



***Flipping Fortunes***

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## **Website Flipping Fortunes**

Welcome to the world of profitable website flipping!

One of the most exciting aspects of becoming a website flipper is that you are in full control of your projects, and are able to build a solid business of your own, even with minimal experience.

Not to mention, the start up costs are next to nothing.

For as long as the Internet has existed, the most valuable commodity is virtual real estate. And unlike the missed opportunity to register \$10 domains that later turned into multi million dollar sales, websites never lose their appeal, value or demand.

People, from all walks of life, including both new entrepreneurs to experienced veterans are always on the lookout for their next website.

As a website flipper, your job is to create dynamic websites that cater to this ever-growing demand, while always keeping a pulse on what is successfully selling in the marketplace, as well as any changes in trends and patterns that may affect the style or themes of the websites you sell.

When it comes to flipping websites, there are many different ways to get started, including:

*Long Term Flipping*

*Short Term Flipping*

With long-term flipping, you typically create a website and work towards establishing it over a period of time before selling it on the open market.

During this period of growth, you monetize it, build organic traffic campaigns that funnel in quality traffic, and work towards developing the websites position in both the search engines and within its niche market.

While long-term flipping requires dedication and patience, it can quickly pay off as websites carrying page rank, traffic and revenue are always in demand, and can generate a profit of up to 200x your investment.

If you are just getting your feet wet and are interested in making fast cash with simple website flipping projects, short-term flipping is probably for you.

With short-term flips, you work towards creating simple websites whose

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value is demonstrated in its cosmetic appeal, brandability factors, uniqueness and potential rather than existing revenue or traffic.

With short-term flips, you can end up selling multiple websites in a single week, whereas with long-term websites, you would only sell the website after a few months of consistent growth as to get the best return possible based on your investment of time and money.

As for the types of websites consistently selling in the marketplace, there are dozens of different formats and themes that are always in demand, including:

Info Product Websites

Niche Blogs

Scripts & Software Sites

Online Forums, Communities & Directories

Training Based Websites

Membership Websites

Adsense Based Websites

- *and much, much more.*

In order to get your bearings and to determine what type of website you'd be most interested in creating, you should become familiar with the

popular website flipping marketplaces, including:

<http://www.Flipa.com>

<http://www.eBay.com>

While there are others, these two are the largest marketplaces online.

## **Increasing The Value Of Your Websites**

A websites value depends on many things, and sometimes what you don't even perceive to be a valuable component makes all of the difference in the world. Remember when it comes to websites, value is in the eye of the beholder.

That doesn't mean that you can't retain some form of control over your websites value, you can.

*Here are the top ways of increasing a websites value for both short and long term flips:*

### ***Develop Traffic Channels***

Even if your websites have a little traffic, they will be recognized as being more valuable than start up sites that have yet to launch. Consider how you can begin generating targeted traffic to your websites without having to invest a lot of money in advertising.

For example, you could create a basic link wheel campaign so your websites can benefit from both organic type-in traffic and authority backlinks from established community and feeder sites.

Building a link wheel doesn't take a lot of time and will cost you absolutely nothing. You begin by creating 5-10 keyword-rich articles around your website's topic or niche market. Then, submit one article on each feeder sites, paying attention to the following resources:

<http://www.Linkedin.com>

<http://www.Squidoo.com>

<http://www.HubPages.com> (free report [www.profitablehubpages.com](http://www.profitablehubpages.com))

<http://www.Wordpress.com>

<http://www.Blogger.com>

<http://www.Weebly.com>

You would link from one feeder site to the next with your last feeder site directing traffic to your website. You can expand your linkwheel to include as many different Web 2.0 properties as you wish, by simply adding additional content to each spoke.

You can also take advantage of article directories, as a quick method of generating exposure for your new website. You only need a handful of quality articles to get the ball rolling.

Start by submitting your content into the leading article directories,

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including <http://www.EzineArticles.com> and <http://www.ArticlesBase.com> and then work towards expanding coverage by including additional article directories into your marketing campaign.

It doesn't take long to build up a solid traffic campaign for your website, and it will dramatically increase the perceived value of your flip!

### ***Monetize Your Websites***

More than anything, revenue is the greatest influence on a websites value, but it's not always how much revenue your website has been able to generate, rather than over what period of time.

Website investors are far more interested in websites that are evergreen and have shown long-term growth, so if you are able to show consistent income over a 4-6 month period, your website will be valued a lot higher than a site that has recently generated an influx of revenue but isn't able to show whether its sustainable income or not.

Even with start-up websites however, you can still increase the value by monetizing with Adsense, affiliate products, sponsored listings or by selling a proprietary product of your own.

### ***Add Unique Flair***

The more unique your website is, the more value it holds, and depending on the type of website you are selling, you'll want to try to include as much original, unique or proprietary content and resources as possible.

For example, if you are selling web blogs, you could include 10 original articles, or build content with a combination of unique articles and high quality (limited) private label articles as well, automating the blog and minimizing the workload for the new buyer.

If you are selling a website that features products or information that was not created exclusively for the site, be sure to indicate licensing, whether there are any restrictions as well as the number of copies being sold.

Your job is to highlight the value of every listing and to create value where it may be overlooked, so always be on the lookout for ways to increase the perceived value and overall potential of your websites.

One way of doing this is by keeping a pulse on the market. Keep on top of what types of websites are successfully selling as well as what type of websites are receiving a high number of bids. If you find a site that has a high number of bids it's a good sign that the topic and website style is in

demand, giving you fresh ideas for your own website creations.

## **How To Build Your Website Flipping Business**

As a website flipper, your main objective is to build websites that will generate consistent profits, but you also need to look at the bigger picture, growing your online business.

One of the easiest ways to do this is by building a newsletter around your website releases. Incorporate an opt-in box so that visitors can sign up for notification of upcoming websites, as well as receive discounts for repeat purchases. Not only will you be able to maximize your sales but you'll dramatically reduce the time it takes to sell your site.

But building a list is far more beneficial than just giving you the opportunity to connect with your target audience. You can actually collect incredibly valuable information from those that join your list, such as what types of websites they are most interested in, what themes, topics and styles.

You can also run 'custom offers', where you are able to generate business from those who are interested in hiring you for private developments, a common way for new flippers to maximize their income, while building up a portfolio of websites they've sold.

Keep your squeeze page simple, with a strong headline, bullet-point listing

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of the benefits of joining your list, and your opt-in box. You can also add a privacy page and contact page should visitors be interested in asking you questions.

For maximum exposure, consider adding a thumbnail with a direct link to your website listings each time you post a new site so that visitors to your squeeze page can quickly see what you currently have available.

You also want to make sure to keep in touch with your subscribers, even during periods where you are not developing sites, so consider emailing them with useful content, tools that can help them with their business, tips, and resources to continue building that relationship and your brand!