious about who owns the website, or seek your information for other means, protecting your domain with domain privacy should be at the top of your list when flipping websites.

While a majority of domain registrars offer domain privacy as an add-on to your purchase, other registrars such as Netfirms and certain webhosting providers will offer you a domain with domain privacy as a standard feature, not a paid luxury.

## **TRANSFERRING DOMAINS**

When it comes time to let go of your baby – your domain, you will need to ensure that you understand how to properly transfer your domain to the new owner. Fortunately, if the new owner happens to have an account at the registrar from which you purchased your domain, what is known as a “free push” will occur in which case the new owner can avoid paying a domain

transfer free. Otherwise, in most cases, you will need to decide how to efficiently transfer a domain name to the new owner and also decide who will incur the fees.

As a word of caution, there are certain rules in place before a domain transfer can commence. For instance, all domains, according to ICANN rules, have to be registered for at least 60 days before they can be transferred to another owner. Additionally, domains must not be within 10 days of expiring and must remain “unlocked” before a transfer can take place.

While the rules and procedures sometimes vary across registrars, the aforementioned rules are instituted across the board. Before transferring your domain, ensure that you are well versed on how to properly transfer your website flip’s domain to its new owners.

# HANDLING HOSTING



Where you choose to house your domains during the interim of buying, selling, holding, or flipping makes a world of a difference. No two hosts are created equal, and you will need to ensure that the provider you choose to go with carries with it all of the necessary functionalities required to properly host your website.

Read on to learn how to go about choosing the best host for your websites and what to expect.

## **FINDING THE BEST WEB HOSTING PROVIDERS**

In today's day and age, every company or business outfit has a website. That being the case, web hosting has become a very important aspect. Web hosting can be defined as a service in which, the customer purchases an online storage space. This space is then used to store files that are required to run the website once it is broadcast on the net. Thus, the company can promote its products/services on the internet, thanks to web hosting.

## HOSTING SERVICES

There are several web hosting services that are available to customers. To ensure that you choose the best web hosting service for yourself/your business, you need look at the various options that are available. Here are the most popular web hosting services.

1. **Windows hosting** service is extremely popular, and this was manufactured by Microsoft (MS). This hosting service is highly reliable and secure, just like the MS Operating systems.

2. If you look at the market trends, you will notice that **Linux hosting** is yet another popular choice. As the name suggests, Linux hosting service was developed by the Linux Operating system manufacturer. Linux hosting is very secure and is rather cheap.

3. At times, a person might purchase disk spaces from providers and then, sell it to third party organizations. This is called **reseller hosting services**. In most cases, the resellers purchase servers in wholesale at cheap rates. They can then make profits by selling these to third party organizations.

4. **VPS (Virtual Private Server)** is yet another popular web hosting server. In this case, the server is partitioned into several smaller servers. These partitions are then assigned to various computers. Thus, each computer gets an independent server, and the computer can work without interference from other computers.

5. ***Dedicated or Managed hosting*** is a service in which, the provider allows the customer to use an entire server to host a website. If you are concerned about security, this hosting option is the best. This is because; no other user will be sharing the dedicated server.

With so many available options, you will always find several hosting services to choose from. Before selecting a hosting service, do your groundwork by checking the internet for reviews. Also, remember the budget that you have decided upon, so that you don't overspend while selecting the hosting service. Just keep these tips in mind and you will surely find the hosting service that suites your business requirements.

# HOW DOES SHARED HOSTING OR VIRTUAL HOSTING WORK?

For those of you who don't know what 'shared hosting' or 'virtual hosting' is, let's start at the beginning. Shared/Virtual hosting is a form of hosting, which allows you to handle several web-domains on a single hosting account. All you need to do is login to your account and then, view/manage your domain names that are hosted on that account. It is extremely easy to add domains as well as sub-domains, per your choice. No wonder, most people who own small businesses or have several personal websites choose shared hosting.

If you have hosted several individual domains, you would know how cumbersome the whole process can get. Shared hosting makes hosting and managing several domains or sub-domains very easy. Every domain takes a specific portion of the hosting space that is assigned to you. So if you are a webmaster who owns several sites, you need to pay just one hosting fee. So the cumulative savings are quite a bit, thanks to this form of hosting.

