

# Website Flipping *Tactics*



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## **How Web site Flipping Works – And Why Would I Want To Do It?**

Back during the 1980's when the North American economy was booming in some areas, many people made money "flipping" houses. They'd buy a small house badly in need of a little TLC, clean it up, do fairly minor fix-up, decorate it in a fresh, neutral scheme – and re-sell it within six months for sometimes double what they paid for it.

When the market crashed in the early 1990's, many of the people who lost their shirts were the investors who had gambled on the real estate market and were highly leveraged with money they didn't have. Being overextended financially, they faced loans and mortgages they couldn't pay, penalties, even legal actions. To make matters worse, they had sold houses with serious problems, having glossed them over with paint and wallpaper to cover a multitude of sins, and grossly misrepresenting them as worth more than proof or appraisals would bear. Almost all of them lost everything.

The ones who came out of the crash in much better shape were those who had not succumbed to unrealistic greed or shady, unethical practices. They bought each house with financing that fit their budget, fixed each one up with basic but necessary repairs and cosmetic alterations, and sold each house for a reasonable profit, without trying to hide flaws or make any misrepresentations.

It was a simple formula – but quite effective.

There were no undisclosed patches hiding seriously leaky roofs or termite damage. They didn't need to falsify any documents to convince buyers that the 1-bedroom "starter home" was a Beverly Hills mansion. If there was water in the basement, or the house had flooded, they disclosed it.

Flipping virtual real estate (websites and domains) is very much like that. During the "boom" years, website flipping was so hot, things got a little silly. But now, everyone is very conscious of the economic downturns, so if you are expecting to breeze in, throw a bit of paint on the walls, and sell your modest one-bedroom fixer-upper for mansion prices, web site flipping may come to disappoint you.

However, if you learn simple, economical and effective "decorating" techniques that quickly enable you to offer a solid little "starter home" website, then sell it for a sensible price, using sound business practices, there's good news. You actually **can** make a profit – and very quickly too.

### ***How Much Will It Cost?***

You can definitely build and sell a web site for under \$100.

(How *much* under \$100 depends entirely on choices you make based on your budget and your goals for the site's development.)

## ***What Can I Expect To Earn?***

You're reading this special report because you're interested in setting up and building or buying and fixing "starter" websites, loading them with basic amenities, and reselling them quickly for a profit. So the first thing you probably want to know is: **"What can I expect to earn?"**

The following chart gives you a rough overview. (The figures are based on what is currently selling today at sites such as [Digital Point Forum](#), [eBayPulse](#) and [Flippa](#), formerly known as [SitePoint Marketplace](#). These numbers are far from cast in stone because the market is in a constant fluctuation – but they **do** offer a comparative ballpark estimate for you to keep in mind as well as exhibiting examples of what type websites sell and what's hot.

**What you do** and **how you do it** can decrease or increase the following averaged selling prices significantly.

As well, depending on other economic forces, prices will also fluctuate and supply and demand for good websites also plays an important factor.

Depending on what conditions exist as you are reading, you will most likely want to check the sites suggested to do further research on the current state of the markets.

The following figures were current at the time of this writing:

## Website Flipping Tactics

Type of Web site	Time Invested	Average Selling Price
<b>Starter Web site</b> , with affiliate store	2-3 hrs	\$47-470 (average around \$250)
<b>Blog, NEW</b> , set up for monetization, with 10 PLR posts	1 day	\$47-470 (average around \$250)
<b>Blog, ESTABLISHED</b> over 3-4 months, small proven revenue from monetization, with 22 original content posts (10 initial, 2 per week afterwards)	1-2 days initial setup + 2 hrs/week till time of sale	<b>At time of sale:</b> If blog earning \$100 mo.– \$800 average If blog earning \$200 – up to \$2,000 If blog earning \$300 – up to \$3,600 ...etc. etc.

As you can see, everything is relative. How much you make to a great extent depends on how much work, time and your own monies, if needed, that you have available to put into a site. These factors will also affect whether or not your site sells for your minimum bid, or is bought instantly at the full price you list it for under the “buy now” option.

Looking at the chart above, you can instantly see the advantages of **monetization**. (More on that shortly).



**Blogs and web sites that do sell for 5 figures** are a perfect example of the principle of fully monetizing a site. These “premium” top-selling blogs or web sites almost always are:

- Well established, usually at least 1-3 years with solid, ongoing site development or blog readership
- Universally popular in a rising “hot” niche; and/or with major monetization, higher page rank and backlinks on record
- Not driven solely by the owner’s personality, but by valuable site content and subject matter

So if you were expecting to bash up a site in an hour and make \$3000 with a “turnkey” starter site, you can pretty much see from your research that it’s just not going to work.

**No matter** what anyone tells you about flipping for “overnight riches.”

However, it’s not unreasonable to expect to be able make \$3,000-5,000 per site after you’ve gained a foothold on the market, **if** you’re willing to put extra research, time and development into each one.

You can, however, continue to provide “starter” websites with basic monetization and optimization in place, making anywhere from \$45 to \$850 at a stretch (depending on how hot your niche is, how strong your domain name is and several other factors considered).

Either way, you still make a profit – and raise fast cash if you’re willing to take the time to improve your virtual real estate.

