Flipping Websites For Profit

How to Make Big Money Creating and Selling Websites

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Planning To Succeed With

Flipping Web Sites

Maybe you've never written a snippet of HTML code, but would like the opportunity to flip a web site and make a profit. Well, today's technologies and online services make it pretty easy for anyone to get started building and selling websites. All the information is out there for the person who wants to become a web entrepreneur. But, this e-book gives you information on not just putting up a web site, but also how to position it to become as valuable as a piece of real estate property that you want to flip for a profit.

For that, you will need to know some basics on what you need to get a web site up and running. While there are a myriad of technical details to this, you can find that out either by Googling terms or asking your service providers. We will list a number of different resources that can be mined for technical information at the end of this e-book, in the *Resources* section.

This chapter deals with general information on how to plan to succeed by either learning what elements you will need to establish any web site, or also where to go find some of these services. If you are just first starting out, this information is highly important, and even for those of you that have your own resources, you may

find some additional tidbits to make the structure of your business more efficient of money-saving.

Domain Names

Using the metaphor of web sites as virtual real estate properties, then the domain name would be like the address for this piece of property. More accurately, the URL assigned to that domain name is going to point people to the location of your web site, which is populated with millions of sites competing for viewer attention. So, how do you get your domain name to stand out?

This is, by far, one of the most important decisions you will make concerning your website. A good domain name can be flipped all by itself as something extremely valuable. Combining it with a full fledged site it creates additional value that attracts buyers. What are most buyers looking for in a domain name?

The characteristics of a good domain name are as follows:

- **One or two word phrases**
  You can't even get a one word domain name anymore, they are all taken and being squatted on by domain name investors. Even two word phrases are difficult to come by, but this is the ideal. Now, you may end up having to work with three words, which should be the maximum number of words in your domain name.

- **Consists of popular search terms**
  You want to do a little research on what people are searching for across the Internet and try to incorporate a keyword in your domain name, if possible.

- **More than one meaning**
  A domain name that has multiple meanings can be more valuable and marketable than one that is defined in more concrete terms.

- **Marketing buzz**
  Does the domain name roll off the tongue? Is it memorable? The more memorable and snappy, the better the choice is for the domain name. A domain name should seek to be easy to remember, as well as easy to type.

- **Conscious of different spellings**
  If you pick a word that can be misspelled easily or substituted for one with a different meaning that sounds the same, then you will have cyber squatters lining up to try to register those before you do. You will want something that cannot be misspelled so easily. Even now, if you were to take someone else's popular site and register a misspelling of their domain name, you may end up being sued. So, be careful when you use this strategy.

In essence, you want a domain name that people find easy to remember and that search engines like because of misspellings or search term popularity. You want to avoid hyphenated domain names, numbers in the name, and any other top level domains that don't end with the .com extension, unless you already have a buyer interested in that.

You will be creating multiple sites to flip, so you want to try out services that allow you to buy domain names in batches and to allow you to flip ownership easily too. The ideal is to have a "push" capability that is a simple process of pushing the domain name to another owner without too much hassle. Namecheap.com is an

example of a domain name registrar service that has a push capability. It's not the cheapest domain name registrar service and you can try Name.com for better prices. Other Internet marketers like popular portals for domain names like GoDaddy.com. Be sure to check out the resource page to get more information on these and links to them too.

Hosting Providers

Whenever you want to have a web site, you have to locate a person to host that web site on their servers. They charge a monthly subscription fee to keep the web site up and running. This is your hosting provider. There are numerous hosting providers out there in the Internet marketplace. They all offer different services and features. However, your main concern is not how much they will charge you, but whether they offer a reseller hosting plan. If you have a reseller hosting plan, you can use this later to add more service options to your business plan. In essence, you can charge customers to host through you, even though all you are doing is retailing that space for the main provider. This is a nice source of residual income and often comes at very little cost or effort on your part.

You can find out about reseller plans from hosting providers that offer the service. Check out Hostgator.com or Asmallorange.com to see what hosting your site through them and buying a reseller plan is like.

Content

The most time intensive aspect of creating a site is developing and putting up content that attracts viewers and makes money. You can hire people to ghost write articles for your site and have unique, and original, content for the people visiting. If you set up a blog site, you will probably have to write a post every day to increase the value of the site, or hire someone to do that. This can either be very tedious or very expensive. However, there is another way. You can use Private Label Rights products to help you populate the web site with good content. But, before we discuss PLR more, let's review the types of resell rights that you can get to use to add content to your site.

