

# Domain Name Investing

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# 1

## INVESTING IN WEBSITES: WHAT'S THIS?

Investing in websites is a process that allows any savvy user to make a sizable profit. The process should be three fold: invest in flipping, parking and developing websites. The better you can do at this, the more likely it is for your business to do very well, without a lot of long term commitment.

Consider the different ways to invest in domain investing, or website investing.

1. Invest in website flipping:  
Here, you will purchase a domain name and start to develop the website. Once you have some level of secure footing, you then sell the website at a profit.
2. Invest in domain name parking:  
Here, the website owner registers a domain name. Then, with very little cost, they do nothing more than sit on it and try to sell it to those that may be interested in buying it.
3. Invest in website development:  
Purchase a domain name, work to establish the website and then hold on to it and profit from it.

In each of these situations, there is profit to be had. Domain name parking offers the lowest potential returns unless you have a very in demand type of domain name that a company feels they must have. Investing in a website and then flipping it is a great way to turn a profit, especially if you know how to set up a website fairly quickly and what it takes to get the Internet marketing going on it. Finally, owning and developing a website is the largest profit maker because the long term benefits far outweigh the short term selling in either of the two prior options. Yet, the profits may be well off into the future.

Some Internet marketers use all of these methods and they do so very successfully. As your business grows, you too can make decisions later about how you use it. For example, you may find that you purchased a domain name and built a website you planned to own and run for some time. But, in

a few months, the website is going strong and in turn you have an offer to buy it that you simply could not refuse.

In all scenarios, the goal is to find and secure a website that will work for your goals. The development of that website hinges on the same factors as any other would.

You'll need to develop a website that offers good information, good keywords and is a domain name that's attractive. Depending on the extent of your goals with that domain name, you'll want to build a successful website that people will want to own.

In this book, we'll take a look at what each of these areas can offer to you. We'll also talk about how to get started in each one. For many Internet marketers, even those that are just starting out, these are the foundations of success in their business. This is how they make a sizable amount of money month after month.

## 2

# DOMAIN NAME PARKING

The first and simplest form of making money from website investing is through domain name parking. Here, you have the ability to make an investment for very little, usually just a few dollars. When you park a domain name, you simply secure the domain's use for another time's use. It can also be done to redirect traffic or for resale.

For example, perhaps you have come up with a fantastic website name and you wish to hold on to it before anyone else can snatch it from you. To do this, you simply purchase the domain name and it will sit there, usually with an "Under Construction" page up. The site may also be, "Coming Soon..." There is no deadline to developing the website. There is only the cost of renewing the domain name each year.

Those who determine they want to keep the domain name after the first year can renew it and start developing the website. This is a great way to finally get your website up and serving your purpose. You will then need to pay for hosting of the website at the point when you will develop it. This will include purchasing enough space for the site. At the time the website has hosting, it no longer is a parked website.

On the other hand, you may find it helpful to use as a redirection page. For example, if you have a Yourname.com domain name, you may also want to purchase a Yourname.net domain name. Then, use the second page to direct traffic to the first page, in cases when people type in the wrong address into their navigation bar.

To make a profit selling a website, you may also want to consider domain parking. In this instance, you will park the website to simply hold on to the domain name. For instance, perhaps you have come up with a fantastic domain name you know a company may want at some point. You purchase it and park the website (meaning you don't even pay for website hosting for it.)

Then, you resell the domain name (at a sizable price, of course) and make a profit from it. It was very common for Internet marketers to do this type of transaction back in the early years of domain names, but it still holds true today. Many businesses use this method as a method of increasing profits solely based on keywords and niche topics.

## COMPARING IT TO REAL ESTATE

How does domain name parking actually make you money? Compare how it would work in a general real estate transaction.

With domain name parking, you are simply purchasing the land that someone may need at some point. For example, there may be a field out nowhere in particular that is open, filled with grass and rolling hills. Right now, it does not do much and doesn't have a lot of value. But, you notice it is just a few miles from a developing city. By purchasing it now, when the price is low for it, you can resell it later at a higher price simply because you were in the right place at the right time.

Domain name parking is quite similar. There is very little to invest, just in purchasing the domain name. There is also very little to do with the website once you purchase it except hold on to it. Some Internet marketers will use it for AdSense, or other advertising, but unless the site does get a lot of traffic (especially if the traffic is not consistent) it is likely it won't rack in too much money.

## TURNING A PROFIT

How can you turn a profit with domain name parking?

- Know who would want to purchase this domain name. Why would this name be a good choice down the road? Keywords, similarity to another, larger website, or some other reason?
- Determine if the domain name parking is the best recourse. Would it be better to further develop the website and then sell it? You'll find more on this in just a bit.
- Market the purchase of the domain name, alerting those who may be on your mailing list or otherwise involved in the niche that you have the domain name available. Many will consider it.
- Use keywords and a catchy phrase to attract interested parties. Think, what would someone in this niche be interested in?
- Hold on to it and watch the value grow. If you aren't in a rush, you may want to hold on to the domain name in a developing niche and sell it later when the value may be higher.