## ***Getting Down To Business***

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

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

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

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

## ***Doing The Homework***

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

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

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

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

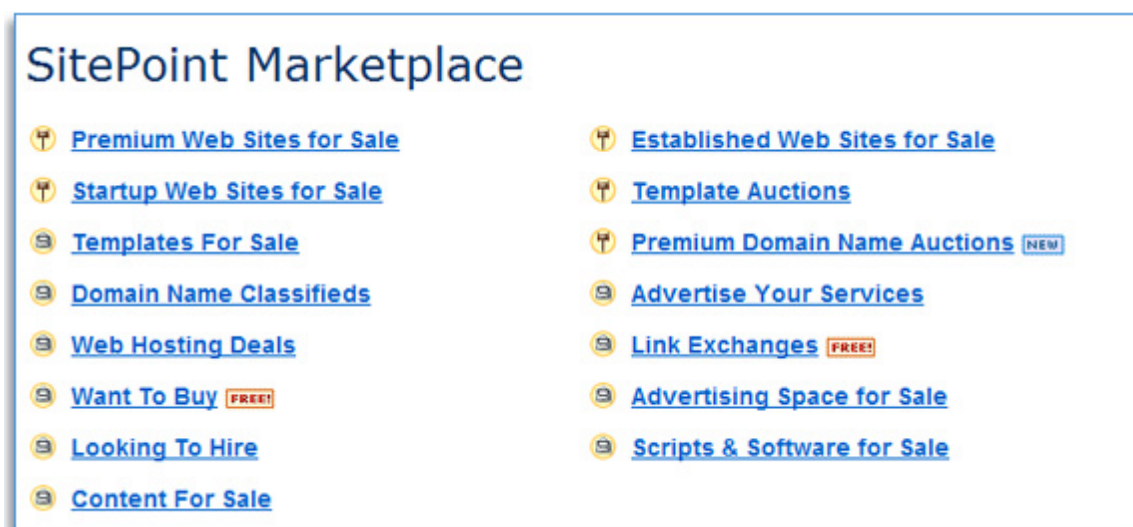
Look at the quality of the sites as well as content. Were there broken links? Did they crash your computer because load in time was so massive? Were the templates out of alignment? (You'd be amazed how many sites you'll find with this sort of sloppy setup.) Was the content junk? The graphics too ugly, or no had no graphics at all?

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

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

Now, just recently, SitePoint became [flippa](#) and while the format is much different, it's one place you'll most likely want to use when selling your own new starter site very soon.

You'll quickly see that the 'sites for sale' have been divided into categories:



**Since** SitePoint halted their format when becoming flippa, you still need to be aware of the "types" and categories your site might fit into. This will help you describe your site and establish a price range.

**Premium** web sites are usually well-established sites with high traffic, ad revenue and an established following. The income they bring in is capable of providing at least a basic full time monthly income to the owner. They seem to sell most often in the \$3,000-\$5,000 range, and can go to six figures on rare occasions.

**Established** web sites are younger, but considered well optimized and monetized. They're more "part time job" income earners.

**Startup** sites are what we'll be learning more about and what we're going to show you how to set up today. (Try thinking `Papa bear', `Momma Bear' and `Baby Bear'. ☺)

Going to [flippa](#) and clicking on any of the websites or blogs listed, examine several individual sites in detail. Enter a keyword search on a website theme you have in mind. This "research" will give you a much clearer picture and a "feel" for the marketplace than ten more pages of text we could add here.

### ***Finding A "Hot" Niche***

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

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

Whatever you pick, you'll want to base your new web sites on "hot" trends and what drives people to gather or visit for additional information and/or resources.

### ***What Do I Need To Do Next?***

There are 5 things that you need to invest in or set up for your starter website or niche blog, before you can reasonably expect to profit from it:

- A Great [Domain Name](#)
- A Good [Hosting Package](#)
- Strong original content
- Search Engine Optimization
- Backlinks & SEO

Out of all these, the most important, hands down, is the **domain name**.

You can do all the smartest SEO in the world, find the hottest niche, and fill the site with great content on a premium template while creating valuable backlinks – but the bottom line is...

- **the domain name is the first thing seasoned buyers will check out, when they're considering your web site**

The domain name can **make or break** the sale.

So how do you find the best one?

**Evaluate the winners.** Check out web sites that sold for a good price. Look at the domain names and compare it with the niche represented. Find one that would work for your niche – then try variations of it.

For example: if a high-selling web site in the “work at home” niche was called **jobsfromhome.com**, you would test keyword variations of that name and its components. You might come up with a winning keyword phrase like: **homebasedjob.com** or **workathome.com**

**One thing** we’ve learned is don’t assume the “good ones are already taken” because domains (good domains) expired each and every day – thousands of them, for various reasons. We’ll have an upcoming “Flipping Domains Tactics” that will cover the domain aspects in more detailed.













### ***How Do I Test A Domain Name’s Potential?***

The domain name should definitely relate to the red hot niche you have chosen. And ideally it should be – exactly – the most direct, top-ranking keyword phrase for that particular subject.

Once you’ve picked a good, strong niche, you can start your keyword research to find a domain name that will test well for your **best long-tailed keyword** (3 or 4 word phrase).

One great way to find both strong keywords you can use for your site and a good domain name is to use the Google Adwords External Keyword checker. This handy site allows you to enter as many single or combination keywords as you like. It then runs a search and finds both the keywords you entered, and other likely combinations (including related keywords) that relate.

Below is an example of what you could find in the “work at home” niche:

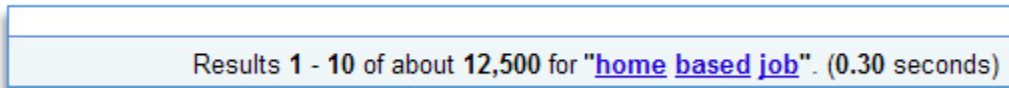
best home jobs		12,100
work at home assembly		9,900
working from home jobs		18,100
jobs from home		368,000
home based job		160,500
no fee work at home		12,100
home data entry jobs		40,500
work home jobs		450,000
home typist jobs		4,400
legitimate home jobs		40,500
legitimate work from home jobs		18,100
data entry work at home		27,100

What you want to do is look for keywords with a **high** number of searches (although you should avoid the ones in the millions). Pick the ones you like, and make a list of them.

Then enter each keyword phrase – **in quotation marks** – in Google’s search bar.



What you want showing up in this spot near your browser window is a relatively **low** number of searches.



For example, if you had a keyword **that tests high in Google Adwords, but low when searched in quotes through the Google search engine** – you’d likely have a winner!