- **Resell Rights**
  This is content produced for people who are looking to be able to resell a product "as is." That means they won't be modifying it or claiming ownership. They don't have rights to pass on the resell rights either. So, this is the most limited way of buying content, but it can still work for some people.

- **Master Resell Rights**
  The next level of rights is master resell rights that allow them to modify the product or even give resell rights to others. This can be a great way to get content to resell, but the market can become quickly saturated if too many resellers use the same content.

- **Private Label Rights**
  This is very inexpensive in that you can get copy for pennies on the dollar. It allows the buyer to edit or modify the copy any way they see fit. They can also claim ownership of the product once it's been edited. They can resell it too or give other people rights to resell it.

Now, people can say they are selling using specific rights but the contract may limit what you can modify or how many copies you can sell. So, be sure to read what the rights are of any product you are choosing to buy to resell.

However, what you want to concentrate on getting for your web sites is Private Label Rights (PLR). The reason for this is that it is inexpensive, you can modify it, and more importantly, you can claim authorship of the content.

While there are a lot of positives to PLR, there are a few negatives too. Anyone can buy PLR and use it for their web site. This can have a detrimental effect on your web site ranking. You don't want to join a PLR site with 1000's of people and unlimited sales of PLR because the content can quickly become devalued, particularly if it is given away as a freebie by any of the buyers. You won't be able to sell what someone else is giving away for free.

But, that doesn't mean there isn't quality PLR available out there. There is, but you have to make sure to find sites that sell PLR that has sales limited to only a few hundred copies. And, do modify the PLR to give it your own stamp of approval. There are many ways to use PLR in beneficial ways, but always seek out quality PLR and products that haven't already saturated the market.

Learn FTP

You will have to learn how to FTP files to either install a new site package or to update web pages, depending on how you set the

initial web site up. FTP is short for File Transfer Protocol and is much less intimidating than it sounds. If you know how to drag and drop a file in Windows, you will be able to use FTP very easily.

To use FTP, you normally need to download an FTP client, unless your Windows version has one in it already. There are many copies of FTP clients that you can get for free. WS_FTP is used by many professionals in the field to upload and download files to their host. Another FTP client is Filezilla.com.

Once you have the domain name, the hosting platform, the content, and you learn FTP, then you have the basics to implement a business to start flipping web sites. Take however long you need to learn what you need to learn about all these basic elements. Have fun thinking up domain names, check out available hosting and PLR packages. Download an FTP client and start to work with it so you get a good feel for how this works. You may even want to check out eBay to see how other people are selling websites there. Then, you will be ready to get going in creating a successful business to flip websites and make thousands a month of profit!

2

Niche It For Targeted Income

We hinted at the fact that you are going to want to research what is popularly being searched online on Google to figure out a good domain name. The same is true for your web site niche. You can't just put up a web site and have content that is not targeted to any particular market. The search engines won't know what your web site is about or how to index it so people who might like to read it can find it.

If you develop a web site for something as obscure as broom handles, there isn't a large number of people interested in that topic and you won't get much traffic. So, there is a bit of an art to creating a niche for your web site content. You want something that appeals to a large number of people, but that is also focused on a specific topic that can be easily indexed and searched.

It's highly likely that if you find PLR on a specific topic that this is a topic in demand on the Internet. Otherwise, someone wouldn't have bothered trying to sell it. But, if you want to make sure that your efforts aren't going into some topic that isn't going to generate revenues, you should do a little research first with the Google Keyword Tool.

Google's Keyword Tool

This tool is useful for so many Internet marketing research goals and you can use it to find out what keywords are most likely to be profitable to use for domain names and possible topics. Google really makes it easy to figure that stuff out. You can not only locate high-paying keywords in the Google Adsense program, but you can also find out which keywords are the most popular to search. All you have to do is log into the tool online at:

https://adwords.google.com/select/KeywordToolExternal .

Here are the steps you would use to figure out a good niche to create a web site niche:

1. Think up some possible topics,
2. See if PLR packages are available on those topics,
3. If not, then find PLR packages that you can use,
4. Take those topics and research them with the Google Keyword tool.
5. Type in the word or word(s) you want to look up,
6. Select the radial button that says: "Descriptive words or phrases."
7. Uncheck the synonyms box,
8. Look at the Capcha image (security feature) and type in what you see,
9. Click on "Get keyword ideas"
10.   Pull up results.

Once you get the results pages, you'll have the option to add some additional columns to the results pages with the "Show/Hide Columns" drop box. You can try to see how that new information can help you make better decisions on what keywords are better than others for your purposes.