While domain name investing is a good option for many, it is not necessarily the only option. You should also be considering the other options you have with website investing, namely how you can make even more money from the purchase of it.



# 3

## WEBSITE FLIPPING

Website flipping is the next step up in website investing. In this instance, you are moving one step forward: investing in a domain name, hosting the website and getting the website up and running.

The best way to look at website flipping is to compare it to a real estate transaction: house flipping. With a home, you purchase the property at a low price. In this case, the website is virtually nothing. You may purchase a website already in place and improve it. Or, you can select a website domain name and start building from scratch.

The cost is again very small initially. Once you have the website under your control, you add to it, increasing its value just as a home investor would invest enough money to get the house in a higher valued condition. They often modernize it, changing out any necessary appliances and often times repair damage. By investing \$20,000 to \$30,000 into the home (not the website!) they wind up making a substantially larger return on their investment, perhaps even doubling the value of the property.

The same is true with website flipping. You come in with a very low price, build up the website's value and then sell it to someone (or a company) that can further carry it to success. The profit potential here is unlimited, depending on the niche and the overall success of the website you design.

Additionally, website flipping is not just about turning a small profit on getting a website started. It is also the process of finding underperforming websites, purchase the website and increase the value of it. Then, you turn around and sell it for a larger profit. The fact is, many businesses online are still very new and they are often far less profitable than they could be.

In order to be successful at website flipping, you simply must know how to build a website with success. The more traffic it gets, revenue it brings in and overall high quality of the website will define if the website is worth more and therefore if anyone will invest in it.

## ADVANTAGES OF BUYING AN EXISTING WEBSITE

There are definitely some advantages to purchasing a website that already has been established, improving it and then selling it off. For example, these websites already have an established audience. This means you do not have to develop an audience yourself. This could help you turn a real profit right away, simply by improving the search engine optimization of it or by installing an improved AdSense campaign, for example.

In addition to this, the website is likely already indexed in search engines. This is a fantastic tool because the website's ability to make a profit is likely to happen much faster. This can mean getting into the top search results faster. Even websites with very little attention likely have some type of back link network already developed for it.

Another benefit of purchasing a website already developed is as simply as avoiding the Google Sandbox. This is only possible if you purchase a website that has made it through the first 12 months of life.

## HOW TO BUY A WEBSITE

Let's assume you will be purchasing a website that you want to develop and flip. It has already been in place for some time, and you know it is likely to be a great investment for your business. First off, you need to realize what the site can do for you and how it will fit in the strategy you are developing for your business.

You may wish to purchase a website that is already getting targeted traffic for the product or service that you are already promoting. By purchasing a website like this, you can then take all the traffic that is already going there and funnel it to your own products and sales pages. In order for this to work well for your business, do be sure that the traffic coming to the website is high enough to warrant the purchase and quality enough to actually help turn a profit. High traffic does not mean you are getting good traffic. In the next section, we will talk more about purchasing a website and expanding and developing it.

On the other hand you may just want to purchase the website and flip it. In this situation, you definitely have to look for the right website to purchase. As a house flipper knows, it is more than just knowing what the actual

problems are with the house. You also need to know the market for the house, or in this case, the website.

There is risk in purchasing a website for the sole reason of flipping it. It can be very costly to make a mistake since you will likely be investing a good amount of money into the flip. In this situation, you need to insure that you purchase websites that have the highest potential for profit. You need to see a large result from the time and money you put into the site to make it worthwhile. On top of this, you also need to be sure that there is a market for purchasing it after you have created the final, finished copy.

Some of the best websites for this are under performing e-commerce websites that are selling a product. The product they are selling should be in a well established market. Look for a market that may be just starting to take off. In addition to this, be sure that the website itself has potential. For example, if it already has great search engine optimization, chances are good it may not get much better. Of course, the website's owners have to be willing to sell.

To make a profit from flipping websites, you have to master the following:

- Choose the proper website that is able to provide you with the likely potential sale you are hoping for.
- Implement changes quickly. This usually includes making a few changes to see a significant increase in the functioning and profitability of the website, in multiple areas.
- Get a double digit increase in sales for the website, a sure sign the website is profitable.
- Get the work done and working for you before the general marketplace gets caught up to you.
- Do this and you can make a sizable profit on the website by selling it for a premium.
- Don't wait so long that the Internet is saturated with those who selling the product or service you are.

It is important to remember that the Internet is one of the fastest moving marketplaces anywhere. The competitiveness of the web is also just as fast moving. In order to buy and flip websites with success, you will need to know what to do, how to do it and get it done as soon as possible. You should also be up to date on the movement in the web, including the strategies helping the web to move fast.

Take into consideration this method of website investing carefully. It takes the combination of just the right scenario to make a profit. This method of investing is best for those who have experience in website development and in profitable website design.