Here’s a (totally fictional) example:

Keyword Phrase	Adwords External Keytool (High)	Google Search ( <b>Low</b> )
home based job	160,050 searches	12,500 searches <b>= Winner!</b>

### ***Does It Have To Be A .COM domain?***

Most successful web site flippers would answer that with a big “**YES!**”  
As one that maintains a large domain/site inventory, even we would answer that question with a big “YES,” but...

There's a real problem here. If you've tried to register a good **.com** domain name relating to a keyword or keyword phase, you've probably already found that it is extremely rare to find it not taken already.

That is because large companies monitor web searches, and buy up every domain name associated with every strong-testing keywords or phrases that might generate advertising (and therefore would be of interest to staunch marketers). They then resell these domain names for what many feel are outrageous prices. (Definitely **not** worth it to buy one of these for a starter web site that may only fetch your minimum bid!)

If you are going to sell a static website, we would strongly suggest you persevere until you do find a good **.com** name.

But if you're selling a site set up as a blog (even if it **looks and operates** like a static website) here's where you have **a huge advantage**: The extension doesn't matter quite as much when it comes to dealing with blogs.

I personally have had great success with my blogs by setting them up as **.org** domains. (These used to be strictly for non-profit sites, but when the current large-company trend of hijacking **.com** domain names and holding them to ransom swelled to giddy heights, those conventions were forced out the window.) In fact, **.org** has become almost as popular with bloggers as **.com** domain names.

Another strong performer is the relatively new **.info** extension. (If you're thinking of creating a proxy web site, using a script, **.info** extensions are actually the norm for these particular beasts.)

### ***Where Do I Register My New Domain?***

Most website flippers use places like GoDaddy and Namecheap, but we've personally had problems with both so we stay with a site offering competitive prices and great support (and ease of transfer – which is important). You can open a free account [here](#), they are quite inexpensive and it is easy as pie to transfer your domain names.

You can also have your web hosting company register your domain name but we don't recommend that simply for the fact that some report the company puts the domains in their own name and not yours when they register it. You will want to make sure you have your own account and register the domain the way you want it registered (your name, company name, contact's name, which address, and etc.)

You could also probably expect to pay to transfer the domain. But more of that later.

### ***Where Do I Host My New Site?***

You'll need a few other details in place, before you start to create your sale site. The most important of these is a hosting account.

You can purchase any small hosting plan, and sell it **with** the site individually. Or you can do what the majority of website and blog flippers do – create a [reseller account](#) on a reliable company like [Hostgator](#), which allows you to create multiple domain sites on your “own” hosting account or server. You are then free to transfer the domain site completely over to your purchaser’s server after sale – or you can opt to make further money off your sold site by continuing to host it on your reseller account for your purchaser after he’s assumed ownership at a fair market rate (usually anywhere from \$4.95-9.95 per month).

### [Hostgator](#)

[Hostgator](#) seems to be the top provider of choice for many niche market web site flippers, and it’s easy to figure out why. They are totally geared to handle and troubleshoot WordPress blogs, and they have an excellent reputation for assisting with customer service when you are performing tasks like transferring domains.

Their monthly prices for a [reseller account](#) on a shared server currently run from \$24.99 per month (Aluminum) for 40,000mb/40g disk space to \$99.99 (Diamond) for 100,000mb/100g disk space.

Domain name transfer is free, and they will move up to 30 web sites free of charge if you want to consolidate everything into your own reseller account.

### [Hostrocket](#)

Another hosting company of choice is [Hostrocket](#). They guarantee a 99.5% uptime, run streaming audio and video, the latest PHP 5 with suPHP and eAccelerator – and according to many, they have one of the fastest response and the strongest support team.

I would particularly recommend Hostrocket if you are reselling non-blog web sites – especially ones running various scripts. Their techs in the support department are PHP wizards, and their response time is extremely fast and reliable as well.

Their monthly prices for a reseller account currently run from \$4.99/24 months to \$8.99 month-to-month – considerably less than Hostgator. **However**, domain registrations and transfers both cost \$20 per transaction. (One strong reason to register your domains with [LEEPCO](#), competitive yet associated with the parent company of GoDaddy ☺).

Hostrocket has two potential drawbacks, depending on your needs and web abilities. They provide no support for WordPress blog problems like Hostgator and **do not take PayPal** – it's credit card, checks or money order only. If you have a credit card, that won't be a drawback at all, of course. However, if you're just starting out and only have PayPal as your sole online payment processor, it's certainly an inconvenience you will need to consider in your choice.

Other various reseller hosts are available but you need to do your research on them and ask around. Cheaper is not always better. ☺

In Section II we'll get right down to business so you can see how easy it is to put together a starter site and soon you'll become a seasoned "flipper" before you know it.

## Section II: Getting Down To Business

### Putting The Jigsaw Puzzle Together

So you've done your niche research, found a strong domain name, decided on hosting and signed up for a reseller account (or an individual account, depending on your preference).

And hopefully, but then you've also decided what **kind** of site you want. If you want a static website, a blog, or you want to sell a site constructed with either a script that can may accommodate affiliates, or what product you have in mind, do you want to use HTML, or do you want to start with a niche blog.

#### *Static Web Sites*

Web sites constructed with a simple script are by far the quickest to put together. You can find and install simple scripts that will turn your computer into a virtual online interactive software program. These scripts allow your web site to perform tasks like run a quiz, provide a simple utility, double as a proxy site (for people who want to access a blocked site with a fake IP address), run as an eBay store, and more.

The two most popular sources of scripts are [Scriptalicious](#) and [Hot Scripts](#).

There are literally hundreds of scripts to choose from, both paid and free. However, unless you are comfortable with coding Perl, CGI or

PHP or have someone reliable who can install for you, I would not recommend starting with scripts. If you would like to try it, but are not experienced, at least start by checking out `how to' articles such as [How To Install Web Site Scripts](#) at eHow.com.

At the very least, we would recommend you do a really thorough Google search on your script of choice before installing it, to make sure there have been no complaints as well inquire to various outsourcing avenues for installs (such as elance, rent-a-coder, and such). A Google search will return more than enough information to allow you to make decisions that work for you.