Shared hosting fees would normally vary from \$4-\$10 dollars per month. In fact, you can recover the hosting costs from your clients. You can charge them a site upgrade fee every month and then, use this money to cover the hosting expenses. The greatest advantage of shared/virtual hosting is that you do not need to worry about managing your server. The web hosting company will manage the server for you.

Another advantage of using shared hosting is that you can always go in for an upgrade, if you plan to expand the number of sites or need more hosting

space. Thus, you need to pay a higher fee only when you decide to upgrade your hosting plan.

Shared web hosting is perfect for people who have several personal websites, and also for small business outfits. This form of hosting can be considered as the 'starter hosting package for newbies' wherein, you are provided with a specific bandwidth and space.

Therefore, if you have a few websites and are unsure of which hosting plan to choose, shared or virtual hosting is most certainly the way to go.

# DEDICATED WEB HOSTING: ADVANTAGES AND OPTIONS

Dedicated web hosting is a hosting method in which, a single customer is allotted a complete server by the web hosting provider. Unlike the shared hosting option, the customer does not need to share this server with anyone. Thus, it essentially means that the web hosting provider is renting out the entire server to the customer.

The server that is rented to the customer could be one of two kinds. The first scenario is where the server is managed by the webhosting company. The second scenario is where the non-managed server is provided to the customer. In this case, the customer needs to handle the setups, configurations and regular maintenance.

## **ADVANTAGES OF DEDICATED WEB HOSTING**

1. Dedicated web hosting is a great option for customers who want reliable servers.
2. This kind of web hosting includes several advantages such as maintenance and security. The web hosting company takes care of repairs, hardware connectivity of computers and setups.
3. If there is a server failure, in most cases you would be reimbursed a portion of the expenses (as per the hosting company terms).
4. In general, a dedicated server does not have to be used by a single user,

and can be set up to handle a few websites. But in most cases, a single company makes use of a dedicated server to enjoy features like speed, higher bandwidth and greater core administrative functions. This kind of hosting can increase your sales drastically due to better speeds and accuracy. Thus, dedicated web hosting can increase your profits.

5. Dedicated servers are very popular with large organizations, business outfits or internet marketers who get large traffic on a daily basis.

6. If your website has complicated applications and functionalities, or attracts very large traffic regularly (Eg. search engines), then dedicated hosting is the best option.

7. Dedicated web hosting is cheaper than in-house web hosting options.

## **HOW TO CHOOSE A GOOD DEDICATED WEB HOSTING PROVIDER?**

Do your homework before selecting a dedicated web hosting provider. Gather as much information as possible, before plunging into the process of choosing a dedicated web hosting provider. Read testimonials and customer comments before making up your mind.

1. Dedicated web hosting needs a lot of web space and so, choose a provider accordingly.

2. The bandwidth that would be provided to you should be sufficiently large.

3. If you lack technical skills, see to it that the provider has a strong

technical support team. Select a provider who has a good technical team and provides services fast (low response time).

Remember, you might think that this hosting option is a little expensive. But in the long-run it will do wonders for your business and so, it is best to stick with this hosting option.

# TRAFFIC BASICS



While we have touched on the ins and outs of buying and selling websites, there is still much to be learned about how to harness all of the methods available to you in order to get that coveted traffic to your website.

In this section we will uncover various resources you can employ

to gain traffic to your website and further increase the selling price and demand for your website.

## **WHAT IS ORGANIC TRAFFIC AND HOW CAN YOU GET MORE OF IT TO YOUR WEBSITE?**

When it comes to the survival and growth of your website(s)/blog(s), organic traffic is very important. If you don't know what 'organic traffic' means, it is basically the traffic that visits you via Google searches and other search engines, but you don't need to pay for this.

To increase organic traffic to your site, your site needs to be listed within the first few pages of Google searches. Only then, will more people/users visit your website.

## **HOW TO INCREASE ORGANIC TRAFFIC TO YOUR WEBSITE(S)?**

1. Analyze and identify the words and phrases that people type into the search boxes, when they want to visit your site. Make use of 'keyword research tools' to get this job done.