# 4

## WEBSITE DEVELOPING

The third method of making a profit from website investing has to do with developing the website itself. Regardless of if you take over an existing property on the web or if you start your own, you can make money developing the website and managing it.

If you go back to the real estate comparison, here, you are purchasing a piece of real estate to improve, repair or just build based on your own goals in the business. Here, your overall goal may not be to resell the website right away. You may sell it down the line, but right now your goal is to insure that the website is making you a profit.

There are many ways to do this but many Internet marketers will purchase the website of a business that they want to take over. You may know of a website that has a good product or service, perhaps one in a market that hasn't reached its height just yet. When this is the case, you want to purchase the website, take it over, make improvements and start making a profit with that website.

In the coming chapters, we will talk about how to enhance a website to make it profitable. But, before doing that, you need to understand how to choose the proper website to purchase and build.

If you take a look at the real estate market one more time, purchasing just any house is not going to work. You want a property that has value to it, or the potential for value. You also need a piece of property that is in the area that is right for you, one that is located where values are increasing, and one that has a low starting price. All of this holds true for the website developing you will be doing with a website.

You need a low cost initial investment. You need a niche that works for your web business goals. You need a website that has potential to excel. When all the right factors come together (which they easily can do), you will walk away with a sizable profit.

### WHY CHOOSE THIS WEBSITE?

As you consider getting started with website developing, you need to know which website to purchase. Here are some ways to consider the website in question.

## TARGETED TRAFFIC YOUR OTHER SITES BENEFIT FROM

One reason to start the process of buying a website is to purchase a website that is already in your niche and may have a decent amount of targeted traffic coming at it. In this scenario, look for:

- A website that has direct traffic to it that you can direct to your other websites, your sales pages, or your other advertising.
- This gives you a good customer base to work from right away.
- Do make sure that the website is getting quality traffic; traffic that makes purchases otherwise you will end up with a lot of traffic but few sales.
- Investigate the website's likelihood of making you a profit, not becoming more of a problem (such as not providing you with any good traffic.)

## PURCHASE A WEBSITE TO GET AD REVENUE FROM IT

Another reason to purchase a website may be to use it to increase advertising revenue. In this situation, you may only need to purchase the website and make a few tweaks. You just want to increase the amount of traffic coming in to it.

- Add some better search engine optimization for more targeted traffic
- You increase the website's ad performance
- In this instance, the best websites to consider are those with good quality content on them, but those that may have poor search engine optimization: it makes for a simple way to get more traffic there.
- Use the content on a website like this wisely. With your copyright on it, you can then turn it into articles to publish in other forms, or give it away in a free advertising package.

## PURCHASE A WEBSITE WITH AN ESTABLISHED COMMUNITY

Perhaps you are looking for a website that has something even more tantalizing to offer to you: a solid community. This is perhaps one of the best opportunities available to the Internet marketer. After all, the community is already there and it is flourishing. You just need to turn that traffic into a profit.

A good example of this is a simple website that has been designed to be a forum on a niche topic, sometimes a hobby. For example, you may find a website where there is a solid number of people who are talking about budgeting. The group's owner has not made any attempt to make a profit from this group, but you can do just that.

There are several things to think about here:

- Be sure to consider the niche is something you can work with and you see is profitable.
- A good opportunity to consider is when the website's following (such as the message board's content) has grown so large that the owner is unable to continue to pay for the hosting. They may need more bandwidth that they cannot afford to pay for.
- Offer to purchase the website and monetize the website. Often, you can purchase the website at just a low price.
- Insure that the website is designed around a niche that can make a profit for you. Some niches may not be profitable. Is there a way to get AdSense revenue from this site? Does it have products and services that you can market?

When using this method, be sure you have selected the right website, in which the owner is willing to let go.

## NICHE SELECTED

Another option to consider is when a website has been designed well around a specific niche, around a popular keyword or a keyword/niche that you believe will grow in popularity soon. In this situation, you want to choose a website that definitely has traffic coming in from the search engine ranking it has. The best bet is to find a niche that is likely to become one of the largest in the industry, something that is just starting to do well.

Purchase a website that gives you the best future outlook. Then, purchase the website before it becomes a big hit.

## TAKE THEM OUT

Perhaps you are already in the niche. You have a website that is doing well and you want to just take out the competition. If this sounds good, then purchasing a website that is already getting traffic just so you can merge with it makes sense.

You may have to negotiate something with the website's owner to get them to be on board. You may even want to share revenue with them, depending on what your goals are for the website.

The key here is to do the following:

- Find the websites that are competing within your niche for your business. Determine if they can be bought out.
- Work to incorporate both websites (or as many as there are) into one company.
- Choose this arrangement only when the industry is likely to require it, such as a fairly well established industry.
- Choose those businesses that complement your own well enough.

## TAKE THE DOMAIN NAME

Yet another reason you may want to purchase a website is because you want the domain name. This situation can work in virtually any circumstance, assuming that having the domain name is that important. For example, you may be able to convince the website's owner to sell you the website but the price may not be worth the move.

