

DISCOVER **10** WAYS TO
BECOME A SUCCESSFUL
WEBSITES FLIPPER



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Blog Flipping: Facts Which No Blog Flipper Should Ignore

Many big companies and entrepreneurs have realized the importance and hidden potential of a popular blog. These companies, however, lack the patience, energy or time to build one. Hence they do not mind paying for an established blog. It is because of this reason that blog flipping has become one of the fastest growing businesses on the internet.

There are two different ways of going about blog flipping:

- 1) The first method is to determine on a blog which has a huge potential but is not producing the desired results due to some shortcomings and weaknesses, and to purchase it. Then boosting the traffic and the sales of the blog to the requisite level, will definitely attract potential high paying buyers to the blog.
- 2) The second and the most popular method is to develop a domain on a universal niche, develop a blog and to sell it for huge profits.

Some important facts about blog flipping which demand due importance from professional blog flippers are:

- 1) It is of prime importance to be thorough with the research on the niche. Any blog can be sold for a big amount only if holds value for the potential buyers. The same goes for the website which you are considering to purchase. Any website which is attracting your investment should have the potential to attract buyers, of course with a bit of renovation, remodeling and boosted traffic.

2) There are different types of companies which are interested in different types of blogs. Some companies might only blogs with huge traffics and might overlook the profits, as they are confident of their products and services, and are certain about converting the huge traffic into sales.

3) However, it would not be an exaggeration to say that majority of the buyers look for blogs with profits. It is best to refurbish a blog till it starts generating a decent regular income. A profitable blog is bound to get sold for a higher price.

4) Selecting an apt niche, a domain name which reflects the essence of the website and quality content can increase the value of any blog several folds. One also needs to be cautious enough to determine on a quality product.

Once you are done with the above steps, you should not be facing any issues in selling the flipped blog at any of the auction sites at considerable profits.

2

Easy Ways to Make Money through Website Flipping

Website flipping has emerged as one of the most lucrative businesses on the internet today. There is no doubt that website flipping if done professionally can result in unimaginable profits, that too with very little or no investment. There are primarily two ways of entering into the exciting business of website flipping:

- 1) Creating one's own websites: creating one's own website can save one from any investments as one can create a great website with quality content, purchase an impressive domain name, monetize the flip website to a required level and then find a suitable buyer for it on one of the popular auction sites.
- 2) Purchase an existing website and renovate it: It is an easier and faster way of entering the business; however it does require some investment.

Some important steps involved in making money through website flipping are as follows:

- 1) Acquiring a good domain name: A domain name which is short and sweet, and at the same time reflects the gist of the content of the website can take any business a long way. Hence, acquiring a good domain name plays a very important part increasing the value of your flip website
- 2) Create or find a template: The next important step is to create or find a suitable template which goes well with the determined niche.

One also needs to have basic HTML skills to ensure that all the other pages are linked to the home page. Adding free Photoshop templates to the flip websites will give the website a very professional look, increasing the value of the websites considerably.

3) Monetize your flip website: Monetizing a flip website will ensure that your flip website attracts high paying buyers. Potential buyers seriously look for monetized sites as it saves them considerable time and energy. They just have to start the promotion of the website through affiliate links. While monetizing your site, it is highly recommended that you consider products only from Clickbank and AdSense. Unlike other sites, these two sites are very liberal, and hence the buyer will not face any problems in the future.

4) Sell your flip website: Before selling your flip website, ensure that you covered all the necessary steps like increasing the traffic and the sales. One should also try to improve the ranking of the website on search engines; as such websites are sold for a higher price. Once you are sure that everything is perfect, you can sell the flip website on sites like Ebay, Digital Point or Sitepoint.

3

Facts to consider before purchasing a website for flipping

Any professional webmaster would consider purchasing a website for a low price, with an intention to renovate and restructure it to gain big profits. However, there are not many webmasters who are unable to gain the expected profits from their venture. Their disappointment is mainly because they overlook some important aspects before purchasing a website for flipping.

Given below are some very important facts to be considered before purchasing a website for flipping:

1) Purchase a website with original content: On any auction sites, there won't be dearth of websites with perfect looks and designs; however, it is very important to check the content and articles of the website with sites like Copyscape or Dupefree for originality. If these sights confirm the content as duplicate, then it is better to ignore the content from the site's value, as it is more than a probability that you will have to change the entire content to increase the value of the website. A site with duplicate content is likely to score a very low rank on any search engine.

2) Be wary of banned sites: It is a well-known fact that a banned website is of no use to anyone. Hence it is advised that before determining on the purchase of the website, it is in the best interest of any website flipper to check the website with iwebtools.com to ensure that the website is not banned by Google.