2. Then comes the tricky part called 'keyword selection'. You need to choose keywords that are popular, yet don't have too much competition. This is the rule of thumb, when you select keywords for your articles and/or websites. If the keyword is popular but there are millions of sites in the search result, it gets that much harder to reach the first few pages. Type your keyword phrase in quotation marks, inside the search box of the search engine. If you get 20,000 or lower results, the keyword phrase that you have chosen is very good.

3. After selecting your keywords, start creating website(s). The idea is to pick up a keyword phrase and optimize it for a website. Another approach is to create a website around one main keyword phrase and then, optimize each page or article in the site/blog for another related keyword.

4. Try to pick a domain name that contains the keywords. Next, use the keywords several times in the text of the website. But make sure that you don't spam the text of the website. Include keywords in the regular text as well as meta keywords.

5. Now, you need to come up with a meta description that will appeal to the target audience. When your site comes up on the search results page, surfers will read the meta description. Thus, you need to make sure that the meta description is written in such a manner that the surfer wants to find out more about your site.

6. Once the surfers get to your site, they need to love it! So ensure that your site is great, and that the surfers find what they were looking for. If people who have visited your site love it, you will get more organic traffic. Google will then let your site listing stay at the top for a longer time duration.

These six tips will certainly help you in getting more organic traffic. Backlinks can help increase the organic traffic too. But the above tricks are the most crucial, and form the basis for all other organic traffic building strategies.

# DIRECT MORE TRAFFIC TO YOUR WEBSITE: SECRETS, STRATEGIES, TIPS AND TRICKS

Every internet marketer is constantly looking at ways to increase traffic to his/her site. Only when you have more traffic, will your revenue go up. The possibilities are endless, as you can monetize your site/blog using [Amazon](#) offers, [Google AdSense](#), [Clickbank](#) offers and so on.



But many people go wrong, when all they want to do is make some money. If you want loads of cash but are not interested in what you are doing, you are bound to fail.

A lack of interest in the topic/niche that you have selected simply means that you will give up in a while.

Only if you are passionate about something, will you be able to go that extra mile. Else, you will get frustrated with the niche that you have selected, and nothing good can come out of this.

If you want to monetize your website(s)/blog(s), follow the steps mentioned below. These pointers will help you choose the right niche, and will also help you make the most of your site/blog.

## HOW TO DIRECT MORE TRAFFIC TO YOUR WEBSITE/BLOG?

1. The most important thing that you need to do is to choose a niche that you love. You need to be interested and passionate about this niche. Also, it needs to be a niche that is fairly popular. To find out if your niche is popular or not, just enter a few keywords from your niche in Google's search box. If several Ads come up, then you can be sure that you have found a winner!

2. Next comes, identifying the most popular topics in your niche. For this, check out forums that are focused around your niche. See what people are talking about, and what are the problems that people normally face.

3. Once you identify the popular problems and topics for your niche, come up with great ideas, solutions or videos. Share it with the forum members, and you will certainly start attracting the right kind of traffic.

4. To market your website/blog, make use of Social Media Marketing channels. These will help your sites and blogs gain more exposure and hence, traffic will go up for sure.

Remember, always choose a niche that you love and don't shy away from doing your homework. It may take a lot of time and patience, but you will reap the benefits for a long time to come.

# HOW ARE PAGERANK, SEO AND LINK BUILDING TECHNIQUES CONNECTED?

The cyber space is amazing, and contains information on any and every topic that you can possibly think of. Since most of us have internet browsing facilities, we are always searching and browsing the net to find information on various topics.

## SEARCH ENGINE OPTIMIZATION (SEO)

When you enter a 'keyword' in the search box of any search engine and click 'Go', you get a list of millions of web-pages. This search result lists web-pages that are related to the searched keyword. You would normally click on the links, which are displayed on the first page of the search result. If your search result doesn't contain topics you are looking for, you will fine-tune your keyword phrase and search again.

Website owners always want to choose the smartest keywords, so that the web-page link is displayed on the first page of the search result. As a website owner, several techniques can help you achieve this task.

## INTERCONNECTION BETWEEN PAGERANK AND SEO

Pagerank is a method that is used by Google and other search engines in which, sites are ranked as per the importance of the content on them. The pagerank goes from 0 to 10, 10 being highest on the scale. Thus, to get a high pagerank, you need to post useful and important content on your site.