When choosing for this reason, the domain name has to be worth the investment of the purchase of the website. It may be a keyword rich domain name, for example, and therefore just what you need.

There are many ways to invest in the right website. The key is to do it with the right tools and information. You will need to have the means to develop a website in any situation. No matter what level the website is at, you need to be able to take it over, enhance it and better it to make it more profitable for you.



## 5

# HOW TO MAKE A PURCHASE

In any of these situations, you will need to make a purchase of the website or at least the domain name.

If you plan to purchase a domain name, there are plenty of ways to do that. Simply choose your favourite service, choose the right domain name (keyword filled is best, of course) and then purchase it. While about 8 or so years ago a domain name would cost you \$60 or more, today, you can get a year's worth of domain name ownership for under \$10.

For the most part, the purchase of a website to invest in comes in when you are using one of the two other methods of investing: flipping the website or buying the website to develop.

You can find a number of websites called "trading sites" where you will find websites being bought and sold. These can work for some investments, but keep in mind that it can be really difficult to find the low end bargain you are looking for. Unfortunately, there are too many people using the websites and many website owners have very high expectations as to what their website is worth. Use them if you like, but also consider finding websites to invest in, in different locations.

## DOING THE RESEARCH

A good place to start is just with web research. The best bargains on the web are those websites that are buried deep in it. Here are some tips to help you make this successful.

- Use Google and Yahoo! to find great opportunities to invest in. Choose the industries that you are most comfortable with. Then, search for websites that rank well deep within these search engines.
- Look for smaller websites for the best profit potential. The larger sites may be too costly to purchase or to update.
- Look beyond the first two to three pages of search engine results. Websites that show up in the first pages are well managed and most

likely have an owner unwilling to sell without a sizable (perhaps even six figure) dollar amount in mind.

The best websites to invest in are those done by single webmasters, those that may not be looking for a profit right off. For example, they may have added regular content to the website over its lifetime, but they have yet to be passionate about the website's true potential.

When looking for websites, be sure you are looking for the right type of website. You do not necessarily want a website with great ranking and outstanding keyword use. Rather, you want a website that has the potential for great things. On the other hand, you may want a website with decent ranking but without a lot of profit coming in. You may want a really bad, but ranked website instead.

Taking the time to purchase the right website really does make a difference in the profit you may see from the purchase. Website investing is like any other type of investing: you are still taking a gamble with the investment. There is no guarantee you will make the profit you are seeking from it.

You can reduce many of the risks by investing time in doing this research into the right websites yourself. Ultimately, you need the right combination of elements to come together. The good news is that there are plenty of potentially good websites to choose from. Since the web is full of websites that are good intentions never realized, it is up to you to find the profit in them.

## PURCHASING THE SITE

Once you believe you've found the right website to purchase, do continue looking into the website for the quality it offers. Here are some areas to consider.

1. Watch the website to see how many changes can be seen. Does it have a forum? Is it active and on topic? Does it have a blog being used and commented on?
2. Learn the history of the website, if possible.
3. Find out what back links the website has just by looking around.
4. Is the website's design structure working for it? Don't be too critical, just be observant. While it may not be what you consider to be the right way, it is still may be working.

5. Look at keywords and search engine optimization. From your experience, is this website optimized well? Could it get more traffic if the website was improved in this way?

The more information you have on the website, the better off you will be when you talk to the website's owner. Most websites have some form of contact information on them which you can use. If this is not the case, you can look at the WhoIs.com website where all website information is available.

As you contact the owner, keep two things in mind. Websites that are just hobbies for the owner are likely to be an easier sell. Websites that are businesses will take more of a fight, more negotiation and definitely more cost. Be prepared for what the owner tells you. It's often a good thing to approach an owner with just a bit of praise and ask questions just to get an idea of the owner's willingness to sell.

Prior to making a purchase, you do need to consider the website's actual facts and details. This includes knowing the websites:

- Statistics
- Costs of running it
- Revenues the owner is receiving
- Information on the website otherwise
- Problems with the website

Some of this information the website owner may not be happy to provide to you. Still, it is crucial in determining the value of the website. The best way to get this information is to actually be willing to talk to the website owner as a friend, someone that wants to do better for the website. Don't be pushy or over the top in your recommendations.

Once you have gotten them interested in buying from you, remember that there are several things that need to be taken into consideration here.

## WHAT NEEDS TO HAPPEN

Now that you have the website's owner on board, how does the transaction happen?

1. Agree on a price after through negotiation and time spent researching the value.
2. First, transfer the website's domain name to your own. This will also include changing the business name and incorporation information if needed.