Going with a professionally developed commercial script from a company with a strong reputation, rather than a free script you've found somewhere, will lessen the chance you will be unwittingly installing code that either contains hidden spyware or is inexpertly written and will never work properly for you or worse, the "open" code could leave 'loopholes' that could allow malicious people to hack into servers and/or hijack your computer via Trojans or viruses. Ultimately, that is probably the bigger danger of unproven scripts.

### ***Sales Sites, Mini sites***

Another popular type of web site that is easily assembled is a site that exists to sell one product. All you will need is a `Squeeze' or Opt In page, a Sales page, a Thank You page, and a download page.



You can showcase and sell a single strong affiliate product – or you can buy an eBook with Private Label rights (PLR), customize it (be sure you check the license first to make sure you can transfer the rights to a site buyer) and then sell it as your own cash-generating product.

If you make any claims about income from your site, however, note that **you will absolutely have to be able to back these claims up**, and could be setting yourself up for future scrutiny or legal action.

### ***Niche Blogs***

There has been some buzz around the Internet that niche blogs are no longer easy to sell. We'd like to correct that myth now.

Niche blogs *slapped together with barely a paragraph of **empty content** – or cheap, unaltered PLR – sloppy, messy, crowded design and no web design savvy* are definitely harder to sell!

There is **always** a market for quality blogs with an overall “plan” or “theme” in place: Original, unique content; good, solid, design – and a strong domain name reflecting a popular niche – that's the winning combination when it comes to successful blog properties!

When you set your niche blog up for good solid (SEO) Search Engine Optimization basics with the proper plug-ins, and then monetize it with basic advertising – some AdSense, Google, Clickbank, Commission Junction, Amazon – or any combination of the aforementioned. All

these features will go a long way toward the overall value of your site blog and will more than likely bring a higher offer price in the end.

The other wonderful thing about blogs is that you don't have to know a thing about HTML, PHP, CSS or any other programming code for the most part.

WordPress can be considered a virtual Content Management System (CMS) as it operates. It's very user-friendly, definitely WYSIWYG (What You See Is What You Get), and easy to install and customize to your liking. You can copy-paste your original posts and articles easily and add additional pages and categories at the click of a button.

And add plug-ins. Each plug-in takes seconds to install – it's literally a one or two click function and can automate untold processes quickly and easily so you don't have to.

Despite appearing simple to install and operate, each plug-in represents weeks (sometimes months) of programming, coding, and testing by professional developers so just like improvements are constantly being made to WordPress, so is the ongoing development and updates of various plug-ins.

Ultimately, plug-ins are like having your own personal team of coders working just for you, to make your blog do what you want it to do. And the beauty is, most of these plug-in are free. The ones that aren't, we've usually found are worth every penny spent to have the functions they ultimately offer to your blog.

Now, you can certainly optimize your new niche blog with just a minimum of free plug-ins. (Actually, it's a good idea not to go overboard on plug-ins and additional widgets – the “one-click” content and design elements you add to your blog's sidebars – as every plug-in or widget you add potentially slows down your site's load-in time when visitors arrive.)

No matter what sort of website or blog you decide to create, there's one key factor you should remember: The more “stand alone” and non-dependent on your own personal style and likeness you can make the site, the better it will appeal to a larger audience of prospective buyers.

And most important goal of all? Never forget the most basic principle of all for your new starter blog site: It has to convince the target reader that it will **deliver a benefit of real value**, or **solve a pressing problem**.

### ***Templates And Themes***

No matter what sort of site you decide to install, you'll need a good working template. WordPress offers good templates on their site (<http://wordpress.org>) that you can choose to use.

For non-blog, static web sites, you can also find various templates around the Internet or have one designed. You'll possibly even find

your web host company also has free templates available from which you can choose.. For marketing Mini sites, you could even try:

[Mini site Gallery.com](http://Mini site Gallery.com)

[Free Web site Templates.com](http://Free Web site Templates.com)

[Template Monster](http://Template Monster)

Many of the marketing forums like Digital Point offer free templates too. These change all the time, so the only way to find ones that work for you is to try them out.

If it's a blog template, there are a lot of great free ones you can start off with – many of them “AdSense Ready”, which makes inserting ad code super easy. Many web site flippers also use [WPThemesfree.com](http://WPThemesfree.com) to find free templates they can use or customize. And, of course, you can still find more at Wordpress.org in their [Themes](#) section – just search for “AdSense ready” if that is the format you are looking for.

You might also want to consider a paid theme, which can add value to your blog immediately, since most turnkey sellers stick with the same free ones you see all the time, being unique always helps bring value to your site. (The key in using a free theme lies all in the **customization** of it). Do what you can whenever you can to set yourself apart from the crowd.

## ***Your Blog Posts Or Articles***

At this point, you ought to be writing your own blog posts. They don't need to be long: 350-500 words is just fine. But they should say something valuable or meaningful to the reader.

The key to writing a strong blog post is to work it around a good long-tailed keyword. Then put that keyword in your headline, the first paragraph of your post and close the end of it with the same keyword phrase. (Don't overdo this – using your keyword 3 times maximum in a 500 word post is plenty, and you could be accused of spamming search engines if you overuse your keywords or keyword phrase!)

Remember to stick to one point (otherwise your post will end up longer than 500 words, and multiple points in blog posts can really weaken the overall impact, not to mention steal the opportunity to make an additional post. ☺)

If you decide to use Private Label articles, it's acceptable (and preferable) that you do customize them with your own writing style, adding your long tailed keyword where appropriate, and changing it up enough by adding your own words, that it appears to be original and unique.

A good place to find great starter content for a variety of niches is [NitroBloggerMonthly.com](http://NitroBloggerMonthly.com). If you make the articles your own, you can have a good monthly source for ongoing content in numerous niche categories for the various blogs and/or minisites you want to flip.

When you have about 12 posts written, you're ready to set up your WordPress Niche blog and one step closer to flipping it for cash.