3) Always prefer websites with quality back links: Back links play a very crucial part in securing a better rank on the search engines. Try to give more importance to websites with quality back links. Of course, quantity is also important, but a website with 10 quality links should be preferred over a website with hundreds of broken or inferior back links.

4) Look for websites with better ranks: Websites which score better ranks on search engines are likely to attract more traffic than websites with lower ranks. Any website flipper should try to purchase a website with a good rank which can be improved considerably with a bit of effort and skill. A website which ranks high on the PR ladder can assure you much better profits.

5) Beware of scammers on auction sites: It is not uncommon to find beautiful websites on auction sites with great site statistics. However, it is advised not to get carried away with the site statistics mentioned in the details, as they might not be true. The world is not an ideal place and hence it is in the best interest of your business to check the relevancy and accuracy of all the given statistics yourself.

By following the above mentioned simple tips, any website flipper has a better chance of securing a good deal, which is bound to give him higher profits in the future.

4

Website flipping: Why Do People Fail?

Website flipping is undoubtedly one of the fastest growing industries on the internet. However, it is also a fact that the industry is hyped to some extent, as there are not many web masters out there who confirm to have gained huge profits from the business of website flipping. So what differentiates a successful website flipper from a website flipper who is a failure or is not that successful?

This article aims at helping all those website flippers who are considering website flipping as a serious profession and want to avoid all the reasons which can hinder their success. Please find some important facts below, which will give a clear understanding of the reason why many website flippers fail to make it big in the industry:

1) Lack of thorough research: Website flipping is definitely one of the most profitable jobs on the internet, and hence it does not come as a surprise when many skilled webmasters are tempted to jump into the vocation without researching the niches thoroughly. One fact which no webmaster can afford to ignore is the importance of a dynamic niche. Any website, however well-designed, is going to attract potential buyers only if it includes a topic which is of interest to many.

2) Determining on a niche which cannot be monetized: It is not only important to determine on a popular niche, but it is equally important to check the feasibility of the monetizing factor of the

determined niche. One of the primary reason for the failure of many webmasters is that they do not give due importance to the monetizing factor. Websites with niches which are difficult to monetize are likely to fetch very low or no profits.

3) Neglect content: Quality content plays a very decisive role in determining the value of the website. Any website with a poor content is bound to be ignored by many buyers. Poor content is an indication that the website was dealt by an unprofessional, and hence is very unlikely to attract any high paying buyers. No doubt that, a website flipper who does not attach due importance to the content factor, is very unlikely to become a successful website flipper.

4) Outrageous pricing: Many webmasters do everything right with website; however demand such a high price for it that many potential buyers lose interest in such deals. However good a flipped website is, it should be reasonably priced, for the buyer to find it attractive and profitable.

5) Substandard appearance: The look of the website plays a major role in getting high paying customer as the look is the first thing which is going to bring the buyer closer to the deal. Any website flipper, who fails in beautifying his website, is very unlikely to make it big.

If you are a website flipper who is diligent enough to avoid the above mentioned reasons for failure, you should not be surprised when success knocks your door next time!

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How to become a successful Website flipper

With more and more people getting hit by the incompetency of various internet marketing tools, many of the webmasters are turning towards website flipping to convert their losses into considerable profits. No wonder website flipping is one of the most booming industries on the internet today. However, it is a fact that website flipping is not everyone's cup of tea as it requires certain skills and intelligence to make it big in the website flipping industry.

This article aims at helping those budding webmasters who want to make it huge in the world of website flipping. Given below are some tips on how to become a successful website flipper:

1) Assess the value of your websites as well as the ones you are eyeing on: There are innumerable underestimated and undervalued websites on the internet. If you are planning to purchase one of those websites, or if you already own such websites, knowing the exact value of those websites will take you a long way. It is also recommended to evaluate the value of the websites which you are considering to sell. It not only keeps you well informed about the potential profits, but will also give you an edge over the competition.

2) Concentrate your energies on refurbishing and modernizing the website: The next step is to maximize the market value of the website by using ones remodeling and renovating skills like split-tests and keyword optimization. Aspects like a superior domain, interesting niche as well as a customized

logo are bound to boost the value of your website. Quality content is another aspect which should not be undermined by anyone who wants to become a successful website flipper, as it has the potential to significantly increase the value of any website. Also ensure that your website includes at least 10 to 15 high quality back links .

3) Sell the website to highest paying buyer: A professional website flipper should come to terms with the fact that there are numerous companies and entrepreneurs who will be more than interested in buying an established websites with a huge traffic. One should try to fix the deal for maximum profit. Some of the websites which can provide a good platform for selling your website are www.websitebroker.com and www.buysellwebsite.com . One only has to be intelligent enough to mention the important web traffic statistics of the related website and the reasons for selling it.