3. Transfer the hosting into your name as well.
4. If the website uses any type of software that is in addition to the above, that software also must be changed into your name, otherwise you will not be able to use it. To change this information simply contact the company and make the request. Generally, both parties will be involved.
5. Use a contract for the sale of the property (just like you would in real estate) which outlines the transaction in detail. For larger websites and more hefty purchases, use an attorney to help here. You need all involved in the website to sign the contract. It should include any and all information on the website and a clause that ceases the previous owner from accessing the site. Additionally, most contracts also include a portion designed to insure the owner does not start a new website that's competition right away.
6. Gather the information on email lists the website has. You need to download these and keep them in your hands throughout the transaction. You don't want anything to be forgotten and the email lists are perhaps the most important element for sales growth!
7. If the website has editors, programmers or others working on it, gather contact information and make arrangements to fit your current program.
8. Follow up on everything. Don't count on the website owner to make any changes promised or to follow through on their end.

The purchase of a website is a complex process, one requiring a great deal of time and effort. By taking the time to work through the process, you'll strengthen your ability to make it the most profitable transaction possible.

# 6

## BUILD FROM SCRATCH

In the next chapter, we'll outline some steps for creating your own websites to flip or to develop and hold on to. The steps are the same throughout. Additionally, you want to insure that the information provided here is something you consider for a website you may purchase to improve. By optimizing the website, you can make a larger profit from it when you sell it.

### DOMAIN NAMES: CHOOSING

As you consider the first part of your business, creating a domain name, you need to focus on key factors that help to make it successful.

The domain name is the website property's address, a key important tool to getting people to visit it. Here are some things to consider when choosing the most effective domain name for your business.

- Short and simple is best: Go for just one to two words in length. If you need to choose one that's three words in length, this is okay, too so long as it is a concise, easy to remember phrase.
- Look for the domain name to contain some keyword having to do with your niche. This gives you the best opportunity for optimization right from the start.
- For resell value, look for a domain name that has multiple meanings. This may make it more valuable when the time comes to sell it.
- Consider spellings carefully. Choose a domain name not misspelled easily since website parking owners are going to seize these up quickly in hopes of banking from your traffic's misspellings.

Once you have a few ideas, you can start working on it through the domain name registrar. You can use services like GoDaddy.com, Namecheap.com or Name.com, for example.

## HOSTING THE WEBSITE

Now that you've selected the proper domain name, think about hosting the website. A hosting provider has the ability to keep your website up and running. You are purchasing part of their massive computer system that's able to house all of the data you require it to have.

Look for a hosting provider offering a low cost and reseller hosting plans. This gives you the ability to offer customers a hosting through you, which simply means you are referring them to the hosting service you have (and earning something for doing so.) Good options include HostGator.com and Asmallorange.com.

Hosting the website is important, of course, but you need to take into consideration the actual costs. You don't need to have a lot of cost in most situations, but you do need reliability.

## INITIAL CONTENT

As you get your website up and running, you'll need to put content into it. This is not always the easiest process right from the start, especially if you aren't a writer. Here are some options to take into consideration.

- **PLR Content:**  
This is cheap content that you can often get through various sources. As the buyer of it, you can edit it or change it as you see necessary. You can also claim ownership of it. Keep in mind that unique content is important!
- **Resell Content:**  
Here, you can purchase the content and keep it the same. You can't modify it. You can't resell the content either.
- **Hire a Professional:**  
You can find good quality, unique content from a variety of writers to use on the site. Since part of good search engine ranking is unique content, this will help you in that regard. It also gives you content that is your copyright: you use it as you see fit.

Once you have these elements in place, you can further optimize your website to get better ranking. You may be planning to resell it or hold on to it. The goal here is again the same: make it the most profitable it can be so it makes you a larger profit.

## KEYWORDS AND NICHE

Anyone building a website needs to keep in mind the importance of proper keywords and developing a niche. As you look at websites to purchase, consider building your own or even choose a domain name, keywords are an integral part of the process. This is how Google, and other search engines, rank the importance of a website to the users.

Throughout your website it becomes increasingly important to consider keywords. The good news is that it does not have to be difficult to pull together keywords for that website.

Google's keyword tool is perhaps the best tool you will have as a website investor and as an Internet Marketer. It allows you to choose the right keywords to use throughout your website, especially when it comes to choosing words for your AdSense campaign. The tool is easily found at <https://adwords.google.com/select/KeywordToolExternal>.

Once you have some idea of what your website will be about, you'll need to find the keywords that work well for it. If you haven't come up with an appropriate niche yet, you can also use the keyword tool to help you. There is a great deal of talk about how "specific" or "pointed" your keywords should be. In other words, do you want the website to be much targeted to a specific topic? If you plan to resell the website at some time in the future, it may be best to be less targeted.

### WORKING THE SYSTEM

You have a niche in mind. You have done some basic research on the keywords available. Now, how do you start to pull it all together?

Here are some tips to help you.

1. Use Google's Keyword Tool to help you to research the topics. All you need to do is type in the word you are considering by placing those words in the "descriptive words or phrases" box at the site.

