

Site Flipping Profit Blueprint



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Introduction

Site flipping is an excellent way to make some money online. If you are not yet a confident marketer, it can be a really quick and easy way for you to earn some money.

It can be a full time living or just another string to your online earnings bow. Whichever you choose is up to you. It depends on how much work you put in and how many sites you sell. It can be a very profitable full time living if done well!

It's also a relatively cheap and instant way of making money. You could have money in your Paypal account in just a few days, sometimes even hours if it is a good site in a hot niche.

The earning potential from site flipping is unlimited. It depends on the time and effort you put into building the site. Hotmail.com sold to Microsoft some years ago for tens of millions of dollars and Youtube was bought by Google for several billion dollars.

You may not quite hit that big a payout, but you can still earn a relatively decent income just from flipping websites. You are looking at a minimum of \$70-\$100 and upwards from the sites you create. If you follow the plan and instructions in this book you can increase the value even further relatively easily.

The basic process is very simple.

Firstly, you pick a subject to create a site on. Ideally this is a hot topic that people are interested on and buying. You will do some research (which will be discussed shortly) and find subjects that would be good for a site flip.

Next we register a domain. When doing this you need to make sure you include some of your keywords in it so that it gives you a good boost in the search engines.

Then you create some unique content for your domain, create your website and then start driving traffic.

Finally, you list the site for sale and enjoy the profits when it has sold.

This program will tell you all of the above except how to spend your profits. That pleasure is up to you!

A Site Flippers Tools

You will need to register domain names in order to become a site flipper. A .info domain can cost you a couple of dollars and a .com will cost you under ten bucks. I'd recommend avoiding anything other than these types of domains and possibly the .net domains they don't look as professional and haven't got a wide an appreciation.

If you go to Google and search for "Namecheap coupon" you will find some coupons that will give you some money off www.namecheap.com, one of the best and most secure domain registrars you will find.

You will also need some webpace. A resellers account is better as you can separate out each domain and provide your buyers with their own unique ID and password for using their domain. They then don't have access to any of your other files.

Hostgator is one of the best webhosts available, with high levels of availability and excellent support. A resellers account here will cost you \$24.95 a month, which you will easily be able to make from selling your sites.

» Reseller Hosting Packages						
?	Plans	Aluminum	Copper	Silver	Gold	Diamond
?	Disk Space	24,000mb 24gb	40,000mb 40gb	60,000mb 60gb	80,000mb 80gb	100,000mb 100gb
?	Bandwidth	250,000mb 250gb	350,000mb 350gb	500,000mb 500gb	600,000mb 600gb	700,000mb 700gb
?	Monthly Price	\$24.95	\$34.95	\$49.95	\$74.95	\$99.95
?	Proceed to Checkout	Order Now	Order Now	Order Now	Order Now	Order Now

The above shows you the different options. As a website flipper you will be fine on the Aluminum package for some time!

If you choose a different webhost then make sure they are Linux based and support cPanel and Fantastico. Linux is the industry standard with excellent security and reliability. Also, the majority of scripts marketers use are Linux based scripts.

cPanel and Fantastico provide you with easy access to administrate your server and install scripts. Without these you are going to find it a lot slower creating sites. For example, with Fantastico you can install Wordpress in a click of a mouse button in under 60 seconds, but without it can take much longer.

On top of this, you are likely to need graphics editing software and website creation software.

For graphics you can use Adobe Photoshop if you have it, otherwise you can download software called [Gimp](#) for free. This is a fully featured open source graphics application that will work with Adobe Photoshop files.

Website editing software includes Dreamweaver and Frontpage. There are other tools available such as Kompozer, XSitepro and NVU. Which one you use is a matter of personal taste and there is no right or wrong answer.

With these tools at hand and a bit of ingenuity you will be ready to start earning money flipping websites.

What Makes A Good Site Flip?

This is a big question and one you need to be able to answer in order to make money as a website flipper. This section will help you to understand what makes a good site flip and how you can implement it in your site flipping career.

In order to earn good money as a site flipper, you need to understand the mindset of the person who is going to buy your website.

Investors fall into two categories; those that are new to Internet Marketing and those that are seasoned website investors. There are some who fall midway between these two categories, but there are not many.

There is a third category, but it's not one that we are going to focus on in this course. Sometimes you will be approached by someone who wants to buy your site. It may be an individual or a company. Whichever it is, you can usually get a good price from them as they are an eager buyer.

Most website buyers are looking to buy something that they have to do minimal work with. If they wanted to do a lot of work on a website, then they would create it themselves rather than buy it.

They are looking for long term earning and traffic potential, not just a flash in the pan product. They want something that will still be earning in a years time.

Whereas you don't need traffic and earnings to flip a site, you can significantly increase your sale price by driving traffic to a site and making it earn. It is worth your while spending some time driving traffic to increase the value of the site. This course is focused around creating higher value sites through traffic and earnings.

Your buyers are looking for hot topics and topics that are going to endure. They don't want to buy a site that in three months time will have no traffic and no earnings, unless in the short time before the site fizzles out they can make a lot

of money. In that case, there is an argument to keep the site yourself (see the next section).

Topics like parenting, weddings, credit problems, foreclosure, weight loss are all enduring or evergreen topics that people are always interested in. These are highly competitive niches because they have such long term potential.

There are always going to be people getting married, having kids, having financial problems and wanting to diet. The market rarely wanes and there are always new people coming into the market looking for information.

Don't use the same old themes and templates as everyone else, either design unique ones or find ones that aren't commonly used and customize them.

It wasn't too long ago that a popular site flipping product mentioned using the Church Wordpress theme when flipping sites. Of course, everyone rushed to start using the theme and the market was saturated with websites that looked very similar.

Now, because of this, you will struggle to shift a site based on the Church theme. Create your own theme or customize an existing theme so that it looks unique. You can learn all about Wordpress and how to use it with the [Wordpress Demystified](#) program. This is the most complete Wordpress training you will find and will show you everything about how to make Wordpress earn for you.

Make your site unique so that it stands out from the crowd and you will get attention and be more likely to make a sale. Your buyers are looking for something unique and eye catching.

The Selling Price

Determining what price to sell your site at is a tricky one. Price it too high and no one will buy it. Price it too low and you've effectively lost money.

By looking at other listings for similar sites you can gauge how much the market is willing to pay for sites. The market will pay more for sites with traffic, earnings and unique content than they will for sites without these.

A website will typically sell for around 4-5 times its monthly earnings. Offline businesses will frequently sell for much more than this, but online you will struggle to get higher unless your business is very established and has proven earnings over a long term.

The reason for this 4-5 times earnings is simply because the Internet is subject to all sorts of vagrancies. Events like a change to a ranking algorithm may mean traffic disappears and many similar occurrences could wipe out profit.

Buying websites is perceived as being much higher risk than purchasing offline businesses because there are many factors outside of your direct control that have a high degree of influence on your profits.

A bland blog with no unique articles and nothing that special about it may reach as much as \$100 if the domain name is good. In reality you will struggle to sell it for \$50 - \$60 as most people won't be interested in domains like this.

However, add unique content, get it indexed and drive traffic so it starts earning and you could be look at between \$100 and \$500 depending on the traffic and earnings. Obviously, these figures are guidelines and not exact prices.

If you create a brand new, unique product in a well researched niche you can look at getting paid anywhere from \$500 up to around \$1500 depending on the quality and length of the product. The better the product, the more chance you have of hitting the higher values.

If your product site is making sales and has some traffic then you can look at over \$1500, depending upon the amount of traffic and earnings. The better the site is performing and the longer term it has performed that well, the more you can look at earning.

Unique sites with traffic and earnings have a potentially unlimited earning potential. YouTube sold for \$1.5 billion and Hotmail sold for tens of millions of dollars. Other websites with good ideas and earnings can easily sell for hundreds of thousands of dollars.