Now, if you're not a writer, either hire a ghostwriter or buy Private Label Rights (PLR) articles from a reputable source. Again, just make sure you cover the following points:

- The terms of the PLR license allows you to transfer them to another party when the site sells
- You re-write them in your own words at least 60% (the more, the better!) of the content should be unique

### ***How To Set Up Your Wordpress Niche Blog***

You have hopefully installed a WordPress blog before on a domain that is not hosted by WordPress (yes, Wordpress will host your blog for free, but you will not be able to sell those so you should steer away from the free blog setups whenever possible). If you've yet to install a blog, cpanel hosting companies have made it super easy for you via the "Fantastico" scripts included with your hosting account, you can install it by logging into your cPanel, and clicking on the little "Fantastico" blue happy face icon, down toward the bottom of the cpanel menu. The process actually walks you through the whole process for the most part, so there's no need to be nervous.

You'll see a list of scripts and utilities on the left, in the screen that opens. Click on "Wordpress", and in the next screen, "New Installation".

The rest of the steps are equally user-friendly, and you should be able to finish setting up your new blog in no time. If you run into any problems or not understand completely how to do it, your web host company should be able to help you with the install process.

If not, there are various ebooks, videos and/or audios available that can take you by the hand and lead you step by step, even giving you ideas for additional plug-ins and such.

Our sister site offers inexpensive resources that might help you along the way as well. Choose the [pull down menu](#) and look for WordPress or Blog install references. We are even releasing an all new step by step manual there soon.

### ***Installing Your New Theme***

Unzip the blog theme you have chosen and downloaded to your harddrive. Then open your FTP program and upload it into your wp-content/themes/ folder.

TIP: After you have unzipped the theme, make sure it isn't "double-wrapped" – that is, as another folder called [YourNewTheme] contained **inside** a folder called [YourNewTheme] (this is common

with zipped files). If it is, don't upload the top double folder – **open it and upload the inner version only**. (And we've also found it helps NOT to upload any MAC OSX themes.) This 'double wrapping' has caused many people to tear their hair out, wondering why their new theme wasn't showing up in their blog dashboard.

Again, if you're familiar with WordPress, you should be able to select the theme, once it appears in your "Themes" section (drop down under "Editor" in the left-hand Dashboard menu). Activate it, making sure you have uploaded any custom headers or graphics into the correct location. Once you apply your new theme by selecting it, you can preview it and make sure it's positioned correctly for your needs.

Remember, if you are using any custom or paid theme, you need to be sure you can then sell your site with that theme, so as not to violate licensing restrictions. When in doubt – ASK. 😊

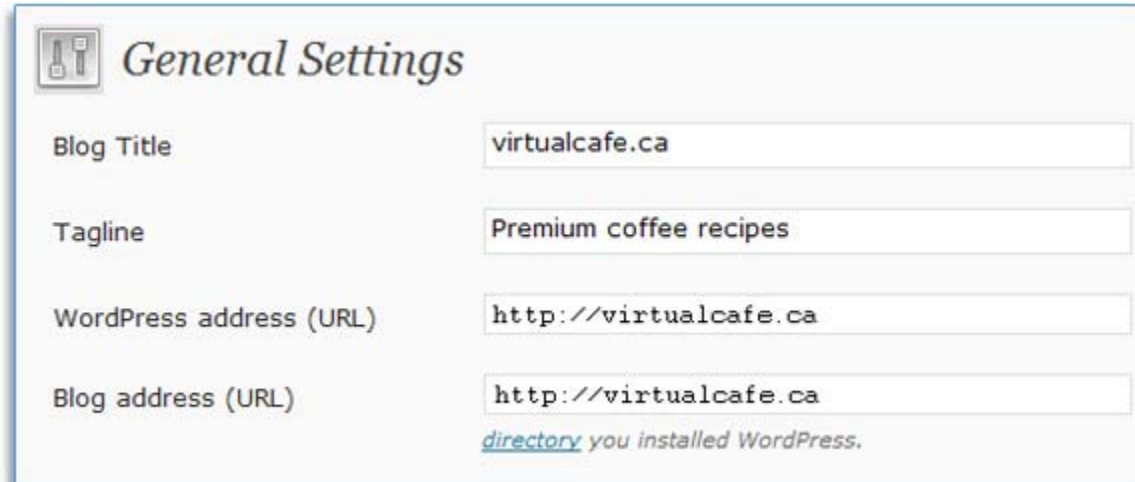
### ***Optimizing Your Blog***

One thing that may or may not be new to you is making a few small adjustments to the Settings once you have your blog installed and you've applied your theme and everything looks the way you want it to look.

Now it's time to do some optimization tweaking. Go to your Settings menu and click 'General' in the sub-menu that drops down.



Change the WordPress address (URL) and the Blog address (URL) from this ...