2. For synonyms, at first you want to remove this to give you an idea of the basic words used. Later, you can use this to help you get even more keywords for the website. At first, limit your research to just the most important keywords for your website.
3. The results page shows you a range of different features on it. The "show and hide columns" drop down box is a good tool to use to give you some idea of what your options are.
4. Definitely choose the "show estimated average CPC" drop box. This will show you the cost per click that is associated with the keyword you have entered. This is the amount that the advertiser is paid each time that the AdSense advertisements are clicked on.
5. Choose high paying keywords that are associated with your niche. Consider the amount of competition there is for these ads, though. Those that have a very high cost could be less adventurous to the investor.

Setting up a Google AdSense campaign on the website is one of the best ways to develop a profitable website. Keep in mind you are after two goals here.

1. You want to make a profit for yourself while you own the website, which means getting a decent amount of ad revenue from your website each month.
2. You want to show that your website is profitable so when you do sell it, this helps increase the value of the website in the eyes of the investor buying it from you.

Do this with several websites, sell them to those who see them as profitable and you will turn a nice profit flipping websites. There's not a lot to invest, but your time.

## SEARCH ENGINE OPTIMIZATION

There could be pages and pages of information to include on what search engine optimization is, how it is used and how the system works. One thing to remember when you are gathering this information for your website is that no one knows for sure. Google and other search engines do not share what their specific algorithm is to calculating the ranking for websites. All that is known is that keywords play a specific role in the website's likely success.



Search engine optimization is a method of using keywords in the right manner to gain a higher ranking in the search engine results page. You want your website to be ranked higher because it means a substantially larger number of people will come to it, click on ads, or otherwise increase your sales. It is often helpful to also consider the overall success of the website's traffic here: you need targeted traffic, traffic that will make a purchase. Search engine optimization can help you to accomplish getting more, better traffic.

There are several ways that you can increase the SEO of your website to see improvements in traffic and sales.

1. Choose the right keywords: Select keywords that actually are a good description for your website. If you are selling chairs, your keywords should be chair related, not desk related, for example.
2. Use keywords throughout your website's content. A good rule of thumb is to include the keyword or keyword phrase as a whole no more than 1 to 2 percent throughout. Doing much more will negatively impact the website: Google does not like websites stuffed with keywords.
3. Use keywords in your domain name, your website's title and in subtitles throughout the website, again keeping in mind that too many can also hurt your website.
4. In placement in content, such as an article or blog post on your website, keep the keywords in mind. Place the keyword in the first sentence of an article and in the title.
5. Use keywords in your title page, your meta tags and throughout all descriptions for your website or blog. This includes in the description that will show in the Google search results page.

The more search engine optimized your website is, the more likely it will be that your website will produce good quality results. Keep in mind that "keyword rules" as they are often called, do change from time to time. You will want to keep up to date on the changes that happen in these rules. Google also offers some help in their [Search Engine Optimization page](#). This can help you to get even more information and it can help you to stay up to date on what Google thinks is important.

It goes without saying that keywords and choosing a good niche are an important part of website developing and investing. Regardless if you plan to flip the website or continue to develop it, the ultimate goal is to have a website that delivers high quality results. Search engine optimization helps make that happen.

# 8

## INDEXING FOR EXPOSURE

In order for a website to do well in the search engines and therefore get more traffic it must be indexed. This process can take some time at first, which is often disheartening for the first time user. Yet, it is an important process that can be done in several ways.

When a website is indexed, it is easier for the search engines to move through it and place a ranking on the website. This gives the website more exposure on the Internet which leads to better traffic for the website owner. You may decide to add a Wordpress blog to your website or you may be considering using various SEO methods to help increase page rank. Those are great tools, but there are several additional ways you can get your website indexed and therefore start benefiting from all the increased traffic you will receive.

### PRESS RELEASES

One way to get your website out there and to get more people interested in it is to use a Press Release. This type of advertisement is a simple news announcement that allows everyone to know your website is there. You can submit a press release at various locations online. Most are free services, though they do expect you to write a newsworthy press release (like the launching of your new website!)

You will want to add a URL to the press release that will take it back to your website. This will give you a traffic boost. As part of your indexing strategy, this method can work fairly well. Also, when it comes time to sell the website, do alert the buyer of the press releases the website has out there already. This is a good indication that the website gets a decent amount of traffic.

### USE CRAIGSLIST

Believe it or not, the online garage sale is one of the best tools that you have for getting your website indexed. Many people don't realize just how valuable this service can be.

Google likes Craigslist because it is a fast moving, always fresh content based website, all the features that Google likes about any website. If you can get your website's link there, chances are good you will also get your website indexed quickly.

There is no cost to post an ad on Craigslist but you do have to be very careful about overdoing it. Craigslist can ban you, remove the posts you have made, and leave you with nothing for the time you have invested. You do not need to over post your information in more than one or two cities. Google will catch it even with just this small of a posting in the Craigslist network.