If you can build a site like that each year, it won't be long before you are sitting on a very profitable nest egg.

Earnings from a site are pretty much unlimited, depending on your ingenuity and inventiveness. Create a unique site that catches peoples attention and does well in a niche and you can easily sell it for a very significant sum of money.

Is It A Keeper?

If you are building websites to sell, there is always the temptation to keep it. Do you keep it yourself and enjoy the steady income and the work in promoting it? Or do you sell it, enjoy the cash injection and move on to other projects.

At the end of the day, the decision is up to you. It depends on whether you want to own the site and enjoy the earnings for a while whilst you build up traffic to it or if you want the instant cash boost.

Ultimately, it depends on how quickly you want the money and how much work you want to do.

If you can afford to wait, then it is worth keeping the site, building traffic to it and then selling it later on for more money.

If you can't, then sell it as is and settle for the lower selling price.

You may also choose to keep a site because it is something you are passionate about, or a hobby or something you just enjoy doing.

If you create a site like that then there is no reason for you to sell it if it is something you enjoy. Create sites in that niche and sell it, but keep the one you are enjoying working on and develop it further.

You may also create sites in advance of holidays and other events so you have a chance to build them up in the organic search engine results ready for the event.

A Christmas site you would start building 4-6 months prior to December and spend the time getting it ranking well for its keywords. This means that when people start searching for your content, you are near the top of the search engines and receive a lot of traffic.

You may list the site for sale in November, knowing that because it ranks well for your keywords when the searches start in earnest the site will get a lot of traffic.

Having these ranks would ensure that your site would sell for top dollar because potential buyers would know they'd earn well from it.

You may also want to sell sites because you don't have the time to run them, you've lost interest in them, you need the money to focus on other projects and so on.

Whatever your reason for sale, if it isn't because you are directly creating sites to sell, make sure you state it on your sales listing as it will be one of the first questions people want answered.

There are a lot of reasons to sell a site, as you can see, compared to keeping it. At the end of the day, it's a decision that only you can make based on knowledge of your situation and the above information.

Finding Ideas

Of course, your first challenge is to find a topic that will sell. We have spoken a little about topics that are popular, but how to you find a subject that will convert.

You can start by going to www.flippa.com and looking through the auctions that either have bids on them or have finished and sold.

	PRICE
Insurance niche blog with keyword research and content / BONUSES	\$200
Redtwit.com : password protected twits	\$250
Unique Site With Perfect Products In Super Profitable Money Making Ni...	\$199
Popular Lottery Information Website	\$365
\$423,00 In just 3 DAYS! Autopilot Ministe! Clickbank Ready!	\$520
AudiTest.info	\$75
\$1300 monthly Unique script selling business! Low BIN	\$4700
Established Top Hosting Social Bookmark	<i>private</i>
Protuts.com Online Tutorials Search Engine	<i>private</i>
Established Yoga Training Website Business For Sale	\$58
PR3 Web Directory Awesome Design Aged Domain Great Traffic	\$179
Established PR3 Web Directory	\$297
PR4 Daily News Website	\$2000
Well Established Asthma Website Page Rank 2	<i>private</i>
Established Software Download Directory	\$2600
SEO Tools Website that includes more than 50 SEO Tools	\$100
Rummy games webiste, 5 languages	\$800

This is a screen capture of some of the recent auctions that have finished. A quick look down the list tells you what has sold and you can click on each advert for some more information about it and how well it has done.

This will give you an idea of what people are actually buying and from this, you may spot a trend of people snapping up certain types of sites or niches. If this is the case, then you need to create your own site and list it for sale as it is obviously a hot subject at that time.

You can cross reference this with the sites that are listed for sale on the Warrior Forum at <http://www.warriorforum.com/complete-web-sites-sale/> as well. Often you will see similar topics selling and this will give you a good idea of what are popular niches at the present moment.

The screenshot below shows you some of the sites that are for sale and have sold. Again, spending a half hour poking around this site will give you a good idea of what is popular at the present moment.

The screenshot shows a list of website listings for sale on a forum. Each listing includes a title, a price or status, and the user's name. The listings are as follows:

- Hot Niche Blog in the Profitable Debt Reduction/Credit Repair Niche** (★★) by sbucciarel
- Website Clearance Sale <<<<---\$25-30--->>>> each** by Shane Dolby
- High Quality "Puppy Training" Niche Site |Extensively Customized Revolution Theme| 100% Unique** (★) by pixelcrafter
- Make \$\$\$ Saving Lives With This Gorgeous Niche Blog!!!** by david2885
- ★ BRAND NEW ★ HOT Niche Yoga Fitness Wordpress Blog...Super Easy Installation!** by strivem
- Highly Profitable Affiliate Marketing Niche Blog-Used To Make \$1-3/day-LOW BIN-WANT TO GO FAST** by YingHang1
- HOT Niche - Gorgeous Dieting Blog - \$37** (★★) by sbucciarel
- SOLD--★★★★ (Auction Ends Tonight) ★★★ Established MilitaryBlog website and domain Site Big Money** (★) by warriorrx
- SOLD★Amazing & High Quality "Anti Aging" Niche Site | 100% Unique | Highly Profitable Site** (★★★★) by pixelcrafter

One of the best ways to find ideas for creating sites to sell is to resort to traditional Internet Marketing niche research. This is what you would do if you were thinking of creating your own website and so it will work just as well if you are creating a site to flip.

The Amazon Bestsellers list is one of the best places to go to find ideas for site flipping. It is a site (shown below) that lists all of the most popular products on Amazon.

More to Explore

Bestsellers

- [Hot New Releases](#)
- [Most Gifted](#)
- [Most Wished For](#)
- [Movers & Shakers](#)

Narrow by Category

Any Category

- [Apparel](#)
- [Automotive](#)
- [Baby](#)
- [Beauty](#)
- [Books](#)
- [Camera & Photo](#)
- [Cell Phones & Service](#)
- [Computer & Accessories](#)
- [Electronics](#)
- [Gourmet Food](#)
- [Grocery](#)
- [Health & Personal Care](#)
- [Home & Garden](#)
- [Home Improvement](#)
- [Industrial & Scientific](#)
- [Jewelry](#)
- [Kitchen & Dining](#)

Bestsellers

The most popular items on Amazon.com. Updated hourly.

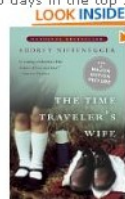
Books Bestsellers

1. 18 days in the top 100



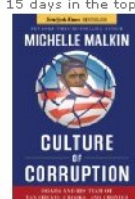
Mastering The Art of French Cooking, Volume One (1) (Fortieth - 40th - Anniversary Edition) (Vol 1) by Julia Child

2. 140 days in the top 100



The Time Traveler's Wife by Audrey Niffenegger

3. 15 days in the top 100



Culture of Corruption: Obama and His Team of Tax Cheats, Crooks, and Cronies by Michelle Malkin

> [See all bestsellers in Books](#)

Electronics Bestsellers

1. 184 days in the top 100



2. 84 days in the top 100



3. 211 days in the top 100



You can drill down into each category and see the bestsellers within there as well as see the most gifted, the most wished for and the movers and shakers.

This tool is a real gift horse for Internet Marketers as it allows you to look inside Amazon's business and find out what they are selling well.

More in Diets & Weight Loss

Bestsellers

- [Hot New Releases](#)
- [Most Gifted](#)
- [Most Wished For](#)

Narrow by Category

- < [Any Category](#)
- < [Books](#)
- < [Health, Mind & Body](#)

Diets & Weight Loss

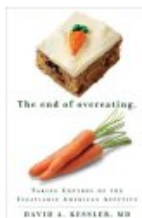
- [Authors](#)
- [Diets](#)
- [Food Counters](#)
- [Heart Disease](#)
- [Hypnosis for Diets](#)
- [Special Conditions](#)

Bestsellers in Books

[Any Category](#) > [Books](#) > [Health, Mind & Body](#) > Diets & Weight Loss

The most popular items in Diets & Weight Loss. Updated hourly.