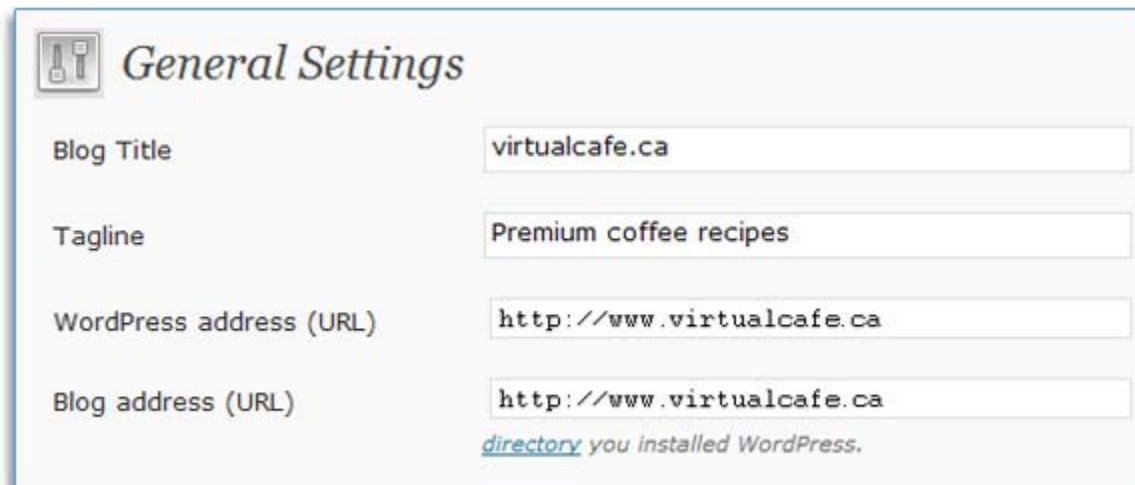


**General Settings**

Blog Title	virtualcafe.ca
Tagline	Premium coffee recipes
WordPress address (URL)	http://virtualcafe.ca
Blog address (URL)	http://virtualcafe.ca <a href="#">directory</a> you installed WordPress.

To this... (You will have have inserted the `www' into the URL bars.

**\*Be sure and save your changes!**



**General Settings**

Blog Title	virtualcafe.ca
Tagline	Premium coffee recipes
WordPress address (URL)	http://www.virtualcafe.ca
Blog address (URL)	http://www.virtualcafe.ca <a href="#">directory</a> you installed WordPress.

When you've done this, **you will have to log in again** – so have your Admin username and password handy.

Next, you will want to click on the 'Permalink setting' setting, then select 'Custom Structure', and type `/%postname%/` into the empty box that appears beside it, once you've click on that.

(That's 'forward-slash, percent, postname, percent, forward slash.)

**Again, click save.**

Under the 'Privacy' setting, make sure you have "I would like my blog to be visible to everyone" checked off. **Save your settings.**

As you can see, one of the things easily forgotten is saving your settings. Nothing is worse than doing all your changes and then find out you forgot to save the changes. 😊

There are also numerous plug-ins readily available to help you optimize your blog as well as automate various features.

Now let's move on to bringing this all together for profit...

## Your Marketing Plan

### *Uploading Your Posts*

The serious marketing starts here. Never forget how important those posts are because without good, strong content, your site is considered “empty”.

How often have you clicked on a site, thinking after a Search that it would hold the information you need, only to find a bunch of ads, and a few token sentences so generic, you couldn't even be bothered to read them? You will never be able to flip sites like that, so you should make every effort to steer away from “easy bake” features that are nothing more than advertising or AdSense ads.

Now is the time to take 2 of your article posts and sign up with an article directory like [eZinearticles.com](http://eZinearticles.com) or [ArticleSiteDirectory](http://ArticleSiteDirectory.com). If you don't have an account, you'll have to sign up under your own name, and upload at least 2 articles under that name on whatever subject you'd like to be known for the most.

There are many article directories available and can be uncovered in searches. Simply pick the one that allows you to post your articles even if it is your first time to visit.

After finding a couple of article directories and submitting your first two articles, then you will be able to sign up under a generic “pen name,” and upload 2 more articles – this time making sure they're absolutely focused and related to your blog.

The real key here to creating some traffic and backlinking is to use the Resource Box you will be able to put under your article. That should be the most important part of your article post and NEVER left without additional information to drive them to your site or blog.

Your Resource Box should also give a punchy blurb about what the site (the one you're planning to sell) can offer the reader (but not too blatantly, of course) – and be sure you include a link to it - always!

(Check the submissions section at any and all article sites for specific guidelines to submitting your articles.)

Upload the **rest** of your posts (the remaining 8) to your new blog, making sure you change the permalink hyperlink above the post to your post's **exact** keyword.

(Oh, and please don't forget to replace the "Hello World" generic first post, and delete any default pages you don't want. There's nothing more telling about your blog than seeing the "Hello World" post still intact.)

### ***4 Plug-ins That Will Really Make A Difference***

We've mentioned additional plug-ins many times already, so now we will delve into that subject a little deeper. What you need to remember is this:

The right plug-in can make a major difference in not only optimizing your blog, but making it more attractive to future buyers.

These 4 will give you good basic optimization.

### **All In One SEO**

### **Sociable**

### **Google Sitemap**

### **Akismet**

(Be sure to **configure** the ones with your own information that require it.)

### ***And One Plug-in You Can't Live Without?***

If you are going to monetize your niche blog at all, you will absolutely need a privacy policy – no exception.

At the end of February, 2009, Google started requiring [AdSense publishers to display a privacy policy](#) on **all sites** that display AdSense ads or search boxes. Since many WordPress blogs are monetized with AdSense, having this specific privacy policy will make your site AdSense- compliant so your ads will continue to show.

Once the new policy was announced, the Privacy Policy Plugin for WordPress was born.

You can get Eric Giguere's [Privacy Policy Plug In](#) to use at no charge. Follow the directions on his site for installing it. Once it's in your blog's dashboard, be sure to activate by clicking 'Plug-ins' again. There you will be able to activate and configure the plug-in for use on your site.

### ***A Timely Word About Page Rank***

Page rank doesn't matter when you're putting together a starter site – though it's possible that if it sits there for a few weeks, and you have done everything you can to build traffic and backlinks, it might actually *have* one by the time you get ready to actively market it.

Page rank usually comes into play when you are checking out your competition – or when you are considering buying a badly-presented starter site with a great domain name to doctor and flip yourself.

Make no mistake about it, page rank will matter to many potential buyers and can even increase the value of your site or at the very least make it more attractive over the competition.

How do you check page rank?

One way is see if the site you're dealing with (whether buying or selling) is registered with [Alexa](#). Opinion is divided on whether or not to list your starter site with Alexa. Some say it gives your site

credibility – others say it's ultimately not a very good idea to emphasize how new your site is.

But don't forget, transparency is crucial, when you're selling a site – never try to "hide" anything! Besides, other marketers are very easily able to check a site's page rank (among other things) using much simpler measures – and you should practice this too.