The four options in the drop-down box will be:

- Show Estimated Ad Position
- Show Estimated Avg. CPC
- Show Search Volume Trends
- Show Highest Volume Occurred In

The one you are most interested in is "Show Estimated Avg. CPC" which is the cost-per-click (CPC) associated with this keyword. That's the average amount of money an advertiser paid when someone clicked on an Adsense advertisement on a website associated with this keyword. So, from that information you can tell that the higher paying keywords will generally be of more value to publishers and generate more income to advertisers too, otherwise, they wouldn't be willing to pay out that much per click.

Once you have CPC column showing that's when you get a real bird's eye view of which keywords and topics are going to pay off for you. You want to find some that have a lower advertiser competition than others but a high paying value in CPC. Make a list of those and then buy the PLR package that matches that topic and you're well on your way to creating a website that can generate a profit in very little time.

Monetize The Niche Website

Google Adwords campaigns are used by advertisers to add some advertising to publishing web sites. They can associate keywords to their ads and pay based on the keywords they choose. If you own a web site and have Google Adsense account, you can insert

advertising and get paid for the number of clicks you generate. The amount of money that you get is based on the advertiser, but it can generally be predicted that the ads associated with higher paying keywords will pay more per click.

So, when you are building a website, you want to think about ways it will end up making you or the person who buys it from you money. If your website makes hundreds of dollars in advertising per month, then you can sell it for more because it is an income producing site.

The nice thing about using PLR with Adsense is that you can modify the text to add keywords and phrases that pay better. So, you don't spend a whole lot of time writing content, and you can use that time to locate keywords that will make your site more valuable.

You will also want to learn about SEO (Search Engine Optimization). If you understand some of the techniques of SEO, you know that you will need to add the keywords to web copy in a density that is appealing to the search engines, typically between 1 to 2%. That means if you have a 100 word web page, you would only want at most 2 instances of the keyword to appear in the text. That's because if you try to load your pages with these keywords, the Google search engine penalizes the website owner by either delisting it from the search result pages or dropping it down significantly in the page results. Either way, you won't get much attention that way.

Using the keywords and SEO methods, you can attract not only people to your site, but get more traffic through being placed higher in search result pages. You can monetize the site in such a way that it becomes profitable too.

Affiliate Offers And Links

Another way to add value to your pocket while getting your web sites monetized is to include affiliate offers that tie into your niche. This is actually fairly simple to do these days. You just sign up to an affiliate bank and look to publish affiliate offers with your id. You can even create your own affiliate program and embed those offers into your web pages and content and when you sell the site, if the new owner doesn't change the offers, you can still get residual income from it.

A few of the more popular affiliate banks are:

- **Commission Junction**
  This is probably one of the oldest affiliate banks online. You can use it to find affiliate offers to publish, but it's rather expensive to be an affiliate advertiser. However, it's well worth investigating to see if it can add value to your site. It is located at http://www.cj.com

- **Clickbank**
  This one is another affiliate bank that Internet marketers use. You can check out the offers at http://www.clickbank.com .

The beauty of using an affiliate bank is that it makes finding affiliate offers for a particular niche a breeze. They are often listed by

categories and they even give you statistics on how popular they are or whether they have a high affiliate payout. Just sort the list according to the criteria you want and under the category relevant to your niche and you can quickly locate offers to use on your site.

Then, it's just a simple of matter of getting the script that will embed the offer with your particular publisher id into the content on your site. It really only takes a matter of minutes these days to add some great affiliate content to your site. And, don't forget the big affiliate programs that people use like Amazon Associates, they can also be a great way to generate income from your sites, now and also after you sell.

As for links, well, if you really want to look ahead, why not add some links to some of your other sites? Backlinks are looked on highly favorably by major search engines these days and also count in establishing the actual value of a web site. Even after you sell, those backlinks will still be there pointing to some of your other sites, unless they are removed. If they remain, they are like money in the bank as most site value calculators count the number of backlinks to determine what your site is worth.

The only thing you want to avoid is a round robin of backlinks from all your sites. The search engines do have algorithms to check for this as this is a standard practice of people who put up link farms. Link farms are parked web pages that only point to other websites and offers to generate income with very little relevant content. Google hates link farms and so it tries to find ways to check whether someone is trying to game the search engine by setting up

multiple backlinks from sites that point to each other. Then, they pan those sites.

Check Out Competitors For Keywords

If you aren't really interested in thinking things up on your own, you really don't have to. Find a site that you know is generating a lot of money and then find out what keywords they are using to generate attention. Then, use the same ones. There's no law against doing this and it's a very quick way to have someone else do the research work for you.