You are already aware of the importance of references in your writing. If you remember a quote or a line that is very popular, you would include it in your work for sure. Such references improve the quality of your articles, and help grab the reader's attention.

When you refer to a website that is published elsewhere on the internet, it means that you believe in the importance of the reference site. Such references are tracked by Google and other search engines. Thus, if your site is referred to or linked to any other website, it would imply that your site has valuable content.

Google and other search engines, assign a high page rank to sites that are referenced.

## **INTERCONNECTION BETWEEN PAGERANK AND LINK BUILDING**

Another way to get a high pagerank is to publish high quality content and then, build links to increase the prominence of the site. A while ago, this link building occurred naturally. But now, several people use sneaky tricks to increase links.

Google and other search engines assume that link building happens by default. If you get sneaky to increase the links, your site may be forced out from Pagerank.

You can always track your site's scores and those of your competitors, using Google's toolbar. But don't ever try to outsmart the search engines; else you

might be in for an unpleasant surprise.

# GOOGLE ANALYTICS FOR WEB TRAFFIC ANALYSIS

It is important to carry out analysis of the traffic that visits your website. Only then can you fine-tune your strategies, and come up with better methods to make your website more popular. Do you have any clue as to how many people visit your site, and where they come from? Only if you have accurate statistics with you, would you be able to perform web traffic analysis. You need to have the exact statistics related to the visitors who come to your site- how much time they spend on your site, what they look for, and how they get to your site.

Luckily, for you, there is a free option to access all this information. Google provides us with a free web analysis tool called Google Analytics. Using Google Analytics, you can easily monitor the activity of visitors who visit your website.

If you want to use [Google Analytics](#), the first thing you need to do is register with Google and open a free account. Next, you would have to add a new website profile to your account. If you have several websites, you can create multiple profiles too. Once you have created a profile for your site, a piece of code will be provided to you. All that needs to be done next is for you to copy-paste the JavaScript code into your web pages. This code will help Google Analytics track visitor activity. Thus, Google Analytics can receive vital information from your website.

Once you have copy-pasted the JavaScript code into all your web pages, your job is done. There is a delay of a few hours, but apart from that the tool can track visitor statistics precisely. When you want to take a look at the

visitor activity, just login to your Google Analytics account.

Here are a few important aspects of visitor activity, which will be indicated once you login to your Google Analytics account.

### **1. TRAFFIC SOURCES**

You can view whether your traffic is organic, or if it is referred by another site. You can also find out how many visitors type in the URL directly. Thus, you get a complete picture of where your website's visitors come from.

### **2. TRAFFIC CONVERSION RATES**

This is a very important statistic that can be tracked in Google Analytics. Conversion rate indicates the number of visitors, who decide to purchase your product/service or sign up for your site. Since 'targeted traffic' is important for any website, you can gain valuable information by looking at the conversion rates that are indicated in Google Analytics.

### **3. POPULAR KEYWORDS**

A large part of the traffic will come to your site from search engine results. When a surfer searches for a specific word/phrase and your site appears in the search result, chances are that your site's link will be clicked by the surfer. You can identify the keywords that bring you maximum traffic, thanks to Google Analytics.

When you combine all the information that is provided by Google Analytics, you get an insight into why people visit your website and how this traffic gets there. Once you understand such aspects, you can always adopt other

strategies to get traffic from other sources.

# WHAT IS ARTICLE MARKETING AND HOW CAN IT HELP YOU?

If you are a web-marketer who wants to market his/her products or services online, you need to follow strategies that will bring in steady traffic consisting of potential customers. The most common marketing method that is used online is pay-per click. But pay-per-click is not the most cost-effective online marketing method. If you want to know the most cost-effective online marketing technique, it would have to be article marketing.



## WHAT IS ARTICLE MARKETING ALL ABOUT?

1. Article marketing is a strategy using which, you can attract more potential clients to your website/blog. In this method, you need to write articles of 300-400 words on topics, which are relevant to your niche or site. Include some critical information that will bring potential customers to your site, and

remember to include your site's link within the article. To start off, your aim should be to write about 30 articles per month. Track the number of new customers, who sign up due to these 30 articles.