You can also install the [Google Toolbar](#). It will allow you to check page rank with one click and can give you an idea what your competition is ranking also.

If you have Firefox as your browser, you can use Google Toolbar – or, if you have a "thing" about Google, there's a useful browser plug-in that gives you full stats when you search for web sites – [SEO For Firefox](#).

Download and install it. Then, when you search for any site in Google, you'll instantly see things like page rank, number of backlinks, position on Technorati, Twitter, D.I.G.G., etc.

TIP: When you first install the toolbar, it will do all it's highlighting in an alarming bright red. You CAN reset the color to none (white) – or choose a softer color for your highlighting option. ☺

## ***Monetizing Your Blog***

And now we get to the good part – loading your blog with advertising or affiliate programs that earn for you, and will continue to earn for the buyer of your site. If you have chosen an advertising or AdSense ready theme, this should be fairly simple to implement.

[AdSense](#) – If you have a Google Account and an AdSense account, perfect! You can substitute your publisher ID for the default one in your “AdSense ready” theme, in the appropriate AdSense file in your blog’s Editor settings. If not, sign up for an AdSense account (and a Google one, if you don’t already have one!) straight away.

You will have to wait to be approved – but don’t be disheartened if you aren’t. Most of the time they want to see a full operating site or blog with everything in place (excluding the AdSense, of course) to be able to approve you. Even then, there are plenty of other fish in the sea to choose from for additional revenue!

[Amazon](#) – (Instead of just inserting an ad widget, you can even sign up [here](#) and turn your web site into an Amazon store! Everything is there to show you how.)

You can also sign up with these other organizations, just to name a few of the most widely recognized ones. Remember, your buyer will also need to be approved and you can offer to insert the new codes for them after purchase.



Here are just a few popular opportunities:

[Clickbank](#)

[Commission Junction](#)

[eBay](#)

And don't forget you can dedicate your site to just one affiliate product if you desire and if it's strong enough for your niche.

### ***Social Bookmarking***

You've installed the [Sociable Plug-in](#) – and hopefully selected all the most popular sites in your configuration. Now it's time to take it one step further.

Bookmark your domain name, as well as a couple of your strongest posts (URL). Submit them to all the Social Networking sites that have a "do follow" attached, as opposed to a "no follow". A handy shortcut, rather than checking out each and every site, is to visit a popular free service called [SocialMarker.com](#), that allows you to submit *en masse*.

And then don't forget to submit the site to Yahoo and MSN as well.

TIP: Leave a couple of days in between submitting each item (you don't want to be labeled a spammer!), but be consistent and realize the importance of this step overall.

With a true starter or “turnkey” site, you don’t have to go crazy creating backlinks and putting SEO in place, but you should at least make a good solid start.

Some other ways to increase your blog’s value, visibility and SEO are autoresponder emails to your list, blog comments on various other blogs, putting a bulletin in MySpace, Twittering about it, swapping a link on Facebook and chatting about it in forums that you regularly visit.

The opportunities to blow your site’s horn are limitless. Just be sure not to be mistaken for a spammer during the process. Try to do this as naturally as possible. Again – you don’t want to be labeled a spammer as this could ultimately hurt your site and your reputation!

### ***Where To Sell Your Sites***

You’re now ready to **sell your site**. But where should you list it?

The three most common venues are:

[Digital Point Forum](#)

[Flippa](#) (currently a \$19 fee)

[eBay](#) (also some small fees involved)

And don’t be afraid to spread the news around that you have a site for sale. It’s a good idea to create a professional-looking Mini site with a

sales page for it, and drive traffic there through natural conversations on your regular forums and Social Networking sites, to introduce them to your virtual real estate you have for sale.

Before you implement a sales site, however, and if you feel you aren't experienced enough, you might want to find and study sales letters for web sites that really catch your eye, and figure out what it is that works so well for each one. (Don't copy these – but you can use the same principles these dynamic sellers apply.)

### ***What To Put In Your VRE Listing***

It's an art, but it's not rocket science...and you have to get started somewhere. Study the detailed listings for similar sites on [flippa](http://flippa.com). Each site has different strengths. The best way is to see what experienced sellers include in their own listings.

Then you can see how the listing you're writing for your starter site measures up to other seasoned sellers and sites. Make notes as you surf the various selling sites so you can remember what drew you to certain sites and why.

### ***The Waiting Game***

If you've listed your site on Flippa, your auction will most likely have a definite beginning and end.

You'll see several other auctions with a minimum bid of \$1 – but don't do that. Start the bidding off at least at \$16 or \$18.

Don't expect a flood of offers at your door immediately – but do check your listing and email at least once a day (preferably twice).

Very often, potential buyers will post questions, and it's a good idea to have honest and forthright answers prepared – and to give them in a timely manner.

If you've listed on DigitalPoint, your listing will just sink lower into limbo as time passes. One more reason to consider paying the \$19 fee to Flippa.

### ***So Now Your Site Has Sold!***

Be sure and contact your buyer **immediately!** Nothing is more important than getting off on the right foot and making a buyer wait to get the ball rolling is not a good practice. You'll want to deliver top notch service. After all, it's **your** reputation at stake here.

With a starter site, most likely you will want to use PayPal for the fee transfer. To prevent getting scammed, you can suggest a substantial deposit from your buyer before you begin the exchange of the site AND the domain name. Follow up many times throughout the process and for the remainder of the transaction, even after the buyer received it successfully.

For larger sales, fraud is a much higher risk.

It is advisable to use an escrow service like [escrow.com](http://escrow.com). This is a company that specializes in holding the money to guarantee delivery on both sides – the site to the purchaser, the cash to the vendor. The escrow agent is also privy to details that might be confidential that you wouldn't want the other party to know too soon during negotiations.

Don't forget, there will more than likely be fees involved somewhere – but with a larger sale, consider the escrow fee as insurance.

### ***The Legal Stuff***

You won't want to shell out for a lawyer, if you're starting out with small sales and only gaining a modest profit – but there are quite a lot of legal points to consider, with room for confusion, awkwardness and unnecessary ill will.