There are a number of online web site analyzers that will allow you to type in a URL and find out what the keywords are that are being targeted based on the frequency of the word count. All you have to do is then check to see if those keywords are still highly profitable and use them in the content of your site too.

You can also use a competitor site to figure out new niches that you might not have thought of doing. Always learn from what others are doing, particularly if they are successful and making money. Maybe they have added some products on their site that are selling rather well. It may not be obvious, but they might be affiliate offers. There's no law that says you can't go and sign up for the same affiliate program and market them too.

Finally, pay attention to the backlinks going to successful sites. You can use www.backlinkwatch.com to find out who is linking into that site. Knowing this, you can find out how they generate traffic to

their pages. You may find they are adding articles to Digg.com or an article directory that is producing great exposure for their site. Well, you can do the same thing too, using your articles and you can even save time by doing it with PLR.

After you get a good look at who is linking to your competitors, try to see how they are using those backlinks to generate traffic or income. Many times you will see backlinks coming in from blogs too. That's because they might have visited a blog, commented on it, left a backlink, and that generated traffic and interest to their site, if the blog is hugely popular.

We'll talk some more about the value of blogs for web site creation in Chapter 4. It is really the wave of the future when it comes to content, web sites, and even news media outlets. It's changing much of how the web operates from HTML-intensive pages, to platforms like WordPress that require very little programming skills and generates a really nice web site.

There are so many ways to learn from what other people do without having to recreate the wheel. It always pays to have someone else do the work that you don't or can't do. It is called using other people's time and it has been an effective technique to leverage your business so that you have time to do the more important things, like generate income.

Once you find several profitable niches, you can even start to churn out web sites very easily, using some of the strategies found in this e-book. Just pay attention to what you do, what your competitors

are doing, and continue to try to reduce the labor involved by using other people's time or products. In the end, if it costs you several hours to write a decent article and you can buy several articles and an e-book for $15 or less, it makes more sense to just pay for the PLR. You do want to add some of your own touches to it and arrange it so that it seems more original, but it can definitely pay to use other people's work, particularly if they've given you the rights to do so. This way, you have the content you need to continuously update the web site without spending your time on it. In the next section, we'll discuss more about PLR, MRR, and RR and places to obtain this type of content to put you on the fast track to web site hyper-creation.

3

Using PLR And More

We've been discussing PLR as mostly articles or e-books. But, PLR can come in a wide variety of formats from autoresponders to reports. PLR just designates the type of rights people have when they purchase the product, it doesn't really denote the format or the product. Of course, there are times when Resell Rights (RR) or Master Resell Rights will work too (MRR) and you don't want to limit your options.

And, where will you use these products? On your web sites, but first let's think about a web site is these days. It used to be a web site could be a simple one page ad that you put on the Internet to advertise your products. Then, the Internet got sophisticated and all sort of programming and scripts made fancy websites possible, if you were a really great programmer.

Then the dot com bust happened and people started to realize that all those fancy sites were really pretty to look up, but they didn't have a large return on the investment in development time. So, people started to look for other types of web sites that might be able to make money without needing special skills to create.

Now, we understand that you don't have to hire a programmer to create a website that you can resell. You don't have to create really fancy sites that have ecommerce on them. All you really have to know how to do is create or obtain great content and attract people to the site and then capture their email to start marketing them. Most everything else can be done through email or third party providers of online ecommerce services, like PayPal. Now, you can even simply put up a blog and that can be your entire web site because it has content that is revised daily or at least a few times a week. And, that's what people are looking for all the time on the Internet: Fresh content.

So, focus on getting great content, and the rest should fall easily into place. And where does one get that type of content? Well, you go back online and look for it on special sites dedicated to providing that, for a small price, of course. You want to be very careful to select a niche that has at least 10 articles that you can purchase and an e-book, all PLR before you dedicate resources to creating the web site.

Online Forums And Websites Dedicated To PLR

There are membership sites that offer PLR packages to people for signing up. These can be quite useful to get started. You will want to find sites that give you great quality PLR content and that doesn't allow everyone to buy it. They may have limits on how many people can purchase the PLR content and this is good for you, as the buyer, so that you know the value of the content won't be degraded through market saturation. You also want sites that have reviews for their products so you get some idea as to whether the

package is worth buying or not, before you actually shell out money.

Some sites specialize on just articles and others on e-books. Some offer reports and others do not. Some have very elaborate packages that you can buy that help you set up a website, complete with autoresponders. The offerings out there on the Internet are many and varied. If you want to research on your own, all you have to do is PLR or "Private Label Rights" to see what pops up. Here, we will provide a sampling of different sites that we know are quality sites to get PLR content.