1.

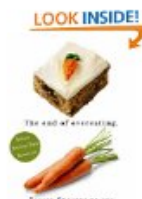


The End of Overeating: Taking Control of David Kessler

★★★★☆ (155 customer reviews) | [2 customer disc](#)
Auto-delivered wirelessly

Kindle Price: \$9.99

2.



The End of Overeating: Taking Control of David Kessler (Author)

★★★★☆ (155 customer reviews) | [2 customer disc](#)
In Stock

List Price: \$25.95









Price: \$15.57

The above screenshot shows you how we have gone into the diets and weight loss books category to look for the best sellers. You can drill down within almost any category to find a niche to create a site to flip from.

All you need to do is find something that is popular and selling well and create a site based around it. This could be a theme, i.e. dieting, health, and so on or it could be a specific product such as a movie or camera model and so on.

Another great site to research ideas for sites to flip is www.43things.com. This is a site where people list the things they want to achieve in their lives. It is a great insight into real people and what they want.

2,102,246 people in 15,158 cities are doing 1,639,897 things including...

[Backpack in Europe](#) [learn breakdancing](#) [Learn how to properly throw kunai and shuriken](#) [be someone's muse](#) [learn to swim](#) [never cry for someone who won't cry for me](#)  [ermogue wants to identify 100 things that make me happy \(besides money\)](#) **[have better posture](#)** [Meet an emo guy](#) [spend less time on the computer](#) [play golf](#) [Learn the Cyrillic Alphabet](#) [make an animated film](#) [go to cosmetology school](#) [Aprender francés](#) [be an actress](#)  [VampireKitten wants to get my driver's license](#) [go to a concert](#) [scream](#) [get a six pack](#) [get better grades](#) [love](#) [complete a marathon](#) [Go to England](#) [live in sweden for a time](#) [expand my social circle](#) [Chant Nam Myoho Renge Kyo 1 hour a day](#) [stop lieing](#) [master the guitar](#) [get fit](#)  [Mickey Moo wants to get a second job](#) [Watch the top 100 movies on the Internet Movie Database](#) [See Eminem Perform Live](#) [become a better person](#) [Have a career](#) [love](#) [go to las vegas](#) [write a musical](#) [find meaning in life](#) [have clear skin](#) [watch the oc](#) [join search and rescue](#)  [SafariMama wants to lose 25 pounds](#) [start over](#) [Move to New Zealand](#) [learn hip-hop dance](#)  [ttrandy wants to quit drinking](#) [get into a top law school](#) [host more dinner parties](#) [go to more concerts](#) [go to church more often](#) [Find my perfect hairstyle](#) [Learn Sindarin](#) [Visit the Hershey Chocolate Factory in Pennsylvania](#) [Watch all episodes of 24](#) [live by the sea](#) [Learn to speak Spanish](#) [be a singer](#) [Meet Brody Dalle](#) [be more self-confident](#)  [littlemissfickle2 wants to identify 100 things that make me happy.](#) [learn computerized accounting](#) [grind](#) [get a passport](#) [stretch every day](#) [start a band](#) [play the piano](#) [feel loved](#) [get food stamps](#) [be patient](#) [change careers](#)  [misty lamb wants to write down my thoughts](#) [be a free member on runescape](#) [write more letters](#) [write more songs](#) [Learn how to remember peoples' names](#) [write and publish a book](#) [get published](#) [learn to save money](#) [lose 60 pounds](#) [Meet Hayden Christensen](#) **[run a marathon](#)** [Go to Canada](#) **[Make new friends](#)** **[Learn Japanese](#)** [Read all of Nicholas Spark's books](#) [learn Icelandic](#)  [Jimmy Johnston wants to Save money](#) [free membership on runescape](#) [be an artist](#) [live now rather than always looking](#)

The above shows you a typical front page from 43Things.com. The bigger the font the topic is written in the more people want to do it. You can see from this that popular topics include making friends, learning Japanese, running a marathon and having better posture.

All of these would be excellent topics to create a website around to flip.

As well as searching online there are many offline sources you can refer to in order to find ideas for sites.

Watch the news and read newspapers and magazines. Quite often these will give you some great ideas for topics from their headlines and from their content. If a number of different magazines are running stories on different subjects, then you can guarantee that this will be a good subject to create a website on as there is a lot of interest.

Of course, the magazine subject itself may be a good idea. Look at the cookery magazines and you will find a multitude of subjects you can create sites on. A magazine will not be published for long if it isn't a profitable subject.

Some of the cookery magazines include cookery styles such as:

- Vegetarian
- Louisiana
- Diabetic
- Italian
- Indian
- Chinese
- Healthy
- Frozen foods
- Cake decorating
- Brewing your own beer / wine
- Weight watches

You can of course visit www.magazines.com in order to do this type of research if you don't fancy a break from the computer to visit a shop. Any of these topics will make good ideas for websites as they are obviously popular subjects.

There are an almost infinite number of ideas for creating a website to flip. All you need to do is to pay attention to what is popular, create a site based around that subject and the flip it.

Remember though, the key to getting a good price is to create unique content, drive traffic and generate earnings. This will maximize your revenue.

Keyword Research

When flipping a site, you need to know your keywords in order to maximize your profits. By targeting the right keywords, i.e. those with high search volumes and low traffic, you can quickly get listed and start getting traffic, which will increase the potential value of your website.

Keyword research is important in Internet Marketing, but with site flipping it is even more important because you want to get traffic to your websites as rapidly as possible in order to show that it is a high value website.

By finding good quality keywords that you can easily rank for you can start getting traffic within a couple of days of your site being completed.





















A good tool to use is the [Google External Keyword Tool](#). This is a free tool provided by Google that allows you to do keyword research. Ostensibly it is for use with Adwords, but it can be used by itself for finding keywords.

Having done some keyword research for diabetic cooking, we get results shown on the next page.

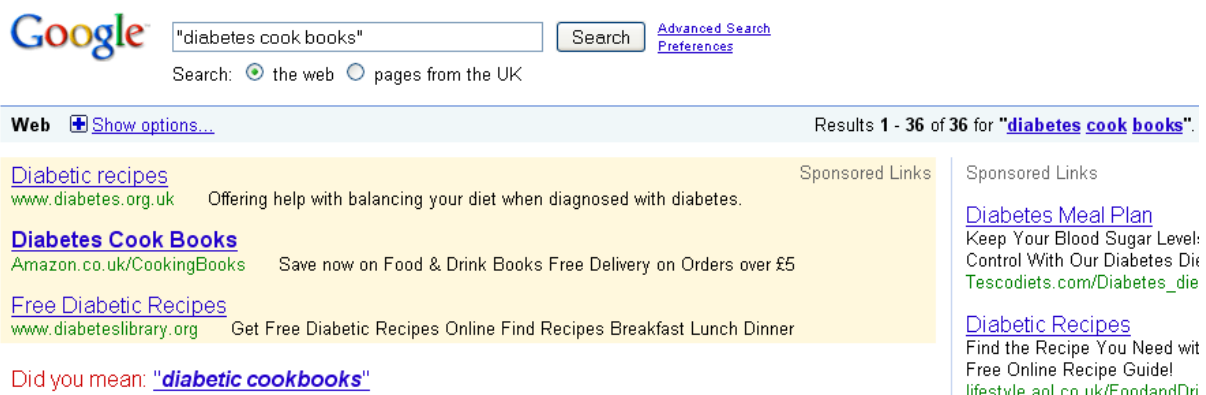
The green bar shows you how much competition there is for the keyword with advertisers. If the bar is completely green then it is a high competition niche. If it is lower, then there is not as much competition. You want to avoid keywords where the green bar is completely full.