Once you have gotten to the website, post a classified ad under the "Services Offered" section. Just add a description of the website, what it offers to visitors and the URL. Once you place that URL in the website, the search engine spiders (as they are often called) will move from the Craigslist website right to your own, indexing it.

## USE GOOGLE SITE MAPS

Another tool to help you get your website indexed is called Google SiteMaps. Don't be fooled: Google SiteMaps works for more than just Google. You can also use it for virtually all search engines, including Yahoo! Start by visiting the [Google SiteMaps's Website](#).

Create a site map for your website. This software does it for you by crawling through the website and then spitting out the URLs for each of the pages on the site. It is a great tool to see the organization of your website. Once you have a site map created, you can submit it to the search engines. By doing this, you allow them to find your website, gather the information it needs and then index your site. The benefit here is speed since the crawl does not need to go through the whole site.

Another benefit is that this site maps helps to reduce the risk of Google or other search engines missing pages at your website, especially if they are not linked directly to the homepage.

## MANUALLY ADD THE WEBSITE

Another way to go is to add your website to the search engines manually. By doing this, you allow for the website to start getting in place quickly instead of waiting for them to find your URL someplace else. You can go to each of

the search engine's main websites and submit your URL. Do this for as many as you would like to, including Yahoo!, MSN.com and others.

## GET IT DONE

Do you need to go through all of these methods to get the website indexed? No, but what is important is making it happen. You need the website to be indexed in order to show the importance of the website to prospective buyers down the road. The sooner the website starts showing up in the search engine rankings pages, the sooner it is becoming valuable to you, as the website's owner.

In addition to this, you will find that increased, quality traffic comes from good search engine ranking. This means higher profits from any type of product or service you are selling, any Google AdSense campaign you are using and from any affiliate marketing you will be doing at the website. It's definitely an important step to get your website to the level of profit you need.

## SELLING THE WEBSITE

You have done it all: You have selected the right domain name. You have chosen a niche for the website. You have built a website that has a good amount of search engine optimization. You have gotten the website making money and it is indexed. It has a search engine ranking. Now, think about how you will sell it.

Website investing is nearly always the process of choosing a website property to build and then finding a seller who wants to take over and start earning a profit from your hard work. People do not like to build their own websites for several reasons. First, they have to do all the work, which often entails spending a good deal of time with HTML, research and design. Second, people do not like to wait for results. It could take several weeks to months before the website starts showing any profit at all.

Therefore, it becomes important for your website investing career to develop good quality websites and then sell them, for a profit.

### WHERE TO SELL YOUR SITE

Now that you know you should be selling your website, after it has made you some money and is a priced possession that someone else will want, you have to determine where to sell it. A good place to start is with eBay. You may know of eBay as the place where people go to buy and sell their unwanted junk, but it is a fantastic location for those looking to sell websites.

eBay offers a special category for those who are selling their websites. You can also get a decent idea of what people are looking for by using these websites. Since eBay is an auction website, a well created ad and good demand can drive the price up substantially. You could find yourself making a sizable amount of money from the auction and winding up with a solid profit in your pocket.

There are plenty of mistakes that can be made when selling a website on eBay. By minimizing the risks of making these mistakes you will actually

increase the amount you can get for your website and therefore profit from the investment substantially more.

## GETTING THE MOST OUT OF EBAY

In order to do well when selling your website on eBay, you need to keep in mind a few important steps. The following are some of the most important things you can do to get a larger return on your profit. Even if you are new to eBay, you can still see an improved amount of sale profit by following a proven method for selling there.

The first thing to do is to do some research. Find out what other websites are going for and know how the ads are set up. This is the first clue on how you will greatly improve the success of your eBay auction!

### BE SOMEBODY

It sounds simple, but put yourself in the place of someone making a purchase on eBay. If this is the first sale you will make, people want to know they can trust you. EBay's rating system is the key element in knowing if a seller is trustworthy and virtually everyone uses it on a regular basis to check out the buyer.

As you start to sell on eBay, keep in mind that impressing your clients is very important. You want them to leave you good feedback as this will provide the next client with even more encouragement to purchase from you. High satisfaction really does make a difference.

Work towards becoming an eBay Power seller. This requires meeting specific sales goals and also maintaining a feedback score of at least 98 percent on going. The good news is that it helps you to get more discounts on the fees you pay to list items on eBay. You also get some additions to the services and features you have available to you.

### USE THE RIGHT CATEGORY

You can sell your website in several categories listed on eBay. It is important to choose the one that gives the most description about your product. The main category, at this writing, is called, "Businesses for sale." Then, navigate to the "Internet Businesses and Websites" section specifically.

Not only do you want to invest in finding the right category to post your information, but also to find other website ads to compare your own to.

Nearly all of those who invest in using eBay as a sales tool realize the importance of researching past sales and current sales within their area.

## TEMPLATE IT

A good tool to have is a template. You can find these throughout the web, including at Auctiva.com. A template can help your website to stand out and allows your business to look more professional. You need to download the template and modify it to include all the information about the website.