Sites For PLR Articles

The following web sites offer articles for PLR that you can use either on your web sites or to generate traffic with article directories.

- **Warrior Forum**
  The Warrior Forum has a "Special Offer" area where you can download PLR articles. The quality is very good and many Internet marketers use this forum to help them populate their web sites. They also have an area where people can leave reviews on the products too, which is very helpful. They are located at: http://www.warriorforum.com/warrior-special-offers-forum

- **PLR Article Traffic**
  This archive of PLR articles has various packages for a number of different topics. It's great for researching niches and then populating niche sites with quality articles. It is located at: http://www.plrarticletraffic.com/index.php

- **Niche-Content-Packages**
  This website offers PLR for niche web sites too. They are not as inexpensive as some web sites, but they quality is high so it's worth the extra money. If you want to investigate the various niche offerings here, go to: http://www.niche-content-packages.com

Sites For PLR e-books And Reports

- **Warrior Forum**
  This web site is really the "must go to" place for all things PLR. They offer packages not just with e-books and reports, but with complete sets that can include emails, autoresponders, graphics, and even sales pages.

- **PLR on Demand**
  This site offers PLR packages with e-books sometimes at less than $10! Check them out at http://www.plrondemand.com

- **PLR Savvy**
  Very similar to the other sites, but has its own offerings, including reports. You should check out a variety of PLR sites to see which ones have topics that interest you and will work with your web sites. It is located at http://www.plrsavvy.com

Using PLR To Make Other Products

Even if a site doesn't have an e-book on the particular topic you are looking for, they may have articles on it. If you can find a package with 10 or more articles on that topic, there's no reason you can't modify the articles to compile them into an e-book. That's the beauty of PLR. You can modify it, you can chop it up, you can pile it one on top of the other to create bigger products. You can put your

name on it too. And, of course, you can add keywords and links to it to get some good money rolling in.

The away to use PLR is to figure out what you need to make a complete web site. Maybe you want 10 blog articles, 6 emails, 6 auto-responders, 1 e-book, and a sales page. If you can't find exactly that package, don't worry! You can buy several packages, either tear them apart or compile them to get exactly what you need out of them. For the 6 emails, you might have one article of 600 words. You take the first 100 words and create a "Hot Tip To..." and at the end, tell your potential customers to expect another email with another hot tip later. That would be the next 100 words in that 600 word article. It's as easy as that to chop up and modify the PLR packages to suit your purposes.

In addition, you don't have to use the articles and e-books exactly as is, and you probably shouldn't either. You want to put your own stamp on these products and change them a bit so that if someone else happens to sell a similar product it's not obvious you both are using the same PLR package. The way to do that is to rearrange the chapters, change the headings, add some advertisements, some affiliate offers, some extra links, a resource section, a table of contents, or even rewrite areas to make them better. You can do anything you want to the PLR package. It's also nice to add images and make the product really sing!

What About RR and MRR?

You're not always going to find exactly what you need with PLR, and maybe you see something you like in resale rights or master resell rights. It's up to you to decide whether you want to use this material with your web sites. You are limited to what you can do with this type of content. In general, you don't have the right to claim ownership unless it's specifically stated in the rights at the beginning.

You generally cannot add links to some of these products either, although some MRR will let you add some as long as you don't take any out. The reason for this is that the people who are selling MRR products have their own links and affiliate offers embedded in these products. They are hoping you buy it and then attempt to sell it for them. When the buyer opens the product, what do they see? They see links to offers that you couldn't remove and that have nothing to do with your site. That's bad for you, but great for the MRR creator. That's because these links will generate income for them either in the form of sales or in affiliate referral income. Now, that may seem like a bummer until you realize that you can do the same thing when you sell your web site, if you used PLR content, because you would have modified it to add your own links to it.

After you sell a web site, the new owner may not realize you used PLR or they won't want to go through the trouble of taking out all your affiliate links and add their own. In which case, their site will

continue to point people to your income opportunities, even though you no longer own the site. Since it's up to the new owner to change that content, they will probably continue to generate income for you long after the site is sold. As for the Google Adsense account, most people will immediately change the publisher id to their account, but if they fail to do so, then again, you can continue to reap some dividends there too. When you sell a website, you sell it "as is" with the content the way it is. So, it's up to the new buyer to change things to make it product income for them too.

Here are a couple of places you can go to find RR or MRR products:

- **Sure Fire Wealth**
  This membership site allows members to download a variety of MRR products. It's not required that you sign up to do that though as they have many available for people who don't. Be sure to take a look at what is free to use before you sign up.