What you are looking for is a balance between advertiser competition and the global search volume. You want the minimal amount of advertisers and the highest possible global search volume. These are typically keywords that are easy to rank well for and so start getting traffic and increasing the value of your website.

Looking at the results on the next page, we can see that “diabetes cook books” looks like a good keyword. It has 260 searches a month globally and about 50% competition.

Keywords	Advertiser Competition [?]	Local Search Volume: June [?]	Global Monthly Search Volume [?]
Keywords related to term(s) entered - sorted by relevance [?]			
diabetes cook book		110	1,000
diabetes cook		Not enough data	1,600
diabetes cook books		28	260
diabetic cooking recipes		110	720
diabetic cooking		720	12,100
diabetes cooking		880	2,900
diabetic cooking magazine		Not enough data	720
cooking for diabetics		320	1,600
diabetic cook book		320	1,900
diabetic cooking subscription		Not enough data	Not enough data
diabetic cooking magazines		Not enough data	46
cooking for diabetic		320	1,300
cooking for a diabetic		46	390
subscribe diabetic cooking		Not enough data	Not enough data
diabetic cooking subscriptions		Not enough data	Not enough data
diabetic cooking mag		Not enough data	Not enough data
diabetic cooking recipe		Not enough data	260
healthy calendar diabetic cooking		12	720
diabetic cooking magazine subscription		Not enough data	Not enough data
healthy indian cooking for diabetes		Not enough data	58

The next step is to go to Google itself and put the keyword in to the search engine in quotes to see how much direct competition you have.



Google search interface for "diabetes cook books". The search bar contains the query in quotes. Below the search bar, there are radio buttons for "the web" (selected) and "pages from the UK". The search results show 36 results for "diabetes cook books". The top results are sponsored links:

- Diabetic recipes** (www.diabetes.org.uk) - Offering help with balancing your diet when diagnosed with diabetes.
- Diabetes Cook Books** (Amazon.co.uk/CookingBooks) - Save now on Food & Drink Books Free Delivery on Orders over £5
- Free Diabetic Recipes** (www.diabeteslibrary.org) - Get Free Diabetic Recipes Online Find Recipes Breakfast Lunch Dinner

On the right side, there are more sponsored links:

- Diabetes Meal Plan** - Keep Your Blood Sugar Level: Control With Our Diabetes Diet (Tescodiets.com/Diabetes_diet)
- Diabetic Recipes** - Find the Recipe You Need with Free Online Recipe Guide! (lifestyle.aol.co.uk/FoodandDiet)

At the bottom, there is a suggestion: "Did you mean: **diabetic cookbooks**".

You can see instantly from this that there is virtually no competition for you – there are only 36 results! You could sneeze and get to the top of the search engines for that term!

Searching for “diabetic cookbooks” we can see that there are some more competitors but not that many.

The screenshot shows a Google search interface. The search bar contains the text "diabetic cookbooks". To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, there are radio buttons for "the web" (selected) and "pages from the UK". The search results are displayed below, showing a total of 10,200 results. The first result is a sponsored link for "Diabetic food advice" from www.diabetes.org.uk. Other results include "Diabetic Cookbooks" from Amazon.co.uk, "Free Diabetic Recipes" from www.diabeteslibrary.org, and "DIABETIC COOKBOOKS" from a free set of cookbooks. On the right side, there are more sponsored links for "Foods for Diabetes" from www.avidlite.co.uk and "Diabetes Meal Plan" from Tescodiets.com.

This is another keyword that shouldn't be too hard to get into the top ten for.

You can also look at the top 10 results to see what the competition is like. If they are sites like the one you are building, articles from articles directories, videos and the like then you know you have a good chance of getting into the top 10 with some standard SEO.

If you are facing major sites such as the BBC, CNN, Wikipedia and others then you may find it harder to rank in the top ten, but it is still possible.

You need to build a list of keywords that you can use to create articles and content. You can also provide a list of keywords to the new buyer and use this as a selling feature.

Keyword research can be time consuming and there is a tool that you can use which will speed up the research. It is called Keyword Research Pro and with a click of a button it will interrogate Google, Yahoo and Bing (formally MSN Search) to find you keywords.

It will then go off and get you the search volumes from four different engines plus tell you how many competing sites there are. All of this at a click of a

button. You can find hundreds of keywords in just a few minutes with this tool and use the results to get traffic to your sites. The keywords this tool provides you are extremely good and it is not unknown to find keywords that get you high volumes of traffic with minimal effort.

An example of the output is:

Keyword	GComp	Google Volume	KEI
<input checked="" type="checkbox"/> credit card debt	292000	673000	1,551,126.71
<input checked="" type="checkbox"/> debt consolidation	489	1900	7,382.41
<input checked="" type="checkbox"/> debt consolidation	1060000	1830000	3,159,339.62
<input checked="" type="checkbox"/> debt consolidation	720	6600	60,500.00
<input checked="" type="checkbox"/> debt consolidation loans	154	0	-
<input checked="" type="checkbox"/> debt consolidation loan	106	0	-
<input checked="" type="checkbox"/> consolidate debt	21	0	-
<input checked="" type="checkbox"/> debt consolidation companies	11	0	-
<input checked="" type="checkbox"/> consolidating debt	2	0	-
<input checked="" type="checkbox"/> debt consolidation in	51	0	-
<input checked="" type="checkbox"/> for debt consolidation	178	0	-
<input checked="" type="checkbox"/> to consolidate debt	6	0	-
<input checked="" type="checkbox"/> consolidating credit card debt	2530	5400	11,525.69
<input checked="" type="checkbox"/> credit card debt consolidation	91500	90500	89,510.93
<input checked="" type="checkbox"/> consolidate credit card debt	13000	27100	56,493.08
<input checked="" type="checkbox"/> eliminate credit card debt	11700	27100	62,770.09
<input checked="" type="checkbox"/> credit card debt elimination	6990	14800	31,336.19
<input checked="" type="checkbox"/> credit card debt reduction	9390	14800	23,326.94
<input checked="" type="checkbox"/> credit card debt help	23100	27100	31,792.64
<input checked="" type="checkbox"/> credit card debt settlement	17900	18100	18,302.23
<input checked="" type="checkbox"/> credit card debt consolidation loan	19100	12100	7,665.45
<input checked="" type="checkbox"/> reduce credit card debt	5690	9900	17,224.96
<input checked="" type="checkbox"/> reducing credit card debt	1470	2900	5,721.09
<input checked="" type="checkbox"/> get out of credit card debt	7460	9900	13,138.07
<input checked="" type="checkbox"/> credit card debt negotiation	4320	5400	6,750.00
<input checked="" type="checkbox"/> credit card debt consolidation services	2600	2400	2,215.38
<input checked="" type="checkbox"/> credit card debt management	15600	18100	21,000.64
<input checked="" type="checkbox"/> credit card debt consolidation company	1090	1300	1,550.46
<input checked="" type="checkbox"/> get rid of credit card debt	2250	3600	5,760.00
<input checked="" type="checkbox"/> erase credit card debt	1550	1900	2,329.03
<input checked="" type="checkbox"/> credit card debt loan	25400	22200	19,403.15
<input checked="" type="checkbox"/> credit card debt counseling	11500	27100	63,861.74
<input checked="" type="checkbox"/> paying credit card debt	2460	9900	39,841.46
<input checked="" type="checkbox"/> credit card debt relief	24100	22200	20,449.79

This output can be exported to a spreadsheet for easy analysis.

You can see from this it has come up with some great keywords and is showing me the Google Competition, the Google Volume and the KEI which is an indication of how valuable the keyword is to rank for.