2. While writing these articles, you need to focus on keywords that are specific to your niche. But see to it that you don't spam the articles with too many keywords.

3. Once you have written the articles with the necessary keywords, submit them to a few of the most popular article directories. The best article directories recycle articles and provide more exposure. This is precisely why you need to choose a few article directories that are really good. Quality is more important than quantity, even in case of article directories.

Let's assume that you have created a gardening website. But since you are working on gardening related activities through the day, you find it boring to write articles on this topic. If you have signed up to good article directories, you can actually download gardening articles from them. You can then host these articles on your gardening website. The advantage here is that without spending any time to create your articles, you can still attract potential customers.

4. Remember, if the articles are unique and interesting, the traffic to your articles and your site will increase for sure. More targeted traffic and potential customers, finally translates to larger revenue for you.

Most internet marketers who are successful in their businesses will tell you that article marketing is the most efficient, effective and easy method of attracting potential customers.

# BASICS OF PAY PER CLICK (PPC) ADVERTISING



Pay-per-click OR PPC advertising is an excellent method to get instant traffic. This method of advertising has several advantages over other methods.

The main advantage of PPC is that you can see results almost immediately, rather than waiting for a few days or weeks. But to ensure that you have invested properly in your PPC

campaign, you need to know at least the basics of this advertising strategy. Else, you will end up with an inefficient, unmonitored, expensive PPC campaign.

## **BASICS OF PAY PER CLICK ADVERTISING CAMPAIGNS**

1. While coming up with a PPC Ad campaign, note down a list of keywords that are related to your site and that can drive traffic to it. Make use of [Google Adwords Keyword Tool](#) or the [Wordtracker](#) tool to get a list of such keywords. Just enter a generic keyword that is related to your site, and these tools will give you several keyword variations or 'long tail keywords'. The rule of thumb is- greater the relevance of your ad campaign, lower will be your cost-per-click. Thus, use these tools and ensure that you choose the right keywords.

2. Understand commercial intent of the keywords. If a surfer searches for 'hair loss' in Goggle, do you know what the surfer really wants? It could be hair loss solutions, natural hair loss solutions, hair transplant to overcome hair loss, medical implications of hair loss etc. Thus, when it comes to commercial intent, you need to choose keywords where potential customers are likely to buy something. A perfect example of a good 'buying' keyword in the above mentioned case would be the name of a 'natural product to fight hair loss'.

3. Relevancy of the keywords is also extremely important. Use relevant keywords in your ad campaign as well as the landing page. Cost-per-click value of your Ad will be decided by several factors, one of which is your ad's relevancy. Some other factors include things like how long your Ad has been up, the keywords that are present in the destination URL, and the existing conversion rates of your ads.

4. Good conversion rates will increase your site's 'quality score'. High quality score means lower cost-per-click. To improve your conversion rates, you will need a very good advertisement. A good Ad copy will contain the primary keyword in the header and a call-to-action. Also, try and use numbers and deadlines. This again can increase the ad's conversion rates. For instance, a person may want to lose 2 inches from his/her waistline. If you mention 'lose 2 inches in 2 weeks' in your ad, it will be more appealing to the target audience.

5. It is a misconception that the number one position is important for your PPC ad. Research and testing has shown that ads in the fourth to sixth spots convert the most. This is mainly due to the fact that when surfers click on the top few ads, they are generally looking for information. Once they get to

the ads that are at the center of the page, they are ready to buy.

PPC marketing is not a good option for all, but it is a very effective tool when done right. So do your homework, learn the tricks, create a PPC campaign and monitor it. Only then can you make the most of your PPC ad campaign without losing money.

# HOW TO GET BACKLINKS

When it comes to increasing the traffic flow to your website(s)/blog(s), you know how important Search Engine Optimization (SEO) techniques are. It is important to come up with articles using SEO techniques and then, submitting these to various directories. If your website or blog contains keywords that are very popular, it will increase the traffic to your website. This again, improves your page rank. Apart from this, you can use backlinks to increase the popularity and page rank of your website.



Backlinks are an extremely vital marketing tool and can bring in huge profits. Thus, if you make use of backlinks as a marketing tool, you no longer have to rely on SEO techniques alone.