- **Floodle**
  This has a bunch of free MRR products and they are free. They are also quite old and, as such, may have already saturated the market place. It doesn't mean you can't use them, but do some research first to see how many other people are using them too.

Now, there's no reason you can't use a combination of PLR, MRR, or RR to create a fantastic web site. This has several advantages. You will be able to add your own links and affiliate offers to the PLR. You have access to more content. You can even zip all that up with your web site in one big file so that people can't believe how much they are getting when they buy your web site. It makes it look like a better deal.

As we said before, content is what is going to make your web sites stand out. It doesn't really matter how you get that content, as long as it is high quality content that isn't over-marketed. You do want to be somewhat picky and present the best package you can to your potential buyers. That might mean some nice newsletters, emails, sales funnel with auto-responders, and great sales copy. You can get that entire package up using any number of ways: PLR, MRR, RR, DIY, or hiring a ghost writer. There's no wrong or right way to do it, as long as it eventually increases the value of your site.

4

A Word About WordPress

WordPress is the best platform to create a website that attracts search engines and buyers in no time flat! It also makes the process of flipping the web site easy and trouble-free. WordPress has many plug-ins and features that allow you to optimize the site for SEO without really knowing a whole lot. This brings in targeted traffic from the major search engines. What's really nice is that WordPress is free to use. You don't have to pay for the software.

If you go to WordPress.com, you will see a sample of some of the commercial free WordPress blogs available to you. This site is based on the software available at WordPress.org. That's the one you want. You want to download the software from there and then upload it to your own host. There's several advantages to this. You get to use more themes, you can customize it much more, and you have access to far more plug-ins than the other site. These are things you would have to pay for at the WordPress.com site, which is a community of bloggers using the WordPress software. But, the biggest advantage is that you can flip a WordPress site that you've hosted on your provider, and even make revenue from it down the line if you resell hosting services.

Installing WordPress On Your Host

To install WordPress on your own server, you will need to download it from the WordPress.com site. Then, you use the FTP program of your choice to upload it the host site. If you happen to have Cpanel, you can use Fantastico to set up all your databases for the site. Just look in under the Fantastico icon in Cpanal in the Blogs or "Content Management Systems" area. It should list WordPress, along with a variety of different blog formats. This is a simple one-click installation and makes for a very efficient and quick setup. In total about a minute.

If you choose to install it manually, it won't take much longer – about five minutes. Since you will be flipping multiple web sites, you have to start to be organized by keeping track of all your databases and database names. You also want some way to keep track of each web site user names and passwords.

One way to do this is to buy an old-fashioned rolodex and add the name of the web site at the top of an index card entry under the correct alphabetical letter. Then, add the relevant information for each web site on that card, from user names and passwords to anything else you want to remember. Then, when you can't remember the user name or password but have the web site indexed in your bookmarks, you can easily look for that web site name and find the right card to get you going when you are stumped momentarily.

If you are installing things manually, you will be able to tell what information you need to write down as you go. If you use

Fantastico, the process won't be as obvious, but that doesn't mean

you can't get the information by having it mailed to you afterwards.

Here are some tips to get the installation to run smoothly:

- **Use the public_html directory**
  By installing the WordPress blog to that particular directory, people will be led to the web site when they type in your domain name in the URL address locator.

- **Fill in the title and tag line**
  Some people take forever to figure out what to put in the title. It's especially important if you're trying to optimize your blog for SEO. But, actually that's the reason it doesn't be as hard as some people make it. If you've done your research with the Google Keywords Tool you already know some great keywords that can be used to populate the title and tag line.

- **Delete all extraneous information**
  WordPress will fill in some sample posts to get you started. You will need to go in and delete these. All you have to do is go to Manage Posts and then choose to delete any post you don't want.

- **Add an interesting theme**
  There are so many different WordPress themes available all over the Internet. WordPress offers its own themes to download and use too at http://www.WordPress.org/extend/themes. In order to install a theme, you have to put it in the wp-content/themes directory. You will have to use the FTP program to put the theme into the right folder. After that you will have to open the WordPress admin panel and apply it to the site.

- **Change the PermaLink URL**
  You want to make the PermaLink search engine friendly by tying them to the post name. WordPress, straight out of the box, assigns a page number and uses that as a suffix to the PermaLink. This is not good SEO practice, so you need to

modify it. You will have to log into the admin area and got to Settings>PermaLink and then choose custom to change it. The custom setting should be the following code: /%postname%/ . After you save, WordPress will give you some code that you will also need to enter into the site's .htaccess file. This is a security file that can be edited by downloading it, opening it in a text editor and inserting the code. Then uploading it once again. Or, you can use Cpanel to edit the .htaccess file.