Keyword Research Pro is an ideal tool to uncover valuable keywords quickly and easily. Best of all, it is regularly updated and well supported. It comes with a very high recommendation indeed.

Creating Your Site

Before we go into this section, you need to realize that this isn't a chapter about the actual how to create a website. You won't be taught how to create a webpage or similar skills, we are assuming that you can already do this.

What you will learn are tools and techniques that will help you to build a site that will rank well and sell easily when the time comes to market it.

Firstly, you need to take your keywords and find a domain name that includes your major keyword. The keyword in the domain name is vitally important and can make the difference when aiming for the number 1 spot.

You may struggle to just get your keyword as a domain name. The majority of keyword only domain names are gone, which means you need to be more creative in your choice of domain name.

Always have the keyword at the start of your domain name, but then append it with another word. This could be something like tips, reviews, advice, help or anything like that. Try to avoid the word secret or secrets as they are much overused by the hype-marketers.

It is best to go for a .com address as it has the widest possible appeal both to website visitors and your potential market of buyers. Avoid going for a local country domain unless your site is only targeting people from that country.

If you really can't find anything with a .com address then I would suggest looking at .info and possibly even .net at a push. Avoid .biz as those have had too much association with scammers.

With a bit of creative thinking you should easily be able to find a keyword rich domain name with a .com extension.

Your major keyword here would be something like “weight loss” or “stop snoring” or something similar, so you may end up with a domain name like “StopSnoringTipsForYou.com” or “WeightLossDietAdvice.com” or something similar. You can see how it contains your major keyword plus some other words in order to create a memorable domain name that will rank well for its chosen keywords.

As you are planning to flip your site fairly quickly, you really need to create a new email address in Gmail, Yahoo or Hotmail and create a new domain registrar account at www.namecheap.com.

The reason for this is that you can’t transfer domain names for 60 days after they have been registered. Obviously, this is not particularly useful for your buyer. You can push them between accounts on the same registrar, but not everyone has an account on every registrar.

By creating a brand new email account and registrar account for the domain you can hand over the passwords to the buyer and they have instant access to their purchase and full control over it. You are not compromising the security of your sites by allowing them access to any part of your business nor are you making them wait for the domain transfer to happen.

This simple touch makes you look much more professional in your site sales and can be a major factor in making sure the site sells.

When you are designing your website, you must make sure you keep in mind the fact that it is going to be bought and owned by someone else. This means that if you do any manual coding, to make sure you document it.

You should also make it as easy as possible for your buyer to put their affiliate ID’s in place of yours on the site.

This may mean using PHP Includes in order to keep the affiliate ID’s in one file rather than having to change lots of files. It may mean including some search and replace software which will change the affiliate ID’s in all of the files within the webpage.

You need to make it as easy as possible for your buyer to customize the site with their affiliate details. If you state this when you sell the site, it will help to ease the selling process. Remember, the buyer wants the transaction to be as easy as possible with as little work as possible for them. By doing this, you can make it easier for your buyer and make your sale more attractive.

You should also perform all the on page SEO on your website in order to optimize it for the search engines. This will help you with your rankings and make your site more appealing to your potential buyer. Remember, the less they have to do, the better it is for them.

This includes optimizing all the text on the website for your keywords. Make sure each webpage is physically named with the keyword.

Ensure the meta description and meta keywords are in place on every page. If you are using Wordpress then you need to use a plugin such as All-In-One-SEO. This allows you to set the meta tags for each page.

This will help to make your site appeal more to buyers. Make sure you state in your sales advert that the site has been fully optimized for the search engines. This makes you appear a more professional and diligent seller and it will help make the sale easier.

When you create the pages within your website you need to optimize them for your keywords. This means the keyword needs to be in the title of the page and in <h1>tags at the top of the page.

Within the body of the page include your keyword to a density of around 1% to 3%. This means that for every one hundred words you need to include your keyword once.

Each page needs to be based around a single keyword, but you do need to include other words too. Use words that are related to the keyword. The search engines are getting smarter and are now intelligent enough to know which words are related to each other. It is called Latent Semantic Indexing or LSI in technical speak.

All you need to know is that you have to write naturally using your main keyword and keywords that are related to it in order for you to get maximum effect in the search engines. Writing like this will help you to rank high in the search engines. Not only will you rank for your main keyword for each page, but you will find yourself ranking high for many other keywords too.

Your content for your website needs to be unique and specially written. You can take private label rights (PLR) articles and re-write them, but it is usually better to start from scratch.

You can write the articles yourself or you can outsource them. If you outsource them you are looking at paying anywhere between \$5 and \$10 per article for good quality articles.

Ideally the articles need to pass the test at Copyscape.com in order for them to be confirmed as unique. If you can say to your potential buyers that the content on your website has passed at Copyscape then you are going to add value to your website.

Remember though that both Copyscape and outsourcing articles will cost you money and reduce your potential profits.

However, outsourcing your article creation will speed up your website creation, which means you can potentially create more sites in the same amount of time. It could also mean you can spend more time promoting the website and building its traffic up.

You can use some private label rights on your site to add more content for sale, but if you want the highest price you should ensure all the articles are unique. This means re-writing the PLR content by around 50% minimum.

Unique content will add a lot of value to your website and make it much more likely to sell. Many people who are flipping sites can't be bothered creating unique content and just use either PLR or scraped content from the article directories.

When designing the website it needs to be clear and very easy on the eye. If the site looks good then it will be easier for you to sell.

Make sure the colors match the niche and are appropriate. A health niche would not tend to use dark colors, for example, but a gaming niche may well do.

A good looking site will be more appealing to visitors, which is what your potential buyers are looking for. An eye catching and attractive site will be one that sells very easily.

You should get professional and unique graphics done for your website. You could use a pre-existing template, but this will take away from the value of your website.

A unique set of graphics, custom designed for your website will cost you some money – possibly \$50 to \$80 depending on the designer. However, this will add a lot of value to your site.

Throughout your site, use graphics and video where necessary to help get your point across, but not to fill space.

These tips will help you to create a website that will sell and earn you some good money. Sure, these tips will take you some time, but they will add a lot of value to your website and make it much easier for you to sell.

Remember, you need to do everything you can to make the whole sales process easy and to make the website very appealing. The above tips will ensure your website earns you the maximum cash.

Increasing Value With Traffic

A website with unique content will earn you a certain amount of money. If you add traffic to your website then you are going to increase its value further, particularly if that traffic results in earnings.

People who buy websites are looking for proven websites. In the current economic climate they are less likely to take a risk on a website with just content.

If the site has traffic and earnings, particularly if they are established, i.e. for at least a month, then the website will be more valuable to your potential buyer. There is even less work for them to do as the site is already earning and has traffic.

You are looking to get organic search engine traffic, as this is the most valuable. You could buy some traffic, but your potential buyers are likely to notice this. Being caught out for this sort of trick could ruin your reputation and your chance of selling websites in the future.

The tips in an earlier section of this book will help you optimize your website for traffic, but there is more you need to do in order to start getting traffic.

Firstly, use a service such as www.OnlyWire.com for social bookmarking. This is a great site that will submit your website to many of the social bookmarking sites.

Don't social bookmark the root of your domain, but social bookmark each of your individual pages. Bookmark one or two pages per day until they are all done in order to avoid any potential spam accusation and getting your account banned.

Article marketing is still an excellent way to get traffic to your site. Write articles based around your keywords with your keywords as anchor text in the resource box and submit them to the article directories.

Make sure you submit them to www.EzineArticles.com but also submit them to other directories such as www.GoArticles.com www.ArticleDashboard.com and others. If you have some article submission software, then you can use that too. Manually submitting articles to directories can take some time to do, so just pick the top ten and submit to them.

Remember your articles are focused on getting people to click through to your website and to help you rank well in the search engines.