Once you have done your part, you can simply wait for the best buyer to offer the best price for your flipped website, and can fix the deal.

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Website Flipping: 5 Ideas on Selecting the Right Domain Name

Domain name plays a very crucial part in realizing higher profits than expected. A website with an apt domain name is more likely to be the focus of many high paying buyers. The following are some tips and advices which will help you in deciding on the right domain name:

1) A domain name should reflect the essence of the website:

A suitable domain name can work wonders for any business, as it stands for the business's online identity. Website flippers should make sure that the chosen domain name is short, impressive and memorable. A domain name which performs well with the search engine rankings and reflects the essence of the content of the website is bound to go for a higher price.

2) A domain name should be keyword oriented: Before deciding on the final domain name for your flip website, one should research on the internet to find out the most searched keywords related to the concerned business. A website flipper should try his level best to include that keyword in the domain name. Not only in the domain name, the important keywords and phrases should be intelligently included in the content of the website as well, as it takes the website a long way in securing better ranks on the search engines.

3) Keep the domain names away from brand names and trademarks: Any professional webmaster should care enough to

avoid using any brand names or trademarks in the domain names. It is essential because many potential buyers hesitate to buy such websites. Any domain name which is most likely to infringe the trademarks of any company is bound to lose favor in the eyes of buyer.

4) Always determine on a dot com domain name: If your plans of website flipping does not include the monetizing part, then a dot com domain name is best for your flip website. A dot com domain name especially works well for business and commercial websites.

5) Register similar domain names if possible: Registering similar domain names is very likely to result in almost double the profits for website flippers. It is especially true, as many companies and entrepreneurs who buy flipped websites with plans of huge businesses. These buyers with big plans do not mind paying extra to avoid any hassles with cyber-squatters in the future.

Selecting a right domain name requires a lot of patience and research. An apt domain name has the potential to make your flip website rise above the competition and hence will result in huge profits for you.

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5 Tips on Selecting the Right Niche for Website Flipping

Selecting the right niche is one of the most obvious secrets of a successful website flipping business. Most of the successful website flippers affirm the fact that the choice of a suitable niche can make or break the business. Most professional website flippers determine on a niche which is of universal interest and hence is more likely to attract a large number of potential buyers.

Given below are some tips on determining on the right niches:

1) The first and the most important tip, as discussed above, is to select niches which are bound to be of interest to almost everyone. Of course, no topic can be of interest to everyone, but the approach should be to decide on a universal niche which is very general in nature and hence is bound to create great interest among potential buyers. Some examples of such universal topics are health, fitness, love, relationships, movies, fashion, home décor, sports and entertainment.

2) If none of the above topics interest you or if you are one of those who believe in doing your own research, then you are advised to determine on a niche on the basis of its revenue potential. It is also advised to broaden the niche as much as possible, as broad niches are more likely to attract higher paying clients.

3) One's research should include the thorough understanding of Sitepoint market places. One's motto should be to find the types of

websites which are sold or create interest among the buyers very frequently. One should also try to understand the underlying reason of the interest of the buyers in those websites.

4) Also look for websites which did not manage to create any interest in the buyers, and try to understand the drawbacks and the loopholes of such websites. The best way is to compare them with similar websites which had great selling potential. One's aim should be to determine if one can improve the low potential website to a high potential one.

5) To come across niches which have high demand, but have very low or no competition, is any website flippers dream. One can find such interesting niches on applications like Google trends which gives one detailed data about the latest searches. Because of the low competition, it is more than a probability that with a bit of effort one can secure good ranks on search engines for such websites, which in turn result in high traffic and earning potential. Because of all these features, these websites have the potential for getting sold for a very high price. One can also study the marketplaces of networks like Click bank, to have an understanding of products which sell easily and are high paying as well.

8

Tips on selling Flip Websites for a High Price

It would not be an exaggeration to say that the market for flip websites is constantly growing. Many companies and entrepreneurs do not mind paying big bucks for decently established websites on relevant niches, as they do not have enough time and energy to spend on building a website from scratch. On the other hand, a website flipper is a professional who uses all his skills and talents to establish a website to sell it for a good profit.