One thing you should remember when you are doing WordPress installations for multiple web sites to use different themes. If you use only one theme and your prospective buyers take a look at more than one of your sites, they will come off like cookie-cutter sites, and no one values mass produced content or looks. By choosing a different theme for each site, you make each site look like an original, even if you've used the same process to create all of them.

Installing WordPress Plug-Ins

If you only installed WordPress and nothing else, you wouldn't have a very good web site to offer your buyers. The strength of using WordPress as a platform lies in the many plug-ins you can install that make it a formidable platform. Plug-ins allow you to install features at the push of a button that generate traffic to your web site. The more traffic you can attract the more the site becomes valuable to your buyers. So, adding these plug-ins is very worthwhile, and they're completely free!

To install a plug-in, all you have to do is download it to your computer. Then, using your FTP program, you will have to upload it to your host server. It will go in the:

wp-admin/plugins/folder/directory.

After that you will log in to the admin area within your web site and activate it. It will turn green when it is activated.

Which Plug-Ins To Install

- **Akismet**
  This plug-in will save you loads of time in moderating comments from people who only want to spam you with their web site URLs or shady offers. It automatically checks the posts for spam content and removes it from your comments awaiting moderation. Most bloggers have lots of trouble with spammers trying to get attention on their site, and this plug-in will keep them all out. It is located at http://akismet.com

- **All In One SEO Pack**
  This is one of the most valuable free plug-ins out there to help you optimize your blog. It makes adding keywords easy and straightforward and helps to attract massive traffic to your site. It is located at:
  http://WordPress.org/extend/plugins/all-in-one-seo-pack/

- **Google XML Sitemaps**
  This plug-in creates a site map of your site that you can submit to the Google search engine. This helps them to index your site and to figure out your ranking. But, even though it's called the Google XML Sitemap, it doesn't mean you can't submit it to other major search engines like Yahoo, MSN, and Ask.

- **PHPBayLite**
  Adding this plug-in allows you display eBay products on your site, or your eBay affiliate links. If you install this plug-in for affiliate sales, you will want to log into the admin area of your site afterwards and find the Options menu to select PHPBayLite. It is located at:
  http://www.phpbay.com/products.html .

- **All In One Adsense and YPN**
  This plug-in will automatically insert the Adsense or YPN ads to your blog posts. If you were to do this manually it would take quite a bit of time, but this plug-in makes it automatic. Adsense, as discussed before, is a way to monetize your blog so that you make money when people click on the inserted ads. It is located at:
  http://WordPress.com/extend/plugins/all-in-one-adsense-and-ypn .

Other Strategies To Make Your Blog Web Site More Valuable

One of the main ways to increase sales is to put offers in various places that are normally overlooked by Internet marketers. One such place is the error page. Another is the thank you page or the order entry form. There are different ways to market people when they finally land on your site, but you want to add offers wherever you think they might be visible to people, so even the error page can be a good place to add an offer.

When your buyers see the trouble you've gone to in order to customize the site to add offers in places that can generate unexpected sales, they will be delighted and impressed. So, let's go through some of the details here.

An error page is the page people get when they type in a URL in your domain that doesn't exist. This can either be due to a misspelling or because you took the page down and people had the old page bookmarked. To add offers to the error page, also known as the 404 error page, you can use a plug-in too.

Download the 404 Error page plug-in available at http://www.askapache.com/404-google-WordPress-plugin.html and FTP it up to your site. You will want to put it into the same plugins folder you put the other plug-ins into before. Then, activate it the same way by getting it to turn green.

While you are in the admin area of your site, you will want to look for the option panel and select that. There will be a submenu entitled "AA Google 404." It should take you to a page similar to /wp-admin/options-general.php?page=askapache-google-404.php.

You will want to insert the Google Search API key there. Hit the update button. Then go back to the main admin area and look up the Presentation>Theme Editor area. There should be a link there that will allow you to edit the 404 error page. Create a template for how you want the error page to look and add the code that tells it to add some offers. This is done by including the following code: <?php if(function_exists('aa_google_404'))aa_google_404();?> into the 404.php template page you've been editing. It should go in the main content area to be effective.

Another thing that buyers like to see are site stats. You can offer these directly on the web site by installing the Cystats plugin. It is located at http://WordPress.org/extend/plugins/cystats . This nifty plug-in lets visitors to your site see the number of referring pages, most read categories, and even most read comments, and a whole lot more. It is a great way to prove that your site has readership and a high interest level.