Yahoo! Answers is another create source of traffic and to help you rank in the search engines. The trick to succeeding with Yahoo! Answers is to provide valuable information in the form of your answer.

Don't include any links in your actual answer unless they are specifically asked for. The best place for the link to your website is in the resources section of the answer. It will get noticed, your answer will get ranked and people will click on it.

Blog commenting is another method of building backlinks. To succeed with this means you have to find relevant blogs and leave good quality comments. Don't leave junk comments such as "Good post" or anything like that.

Make sure the comments add value to the blog as there is more chance of them being approved and accepted on to the blog. Add additional information to the post or disagree with it. Whichever, make sure you have the evidence to back it up.

Pretty much any of the usual traffic building techniques apply in this situation. Anything you can do to generate traffic and increase your rankings in the search engines is a good thing. The higher you can rank for keywords and the more traffic you have, the more valuable your website will be to your buyers.

Another technique that works well is to create sites on web 2.0 properties such as Squidoo, Blogger, Wordpress.com, Hubpages and more. Create all of these

with unique content and under new accounts because you can then hand these over to your buyer as part of the deal. This will further increase the value of your website to your buyers.

If you can get yourself ranking well for popular keywords and provide this as evidence when you sell your website then it will increase the value of your sale. Being in the top 10 rankings in Google for your keywords will help add a lot of value to your website.

Generating traffic to the website you are planning to sell will increase the value of your website. Potential buyers are looking for a website they have to do minimal work on so the more you do, the less they have to do!

Site Flipping Tips

This section is all about providing you with some tips and advice in order to maximize your profits and to ensure your site sale goes quickly and easily, without any hiccups.

The key to maximum profit and a rapid sale is to make your offer a no brainer value proposition. If you add web 2.0 properties such as Squidoo lenses, Blogger blogs and more to the deal, then that adds further value to your site sale.

Make sure these sites contain unique content and point towards the site you are selling. If you create these under a new username then you can simply hand the password over to the buyer. Focus each of these sites around a specific keyword and use it to build on the content on your main site.

If you are aiming for a high payout for your site then performing some directory submissions would be a good idea. You can find people to do your directory submissions either at the [Warriors forum](#) or at the [Digitalpoint Forums](#). Alternatively, you can purchase software and do it yourself. [Icansoft's DirectoryBot](#) is a good tool, but only submits to around 500 directories.

Paying for each site to be submitted will soon add up, you can expect to pay up to \$50 a time, which will obviously reduce your profit unless you are aiming high with your price.

The small price for software such as Directorybot makes it very worthwhile and is mostly automated – all you have to do is enter Captcha codes. You can state that your site has been submitted to 500 website directories in your sales letter and this will add value to your proposition.

Spend your time focusing on getting your site ranking for the keywords that you are targeting. If you can get to number 1 for your keywords, or even in the top

3, this will add value to your site. Ideally, for the keywords you are targeting you want to be in the top 10 Google search results.

State the keywords and let people do the searches themselves to prove this. This will provide very good social proof. People who aren't ranking well wouldn't provide this information, so allowing people to go and look for themselves will help to convince them of the value of your site.

One thing that is very popular is to offer a period of free hosting with your site and then charge them a small fee per month. Typically one to three months free hosting is adequate as it provides them with plenty of time to move their site to their own hosting.

You can offer them the chance to stay on your hosting for a nominal fee. How much depends on the size of the site and the projected bandwidth usage. Around \$5 a month is a good price for a normal site without heavy usage. Not everyone will take you up on this, but some will and it creates a nice additional stream of income for you.

You need to have a reseller hosting account if you are going to take site flipping seriously. [Hostgator](#) provides great value accounts with excellent reliability and service – two very key points when picking hosting. Reseller hosting allows you to treat every single website as an individual and for you to provide your buyers with a separate username and password to access their own website. This means you are not compromising the security of your other sites when you sell. It makes you look like a professional and will make the sale easier.

Many people who start site flipping make a fatal mistake ... they try to follow the herd and do what everyone else is doing. Following the herd seriously limits your earning capability. By all means watch the herd and see what is profitable, but don't chase after the same things they are.

If everyone starts using the same theme (which they did) then try a few sites on it, but don't blindly follow them. The marketplace soon becomes saturated and your buyers want sites that are unique and stand out from the crowd.

Your buyers don't want yet another weight loss site that looks like all the others on the market. They are after something unique, that looks good and stands out.

This doesn't mean just find a unique design, it also means look for unique angles and approaches to creating and selling your websites. A unique angle and unique site will literally fly off the shelf.

Your buyer is looking for long term sustainable earnings. They don't want to buy a website and find that the earnings disappear in a month or two.

When creating your site keep this in mind and provide value for your buyer. You will find that after a while you will have a list of people you can offer your sites to before you put them on any of the many marketplaces.

This means you can get a rapid sale, you may get custom orders, and it will improve your cash flow and help you build a good reputation as a quality builder of sites.

Many people who flip sites put themselves and their profits first. They don't really think about what their buyer is looking for and just consider how they can make money from a site flip.

By keeping your potential buyer in the forefront of your mind throughout the design and development phase, you will make sure that your site sells easily. Your site listing will stand out from the crowd and you will quickly gain a reputation as being a seller of high quality sites, which will only increase the value of your websites.

Advertising Your Site For Sale

In the videos on the websites where you can sell your sites you saw some good and some bad listings. The key to making your site sell is to provide all the information a potential buyer wants up front and to be honest.

Make sure you state that you create sites for site and that is why you are selling it. If a site is a few days or a month old and you say "I don't have time to run it" then it doesn't ring true. Just be honest and you will find that you will the sales much easier. If you are dishonest at any stage, even slightly, then it will cause you a lot of problems and potentially ruin your business, and you don't want that.

Provide screen shots of your traffic and earnings, but make sure you don't show too much. Google, for example, don't like you to show too much information when it comes to your earnings, so make sure you are familiar with the bits you can and can't show. Just show the site and the amount it earns, and blur out the rest such as earnings per click and so on.

If you have Google Analytics installed on your site (which is highly recommended) then you can offer to provide your potential buyers access to this to see the statistics. If you are asking top dollar for your site then this is an important thing to do because your buyers can see for themselves your traffic sources and earnings and it will help make the sale easier.

Google Analytics does provide a way to allow other people access to parts of your account, so familiarize yourself with this and use it.

If the information is unique then state it. If it is not, then state it. Provide your buyers with all the information they need in order to make an informed buying decision. Think about what you would want to see and know before you bought a site and make sure you include all of that information.

The best place to sell your site is www.flippa.com. You can sell sites on the Digitalpoint forums and eBay, but you are not going to get as much for them. If you sell your site on eBay you may be fortunate to get a few dollars for your site, and that is if you are lucky!

There is a newcomer on the block, the [Warriors forum](#) has opened a section for selling sites. It costs you \$20 to list your site there but there are some big name marketers there. How much it will take off is anyone's guess, but it may be a good place to sell sites and is worth checking out.

Flippa will charge you to list your site for sale as shown below in their pricing schedule.

Listing Fee	\$19
The listing fee is paid by the seller when the listing is created.	
Success Fee	5.0%
The success fee is paid by a combination of the buyer and the seller when the auction concludes successfully.	
Success Fee Cap	\$498
The success fee charged will never be greater than this cap.	
Success Fee Minimum	\$5
The success fee charged will never be lower than this minimum.	

You can see that whilst they charge you \$19 to list your site, they charge you 5% of the sale price up to a maximum of \$498. You can choose to split this fee with the buyer, make the buyer pay the whole amount or pay it yourself.

Flippa recommend you split the fee between yourself and the buyer. However, if you want to make sure your sales goes through quickly and easily, you can choose to absorb the success fee and pay it yourself. That can often really help with a sale, but be prepared for it to take a cut off your profits.

