

# **The Website Flipping Report**

---

**Learn All About How You Can  
Start Selling Websites to  
Generate Huge Income Quickly!**

# Getting Your Website Started

The best step you could take next is to do some good research before plunging off the deep end. (Which later we'll show you is actually not that deep – there's a learning curve, but you definitely won't need the water wings!)

If you go about setting up websites or blogs for sale wisely and efficiently, using the many proven techniques such as the ones we're sharing with you today, and also paying attention to the details, you actually can start making more money than many of your competitors.

Because – unlike so many others out there – your well-set-up “turnkey” starter sites will look and behave like little professionals.

No matter what your main niche or passion, in Internet marketing, knowing how to quickly put together and sell some starter websites or blogs on the side is a great asset to have when you quickly need to pay for an unexpected car repair or that unscheduled trip to the dentist!

## Doing The Homework

You've heard the old saying: “An ounce of prevention is worth a pound of cure”? That holds especially true for marketing and selling web sites or blogs on the Internet.

Do your research. Get a feel for your market – and for the competition. See what's selling, and who is buying. The good news is, this actually won't take as long as it sounds – if you know where to start and what to look for.

Visit Flippa (formerly SitePoint Marketplace), Digital Point Forum and eBayPulse. See what sites are selling and what niches or subjects are hotter than others. Take note of what prices they're going for, how much work has been put into them, how old they are and the monetization factors.

Read the comments by viewers, and learn from them as well. Ask questions where needed. Ultimately, see what sold and what didn't.

Look at the quality of the sites as well as content. Were there broken links? Did they crash your computer because load in time was so massive? Were the templates out of alignment? (You'd be amazed how many sites you'll find with this sort of sloppy setup.) Was the content junk? The

graphics too ugly, or no had no graphics at all?

Decide for yourself, when looking at both successful and unsuccessful sites for sale: What do you think hurt the sale, and what do you think helped it? What did you like about it? What 'worked' for you when you viewed the site? And, of course, what didn't?

Let's take a quick peek at the old SitePoint Marketplace menu below to get an idea of various categories of listings.

## **Finding A “Hot” Niche**

At this point, you can also be checking out sources like eBayPulse, Magazines.com, Google Trends and monitor discussion threads on your own favorite marketing forums and Social Networking sites to find out where the most active and popular niches are today.

Some of the most popular trends at the moment are weight loss, skin care, real estate, acne, weddings, dating and ‘making money’ – but as you will see from researching the above sites (as well as loads of other resources out there), you are certainly not confined to those subjects and could do well even in the less populated, but targeted niches.

## **And You’re Done!**

So that’s a basic overview of what is involved in flipping web sites and blogs. Are you ready? After you’ve gained some experience, you can take these very same principles and use them to pick up cheap web sites that have great domain names, but have been poorly put together. Using your new-

found skills, you can “tweak” them back to a healthy state – think of it as if you’re an Interior Decorator swooping in and removing the blue shag rug, leopard skin throws and brown paint with purple trim, and replacing them with trendy colors and elegant, sleek designs. Then resell these poor little rejuvenated sites again for a nice profit.

(You can even go back and tweak your own long-abandoned “newbie” website and blog attempts, especially if they’re on their own domains.)

There is far more to the business than the simplified version of the steps we’ve laid out here, of course – but don’t let that stop you from getting started!

**Thank you for reading this Free Report  
on Internet Marketing!**