The worst thing you can do when selling the website is to add a few lines to a generic eBay ad and call it done. You will need much more than this to really perfect the quality of the ad and therefore get higher sales.

## WRITE GREAT TITLES AND CONTENT

Throughout the ad that you create, you need to make sure that your website is selling itself. Start with the title of the ad. You want to be sure that it is something that grabs the attention of the casual browser and makes them think, "Hey, this is the kind of thing I need." If you just use a sentence like "Website for sale" you will get very merger bids. On the other hand, if you use "Well established business website for sale" this sounds much more professional. Which would you rather buy from?

In addition to the title, you also have to word the actual content of the website around the goals of the would-be buyer. For example, you need to speak to them where they are most likely to be hit the most: their dreams and goals. Often, it is said that you have to speak to the greed or the emotions of the buyer in order to convince them to buy.

Appeal to their emotions through your wording. Show them that this is a website that will make them money. Making sure to stress that the website is a good investment is important, but you do not want to sound unrealistic either. Whenever a person thinks they are getting a good deal, they are likely to be more interested in it.

You should show throughout your description what the website's potential is. How much is the website making for you? What have you done to insure that it is profitable? What are the likely monthly sales for the website going forward?

By doing this, you create enough interest in the website that people are going to know it is the right decision for them to buy. You want to appeal to their senses and let them know why what you are saying is going to benefit them.

## PICTURES MATTER

As you create a website, keep in mind that you also need to showcase a few pictures of your website in your eBay auction. In order to know what they are getting, they need to see a visual picture of it. A good way to do this is through the use of screenshots. Screenshot software is readily available to help you make great images on the ads.

Here are some tips to help you with this:

- Take screen shots of the most profitable pages of your website.
- Get an evaluation of some third party person of the website and use a screenshot of it.
- Show the layout, design or anything else that shows the profitability of the website.
- Take a screenshot of the Google Keyword Tool for the search terms your website has been optimized for.
- Take a screenshot of the Google AdSense earnings for the month to show that you have been making the funds you are claiming (clean up the personal information on these pages.)

## PRICING A WEBSITE TO SELL

Now that you have the website ad on your eBay listing, how do you know what the right price for the website will be? The good news is that this is an auction which means you do not have to have a firm, one price fits all strategy. Even if you want the website to sell for hundreds of dollars, you don't want to price the big so high that no one makes the all important first bid. Start pricing low, even as low as \$9.99.

With eBay, you are able to set a reserve for the website's sale, so you do not have to sell for too low. This can help you to set a low limit to the bidding. If the bids end up lower than the amount that you have as your reserve, the auction ends with no sale, even if there are many bids for the website. Setting a reserve helps you to protect the investment you are making.

In addition to this, you can also use eBay's "Buy It Now" feature. This allows you to set a price that's firm. If someone comes along and sees that ad and really wants to buy it, they can buy it from you at the price you have set it



form. Generally, the price for this should be marked at a level that is slightly higher than what you would expect to pay for your website.

The selling of a website on eBay can be one of the easiest methods you have for turning a profit with the company. Don't forget just how valuable this can be.

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## CONCLUSION

Website investing can be one of the most lucrative methods for the Internet Marketer. Remember that if you sell a website at \$400, and have put into that website a few hours of work and some minimal investing in hosting the website and the domain name, you are making a profit. But, it is not just one \$400 transaction you are after. In fact, it is a continuous cycle you are looking for.

You can and should be investing in websites like this over and over again. You can have five, ten or more websites going at one time, each building value as they age and therefore becoming more profitable with each day. Selling them becomes a process which feeds continuous profit to your web business.

The three methods of building a website investing business include:

- Website parking:  
Simple, low investment and with good keywords, a decent profit.
- Website flipping:  
Great opportunity for the marketer to make a decent amount of money quickly, especially when he knows how to get a website set up and moving fast.
- Website developing:  
Long or short term, develop a website that offers you a profit as it grows. Down the road, you may want to sell it, or you may want to keep it and profit from the long term benefits it has to offer to you.

Key points to remember when it comes to website investing include these:

1. The key here is to get investing. Website investing is something you learn by doing, too. Don't spend too much time learning, just jump in.
2. Keep connected with forums, blogs and services out there on the latest strategies. You can learn a lot from just networking with other professionals.

3. Always monitor the competition. What are they doing that is working that you are not doing yet? Should you be?
4. Notice your mistakes and correct them. This will give you the best long term benefit because it will allow you to learn quickly what works and what does not.
5. Realize that your profit potential with website investing is limitless. There is no telling how many websites you can flip in a year or how much you will earn from the site you are holding on to.

Developing a website business is one of the best ways to grow your overall abilities, too. You can often do this process in your spare time, without actually having to invest too much of your time in your business as it is. The good news: you'll make a good profit even working in your spare time with website investing.

So, ask yourself. Is website investing the right type of investing for you? Could it be part of your web business? There's no end in sight for this type of business, therefore the profits can be long term.