Like eBay, Flippa earn more money by offering you some upgrades to your auction. These make your auction stand out from the crowd but whether they actually improve sales is another matter and would need testing. What they do say to your buyer is that you are confident in your site and that it will sell because you have paid for the upgrades.

Listing Featured on the Front Page	\$29
Your listing will be featured on the front page of Flippa for a limited period	
Listing Title in Bold	\$5
The title of your listing on the front page or in search results will appear in bold to make it stand out and get you more traffic!	
Listing Row Border	\$8
Your listing will appear with a border around it both on the front page and on the listings page.	
Listing Row Highlighted	\$5
Your listing will appear highlighted in color both on the front page and on the listings page.	
Hide from search engines and non-logged in users	\$19
Your listing will not be included in search engine results, and won't be visible to users who aren't logged in. This will significantly decrease the exposure of your listing but make it very private.	

If you want to use these then feel free, but remember, the cost will be offset against your profits. Don't use the last option unless you are selling a site that you want to keep very private. This last option means a lot of people won't see your listing and you will get less people bidding.

Listing a site at Flippa is very easy to do. All you need to do is click on the Sell A Website button on the front page of the site.

Site Information

Step 1 of 6

* indicates required fields

SITE DETAILS

Domain Only— Select this option if the auction is only for a domain name

URL:*

Date Established:* 

CONTENT

Content is Unique— content on this site was created especially for this site, and will not be resold in future.

Content is Not Unique— content on this site is placeholder or re-purposed content that has been or may be reused on other sites.

This is the first part of the information you need to fill in to sell your site. You can see that it is possible to just sell a domain name here as well as a complete website. Make sure all the information is completed and is honest – people will spot a lie and it will ruin your sale.

If you create your site with purely unique content and then provide the successful buyer with some PLR articles they can use on the site, you can honestly check the “Content is Unique” box and that will increase the value of the site significantly.

DESIGN

Design is Unique— design of this site was created especially for this site, and will not be resold in future.

Design is Not Unique— design of this site has been copied, reused or can be reused on other sites.

REVENUE DETAILS

Average Monthly Revenue:* \$

Revenue Sources: Products Services Advertising

TRAFFIC DETAILS

Average Uniques per month:*

Average Page Views per month:*

You will need to provide some revenue and traffic details. If you have followed the instructions in this training program you will have some details to put in here. If you don't then put a zero in each of these boxes and state in the auction text itself that the site is new and has no traffic and revenue.

This won't completely scupper the sale, but it will mean that your sale price will be significantly lower than it would be if it had sales and traffic.

There are two options for actually selling your site, you can sell it as a private listing or an auction. An auction is the one you want to use unless you are willing to wait around months for the right offer to come around.

PRIVATE SALE OR AUCTION

- Auction - a listing with a reserve price and bids made public (up to 30 days)
- Private Sale - a long listing which solicits private offers (up to 6 months)

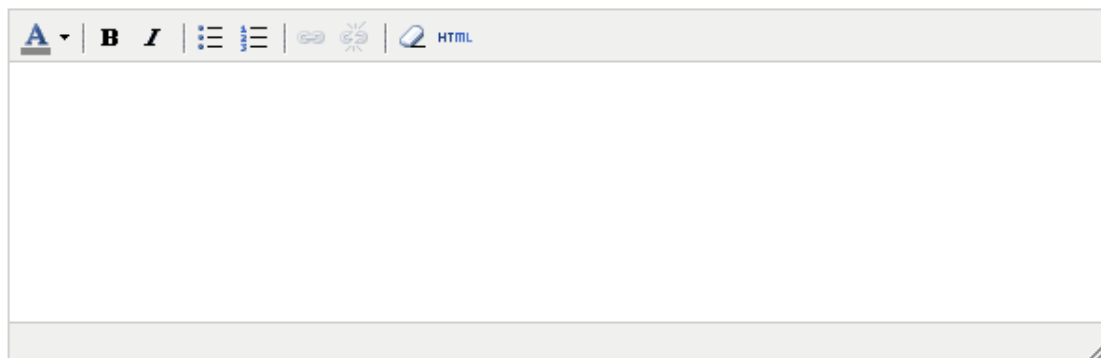
LISTING DETAILS

Title:*

Subtitle:*

Listing Length:*

Description:*



A rich text editor toolbar with icons for text color, bold, italic, bulleted list, numbered list, link, unlink, and HTML. Below the toolbar is a large, empty text area for the listing description.

In the listing details box make sure you put all the information your buyer needs to know about the site, including why you are selling it, what's in it, earning potential (not hyped) and more.

Your title needs to be something that grabs people's attention and makes them want to open your listing. If the site has page rank, earnings and traffic you want to include this in a title.

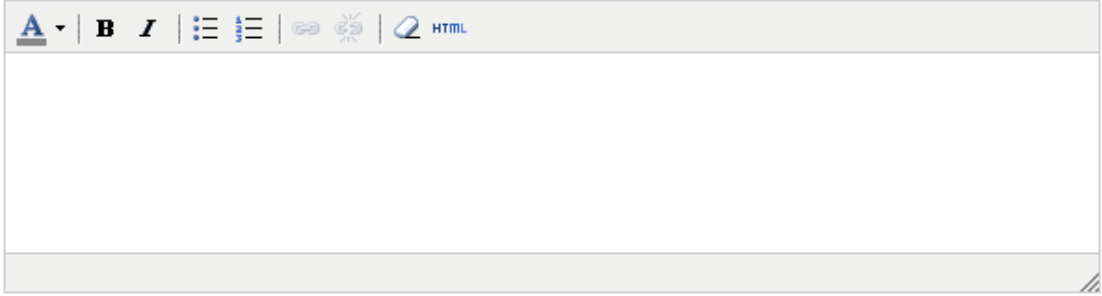
"Colon Cleansing website for sale" is a bad title – it doesn't tell people anything about the site and grab attention.

"PR2 Niche Health Site Earning \$100/month" is a good title as it instantly shows this site has earnings and page rank, which will attract your buyer's attention.

The listing length depends on how quickly you want the money for your website. If you can wait then list it for 30 days and update the listing with any new traffic or revenue details. If you want the money quicker then look at a 5 to 10 day auction.

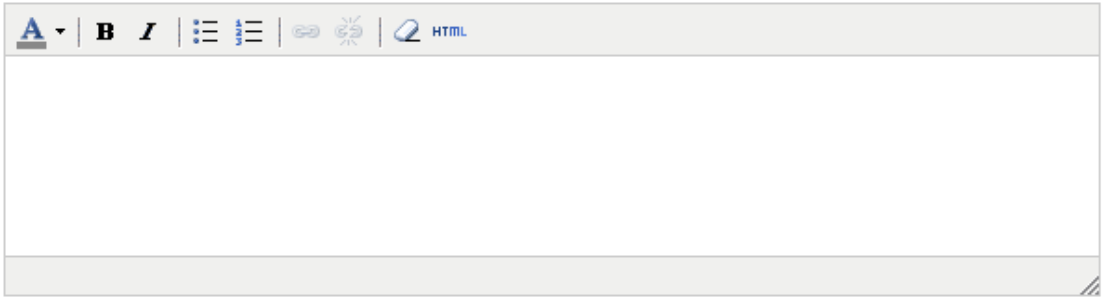
REVENUE DETAILS

Revenue Details:*



TRAFFIC DETAILS

Traffic Details:*



This page also has space for traffic and revenue details. Be honest with these and tell your buyers where the traffic and revenue is coming from. If the revenue is from AdSense and Clickbank then tell them as it will help them to understand how the site is monetized.

Likewise, if your traffic is from the organic search engine results, forums or affiliates, state it here. Your buyer needs to understand where the traffic and revenue is coming from in order to make a buying decision. Your purpose as the seller is to provide all the required information in order for your buyer to make the buying decision quickly and easily.