## **TWO METHODS OF INCREASING BACKLINKS**

There are primarily two methods to increase backlinks to your website or online business. The method you choose should depend on your online business requirements.

1. **Two Way Backlinks:** This method consists of a pair of sites, which choose to exchange their links. 'Two way backlinks' is a very easy and

effective tool and can be used in most cases. In this method, you will have to do some research, and take down a list of websites that belong to your niche. Once you have this list, you can identify your competitors. Then, choose the websites with which you want to apply the 'two way backlinks' technique. This method is a very useful source of targeted traffic. This is because; many people will visit your website through the sites that you have partnered with. It is important to choose partner sites, which offer products/ services that are similar to the ones you are offering.

2. **One Way Backlinks:** Yet another alternative is called the 'One way backlinks'. This backlinking technique is less time consuming and is also highly effective. In this method, you need to submit the content belonging to your niche to several article directories and social networking websites. The best way to apply this strategy is to choose highly popular sites and directories. Search engines will notice these websites more and hence, the backlinks to your sites will also be viewed by more surfers.

Backlinks are being used by most internet marketers to promote their products/services, by promoting their websites. Most young entrepreneurs and online businesses have started using this technique. In fact, you can find several e-books on the internet which are focused around the 'backlinks building' niche. The backlinks building tips are easy to follow and highly effective. Remember, backlinks are a very effective marketing tool. Thus, make use of this marketing tool to improve the popularity of your online business.

# LINK DIRECTORIES: PROBLEMS AND THE FUTURE

The internet is an amazing place, where you can find information on almost everything. Cyber space is highly dynamic and so, what was true a few years ago may not be true today. Unfortunately, most internet marketers forget this too often.

About 5-7 years ago, link directory was the most popular method to create and build backlinks to your site. But this is not the case anymore, as most online marketers are creating new methods to market their products and services. However, in the case of link directories, the problems seem to have increased and not decreased with time.

## **PROBLEMS WITH LINK DIRECTORIES**

Since link directories are a proven method to increase traffic, many people try to overuse this idea to 'get rich'. Too much of a good thing is not good, and this holds true in case of link directories too. Here are the problems that have come up, in case of link directories.

1. As link directories are very popular, too many directories have mushroomed all over the internet. Thus, the link directory numbers have gone up, but the average quality has reduced.
2. There is way too much duplicate content on these directories. This issue arises because when you submit your site to hundreds of link exchange directories, your content might get submitted multiple times to the same directory.

Google hates duplicate content and so, if you are not careful, your page ranking will go down for sure.

3. Yet another problem is that many of your submitted links won't get indexed. Since these link directories have way too many links, only a specific percentage of the links get indexed.

4. Also, remember that when a directory is successful and popular, the number of people submitting links to the directory will go up. In due course of time, the directory runs a risk of getting outdated. This is because the owners won't be able to keep up with the pace at which the links are getting submitted.

## **LINK DIRECTORIES- THE FUTURE AWAITS**

To ensure that you get the most out of link directories in the future, you need to go that extra mile. Do not submit duplicate content, and always optimize your work. Your aim should be to attract as many people as possible using unique content. Using this method, backlinks to your sites will go up, and you will not have to work too much either!

## TIME TO GET BUILDING!

Now that you have been equipped with all of the tools you need to get started flipping websites, it is time to take action and begin employing a website building game plan to help begin your website flipping career.

A common mistake that newbies make when it comes to making money online is not putting the information they have received to use. **Do not let this be you.** Because this guide touches on many of the critical factors that go into creating a profitable website, you have been equipped with the tools for site flipping success, however, this eBook can only go so far. From here, you will need to put work into getting your first website off the ground and money into your pocket.

While your first flip will take some trial and error of discovering the most effective and profitable routes to take, with continual website building comes expertise. Before you know it, you will be joining the ranks of the "big boys."

To Your Success,

<http://FlippingWebsites.com>



# RESOURCES

## Hosting:

[HostGator](#)

[1and1](#)

[Godaddy](#)

## Newsletters:

[Aweber](#)

## Domains:

[Godaddy](#)

## Outsourcing and Content Creation:

[AskSunday](#)

[E lance](#)

[Odesk](#)

We have many more resources here:

<http://flippingwebsites.com/tools/>