The following are some tips to sell flip websites for the maximum price:

- 1) **Excellent presentation:** In the website market, nothing sells better than a superior presentation and appearance. A flip website with a professional appearance will attract many buyers to your website.
- 2) **Prove Boosted traffics:** The details of the website should include all the important site statistics like increased traffic. Any potential buyer is bound to bend upon a flip website which has proven record of regular traffic which will surely continue for some time in the future. Big companies do not mind paying huge amounts for websites with high traffic, as they are positive about converting the traffic into sales.
- 3) **Income statistics:** Any potential buyer would shell out big bucks, only if your website justifies the price. Providing the potential buyers with a very realistic picture of all the investments, expenditure, and profits, will encourage the buyers to fix the deal

with you. A successful website flipper ensures that the income statistics include all the important components.

4) Set a realistic price: Attaching a realistic price tag to your venture will attract more and more buyers to your flip website. A realistic price is based on the current profits of the site and has nothing to do with the future potential of the website. A professional website flipper never increases the price of the website because of his personal experiences and emotions attached to the website.

5) Select a suitable platform for the sale of your website: This is one of the final yet very important steps which decide the results of one's hard work. Majority of the website flippers will agree with the fact there are some website auction sites which fetch much better price for flip websites than others. It is important to auction one's website on higher paying sites to get maximum exposure and profit.

It would not be difficult to gain high profits on one's website flipping ventures, if the above tips are followed diligently.

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Tips on Improving Traffic to Your Flip Website

Any potential buyer would prefer to put his money on a website which attracts huge traffic. It is very important for a website flipper to ensure that the improvement or renovation of the website include strategies to increase traffic to the websites which can be converted into potential sales. Here are some tips on improving the traffic to your flip website:

1) Submit as many as press releases as possible: Press releases are the best way of attracting traffic to any website. There are many sites where one can submit the press releases, but the trick is to include back links to the URL of one's website as it is bound to increase quality traffic to the flip website. Many webmasters even use this strategy to ensure better indexes for their flip websites on search engines like Google.

2) Create a good site map for your flip website: Creating a complete sitemap for one's flip website can give a comprehensive view of the site. Having a detailed site map facilitates the indexing of the flip websites on the search engines, as the sitemap makes certain that the all the URL's of your website are spitted. An efficient site map ensures that the substance of the flip site is recognized by search engines like Google, which in turn will facilitate the indexing of the website on search engines. Any website can get top ranks on the result pages on the basis of these indexes. It is highly recommended that the site map is rooted in the home

page of the flip website as it makes the job of the search engines much easier, resulting in better ranks on them.

3) Manual addition of the flip site's URL to various search engines and directory listing: This is another great way of making the job of the search engines easier. Manual submission of the URL ensures that one do not have to wait for the search engines to come across your website accidentally while going through some other website's content. It makes the indexing process faster and certain. While submitting the URL's to different online directories, one must make sure that the URL's are submitted in a relevant category.

These tips are very effective as they guarantee better exposure on the internet. Not only that, they also improve the ranking of the website on major search engines, which will certainly attract many high paying buyers to your flip website.

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3 Reasons for any Website flipper to Consider Outsourcing Seriously

Any web master, who considers website flipping as a serious vocation and wants to make it big in the online industry, has to face the constraints posed by aspects like time and energy. For a hobbyist , flipping a website for profit might be an exciting task which can be handled alone, but an individual who has taken this profession seriously and concentrates all his/her energy trying to make it big, certainly needs a helping hand to deal the larger volumes and bigger projects.

Outsourcing helps a website flipper in the following ways:

1) Outsourcing facilitates effective handling of large

volumes: Almost all success website flippers come across a phase when they feel the need to expand their business, as they are not able to handle the volumes and projects alone. Outsourcing allows one to increase the profits by handling higher volumes in less time, without compromising on quality.

2) Outsourcing increases the actual profit: The whole concept of outsourcing is based on the plans of handling more work. Outsourcing is undoubtedly going to decrease the profits per website, but it is also a fact that outsourcing allows one to increase the overall profits as more projects can be handled in a limited time. Though one has to share the profits with another person, outsourcing a part of the project to the right individual is more than likely to take your website flipping business to the next level.

3) Outsourcing allows the website flippers to take the much

needed break: Majority of the successful website flippers are reluctant to take a short break or holiday, as they are scared of losing their regular clients. By outsourcing the work to another talented webmaster, any website flipper can relax and enjoy the much needed break, without troubling oneself with the thoughts of potential damage to one's business and reputation.

Outsourcing is not a very difficult and risky task as considered by many. Especially with the presence of freelancing sites like Digital Point Forums, Scriptlance, eLance, GetAFreelancer and oDesk, outsourcing has become one of easiest tasks possible. However, finding a reliable freelancer who provides quality work might be a challenging job. The best method employed by many experienced web masters is that of hit and trial method where they try a number of freelancers for smaller projects, to create a long lasting relationship with the quality providers.

Thanks for reading,

Amir Rimer

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