You can add screen shots of the site, which you can upload later on in the process.

Next you have to set your pricing options. If you are not sure what to charge for your website then look through the other listings and find similar sites and see what they sold for / are selling for. Failing that, set a reserve at the minimum you are willing to accept and start the auction at \$1 and see what happens.

BIDDING OPTIONS

Reserve Price:* \$

Starting Bid:* \$

BUY IT NOW OPTIONS

Buy It Now Price: \$

Require the buyer to purchase through paypal to end the auction

PayPal Email Address: *

You can set a buy it now price as well. One thing people are doing is offering a bonus if people use the buy it now price. For example, your site has a buy it now (also known as BIN) of \$200 and you may state that if the BIN is used the buyer will get an additional 10 unique articles to use for the site (which will be worth around \$80-\$100).

This little ethical bribe can often make it worth while for the buyer to pay that little extra to get the unique articles. Try it out on your auction and see what happens. It works better on the lower end of the market rather than high value sites and can sway your buyer into making a purchase.

PAYMENT METHODS

Payment Methods You'll Accept:

- Credit Card
- Western Union
- Cheque
- PayPal
- Electronic Transfer
- Escrow.com

SUCCESS FEE

How do you want to pay the success fee? [\(What is this?\)](#)

- I'll pay the 5% success fee
- I'll split the success fee with the buyer (2.5% each)
- The buyer will pay the 5% success fee

You can then choose which payment methods to accept. If you are selling your site for a high price then Escrow.com is a good choice. This provides the buyer with a degree of security because they pay the money to Escrow.com, you transfer the site to them and then they release the money to you. It means they are not sending a large sum of money to someone and risking not getting a site for it.

Escrow.com will charge you for the pleasure, but it provides the buyer with a great deal of peace of mind, so is worth providing if you are expecting thousands of dollars for your site.

Transaction Amount (Merchandise + Shipping)	Standard	Premier
\$0-\$5,000	3.25% (\$25.00 minimum)	6.3% (\$25.00 minimum)
\$5,000.01-\$25,000	\$162.50 + 0.26% of amount over \$5000	Not available.
\$25,000.01 +	0.89%	

The above table shows you how much Escrow.com will charge you for using your services and then there are possible charges for them sending your payment.

Disbursement Method	Fee
Check via regular mail	No charge
Check via overnight courier, U.S. only	\$30.00
Check via overnight courier, International	\$60.00
Domestic wire transfer	\$20.00
International wire transfer	\$40.00
Electronic Check (ACH), U.S. only	\$10.00

You can see from this that if you want your money quick and you are outside of the USA it is going to cost you! However, it is worth using this site for the protection it gives your buyers and it can make the difference between making the sale and not when it comes to high ticket websites.

Once you have chosen your payment methods then you need to select any upgrades you require, confirm your details and make your payment to list your site.

It is then live and people will see it and start to bid on it and hopefully it won't be long before you make a sale.

Make sure that you state everything we have discussed in this book and in the accompanying videos. This will make sure that the sale is easy, minimal hassle and that you appear to be a professional seller and someone to take seriously. This will make your sites sell quicker and easier and help you create a good income from site flipping.

Conclusion

Site flipping can be a full time income for you or it can be a bit of extra income. It depends on how much time you have to work on creating sites and what you want to do with your business.

It can be a great way to earn some money in order to invest in the tools you need as an Internet Marketer and to have some income coming in whilst you create you own network of sites and information products.

Succeeding as a site flipper means you have to stay away from the herd. You keep your eye on them but you don't follow them around and hope for the best. You take control of your business and create sites you know are going to sell using the techniques detailed in this program.

Make sure your sites are unique, both in content and design. If you can approach a niche from a unique angle as well then that will help you.

You are going to earn more as a site flipper from providing quality sites than you will from trying to sell hundreds of poor quality sites. Quality sites will sell, whereas poor quality sites will not, leaving you out of pocket for the site listing fees.

Remember that in your listing you have to be honest and truthful. Any lies will get found out and it can ruin your reputation as a site flipper. You can tell people that you sell sites as a part of your business and they will be ok with that.

It is when you get a bit vague about why you are selling a site that people get suspicious. Your buyers don't mind why you are selling your site, so long as it is for legitimate reasons.

To summarize, let's just outline a step by step action plan for creating and selling a site.

- 1) **Pick a topic** : Find a topic that will earn money for your potential buyer. You are looking for hot, evergreen markets with long term earning and traffic potentials in order to command top dollar.
- 2) **Research your keywords** : Pick 10-20 long tail keywords that you can use to rank quickly for and get traffic. You are looking for low competition and high traffic keywords.
- 3) **Create a site** : Base your site around these keywords. [Wordpress](#) is a very good platform to use due to its flexibility and ease of use. It's very popular with buyers too.
- 4) **On-page SEO** : Optimize all the pages in your site for the search engines.
- 5) **Build links** : Build as many incoming links to your website as you can. Make sure these are targeted to your keywords.
- 6) **List & sell** : List your site for sale on Flippa.com, sell it and enjoy your profits!

This is a very simple break down of the content of this program so that you can easily create your sites and sell them.

The next step is for you to take action and follow through this 6 step plan above and implement it. Now you have finished reading this book, find a niche, find some keywords, register a domain name, create a site and sell it.

Quite seriously, you can earn a full time income from this!

Enjoy your time as a site flipper and remember to let us know if you have any questions or comments about this program at your help desk

Resources



This is the most comprehensive set of Wordpress tutorials available and perfectly compliments the Site Flipping Blueprint manual. Taking you by the hand and leading you through everything you need to know about Wordpress, you will be able to set up websites in under 30 minutes with this program available from

www.WordpressDemystified.com.

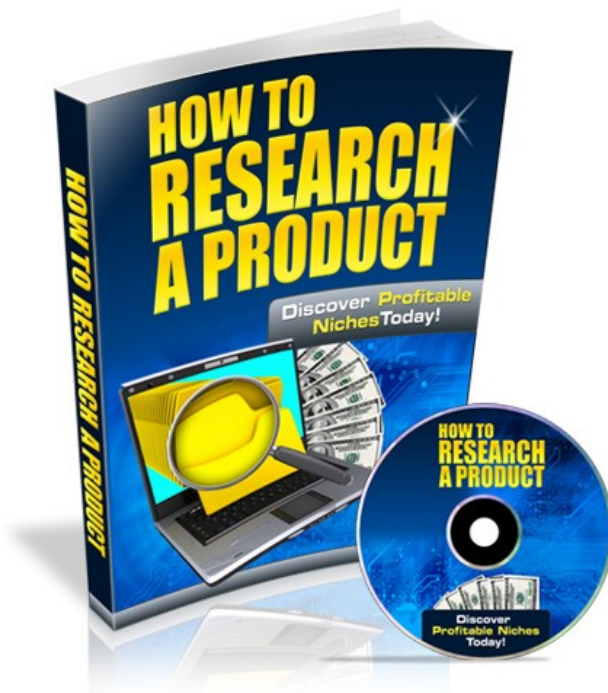


Web 2.0 properties are very hot and adding these to your site flip can increase how much you earn from the sale. This video guide will show you how to set use these web 2.0 sites for maximum profit. Available from

www.newwebtrafficsecrets.com.



Learn the different ways you can monetize your site in order to maximize your profit when you flip it. Discover the many streams of incomes you can add to your site at www.howtomakemoneyfromtraffic.com.



Niche and product is vital if you want to ensure your website is going to sell. This program has been specially created to help you research products and find profitable niches to create websites on to sell. This step by step video guide will help you maximize profits from your site flipping. Visit www.howtoresearchaproduct.com for more information.



The ultimate guide to creating profitable information products. Take your website flipping to the next level and sell complete information products and increase your earnings further. Visit www.infoproductsdemystified.com for more information now.