Some sites took care of this by creating a Web Site Sales Contract that you can use. It might seem a bit of a bite at \$97 – but you can re-use it again and again and it will more than pay for itself eventually in headache, and possible heartache should “the deal” go sour.

You can find it right [here](#).

## ***Transferring The Domain Name To Your Buyer***

This process can be unnerving if you are using a domain registrar that makes you jump through hoops to instigate a transfer.

The first thing you have to do upon payment completion is transfer the domain name. Prior to beginning the process, you will need to gather all the necessary information from your buyer such as how they want it registered, their correct address, phone numbers, and any other pertinent information they want to add.

If you have registered the domain with [LEEPCO](#) and after obtaining all the needed info, just log into your account, and for that domain name, click on "Account Change".

Click on "Enter New Details", and fill it in with all of your customer's information.

Now, you can make this transfer even easier if you have them sign up for their own account (it's free) and then your transfer is simply "in house" and all you need to enter is their account number – they will have already entered all their registration information at the time they opened their own account.

Occasionally, depending on the circumstances, you or your buyer will need to pay a one year renewal fee in order to expedite the transfer. This will normally add an additional year to the expiration, so is not considered fees since the buyer benefits from the additional year added.

## ***Transferring The Site To Your Buyer***

The first thing you will need to do is send the successful bidder – your purchaser – the correspondence mentioned earlier, acknowledging the sale and thanking them. In it, you should request any information you need not only for the domain transfer, but for the hosting account, nameservers and etc. that will be needed to transfer the actual “physical” site (such as cPanel login so that you can set the blog up for them on their own host).

It is best to clarify what steps will be taken and what is going to happen, when, to avoid any confusion and put the buyer at ease that the transaction should go smoothly after he pays you. Your whole aim here is to reassure them that you are professional, alert and more than competent.

Get into the habit of always immediately sending a thank you letter for each and every sale. If you find that website/blog flipping is something you’d like to keep doing, you might want to create a standard printout with general instructions for changing affiliate links on all the companies with which you’ve monetized your site or blog. Email a copy to the buyer, along with your letter acknowledging the sale.

If you are hosting the customer yourself on your reseller account – great! You’re continuing to make income from the site after selling it if that is the arrangement you agreed to! (You can set up a subscription in PayPal to take monthly payments so your hosting fees are always

paid consistently.) It will be up to you to determine the consequences should the hosting payments not be made on time.

You'll need to point the domain name to his or her domain name servers (DNS), and to get the actual blog database to the buyer, use the WordPress Database Backup plug-in. See:

[http://codex.wordpress.org/Backing\\_Up\\_Your\\_Database](http://codex.wordpress.org/Backing_Up_Your_Database).

The other reliable way to back up the database is to use cPanel, by backing it up in PHPMyAdmin. Then send it to the buyer. (Don't forget to send your customized theme and other pertinent plug-ins or additional information, too!

As for installing it on his or her site, if the customer is comfortable with you accessing his or her cPanel (suggest they set up a temporary password for you to use during this process), you can just install WordPress through Fantastico. (To restore the database to its new home, see:

[http://codex.wordpress.org/Restoring\\_Your\\_Database\\_From\\_Backup](http://codex.wordpress.org/Restoring_Your_Database_From_Backup)

(Once in possession of the domain name, your customer can make a new email account for that domain on the host server account.)

Sometimes a customer will want to move the site himself, in which case, you should specify a date at which the site should be removed from your server and the transfer completed.



Not only is it good customer service to be proactive and do the work **for** your customer when possible (also, the buyer is often even newer than you are to the website flipping game and could use your additional guidance) – in the long run, it's just easier to do it yourself, if possible! ☺

### ***And You're Done!***

So that's a basic overview of what is involved in flipping web sites and blogs. Are you ready?

After you've gained some experience, you can take these very same principles and use them to pick up cheap web sites that have great domain names, but have been poorly put together. Using your new-found skills, you can "tweak" them back to a healthy state – think of it as if you're an Interior Decorator swooping in and removing the blue shag rug, leopard skin throws and brown paint with purple trim, and replacing them with trendy colors and elegant, sleek designs.

Then resell these poor little rejuvenated sites again for a nice profit.

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

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

The best teacher is hands on experience!

Virtual real estate flipping is the sort of thing you learn “one stroke at a time” as you swim towards the deep end – with no water wings needed.

**DOWNLOAD Your BONUS Report!**



The Internet is a gold mine of possibilities and opportunities...  
if you know where to look!

[Creating Online Wealth](#)

**More Recommended Resources Below**

Wacky Wednesday Sale  
Let Our "Wacky" Sales Be YOUR "Weekly" Stop:  
[WackyWednesdaySale.com](http://WackyWednesdaySale.com)

All the Blog Content You'll Ever Need  
No Muss, No Fuss Monthly Content  
[NitroBloggerMonthly](http://NitroBloggerMonthly)

Discover The Secrets Behind The Free  
Ultra-Targeted Traffic Generation Methods  
[The Secret Traffic Code](http://TheSecretTrafficCode)

The NEW Cash Cow For 2009!  
Not Your Typical Affiliate Marketing  
[CPA Cash In A Box](http://CPACashInABox)

Finding Good Graphics Can Be Challenging  
Find Great Graphics At Great Prices.  
[DotComGraphics2Go](http://DotComGraphics2Go)

How To Sell Your Services Online For Instant Cash:  
[Selling Services For Cash Online](http://SellingServicesForCashOnline)

Attention Freelancers - A How To Manual  
[Freelancing For Profit](http://FreelancingForProfit)

Submit Your Articles For Efficient Backlinks  
[ArticleSiteDirectory](http://ArticleSiteDirectory)

Advertising Your Online Business – The Easier (and Cheaper) Way  
[Netvertising Methods](http://NetvertisingMethods)

Rake In Cash With Your Own eBook Business  
[eBook Money](http://eBookMoney)