5

Writing To Generate Big Bucks

Writing blog posts takes several skills: SEO, writing talent, and, good marketing. Some of the SEO can be done with the All-in-one-SEO pack that you downloaded as a plugin. Other SEO can be done through researching keywords in the Google Keyword Tool. The way you write to market is also important and what types of offers you have for sales on the web site to generate income will also add value to your site.

Search Engine Optimization (SEO)

Hopefully, you did some keyword research when you were looking up niches for your potential web sites. Even if you didn't, you can still pull up some interesting keywords for indexing, categories, and titles just off the top of your head. They may not be as valuable as some of the ones you've researched, but don't underestimate just good old fashioned brainstorming. This in combination with the All-in-one-SEO pack can still get you good results, even though it's far better to do research with the Google Keyword Tool and use that in combination with the All-in-one-SEO pack.

To use the pack as you are writing up blog posts, you will want to click on the Write tab within WordPress. Then, click on the section

that says, "All In One SEO Pack" to expand it for use. You are going to add the titles, keywords, and descriptions there. Then, the pack creates the meta tags for you automatically.

There are three places you want to make sure to put your targeted keywords in when you create a post: the title, the keyword list, and the description. All of these spots help the search engines to quickly index and figure out what the post is about and how to rank it. So, whatever your keyword or keyword phrases are, you will want to make sure they appear in all three places. You also want to include the keyword at the beginning of the title, more so than at the end.

You can really ramp up the SEO in your posts by adding the keyword phrases to the content of the entire post. The search engines weight the headings and subheadings more than the actual writing, but you shouldn't over do it. Depending on the length of your post, you should try to keep the density between 1 and 2%. That means if you have a 300 word post, the keyword should only appear between 3 and 6 times, including the title, headings, and subheadings.

It's always better to put a few less keywords in than the maximum as Google will also penalize people who stuff their posts with too many keyword phrases. So, positioning the keyword phrases to show up where they are more weighted is more valuable than having the keyword show up an excessive number of times in your blog post.

Looking Well Established

You know that part of creating a successful image is to look the part. Similarly, you can't sell a web site that looks really new and unread. You want it to look well established with plenty of readers and fans. Luckily, WordPress offers you the option of setting the date of each post that you write. If you want the blog to appear to be more established, you simply put in dates in the past to make it seem like the blog was set up months ago.

The way to do this is through the Manage>Posts menu. Once you are writing a post to the right of it, you will see the option to set the publish status. There you can set the post to publish or keep the post private. But, in addition, there is also what appears to be a comment that says, "Published on: date and time. Next to that is a hyperlink word that says, "Edit." Click on that hyperlink and you can set the date to anything you want.

Content, Look, And Layout

You will want to write your post paying attention to the content, the look, and even the layout of the blog post. For the content, you want relevant content with associated keywords. Hopefully, you are using PLR to get numerous articles up at one time. You can leave them unpublished until you want, or you can add them all in at one time, changing the dates to make it appear it is a more established blog. You will want at least 20 or 30 blog posts before you attempt to sell the site. The posts shouldn't be too long as modern readers

don't want too have to wade through a really long post. If you keep them between 300 and 500 words that will be enough. And, more posts will make it more valuable as content is highly desirable from a buyer's standpoint.

As for the look, it pays to add some images next to your content. It just adds more visual appeal and can significantly increase the marketability. Don't get too crazy on the fonts, as that not as significant and can distract the reader from the many links and affiliate offers embedded in your posts.

The layout of a post is actually very important. It may not seem irrelevant, but actually it's not. That's because people read blog posts much more differently than they read paperback books. When a person lands on a web page, they typically are attracted via the title. That's because search engines will pull up a title in the results pages and bold it with a little bit of the content showing to entice people to click in.

So, really the title is the big hook. And, when people click in, they may not have a whole lot of time to read a long article, but they will want to figure out quickly if the post is worth reading. So, they may look at the headings and subheadings, bulleted lists, and any bolded or italicized information first as they scan the page that comes up.

If you insert a list and bold some points, people can quickly gage whether they need to read each point more closely. Appropriate headings to split the paragraphs apart serve multiple purposes.

They make it easier on the eyes when the post is pulled up, instead of seeing one large gob of writing slap them in the face. It allows you to add keywords in a place that is weighted more by search engines. And, finally, it lets the reader quickly scan the headings to see if they want to read the subsequent paragraphs or not.

The same is true of bulleted lists, bold, or italicized information. People may scan the page, pick out the relevant and important high points of the article and then decide whether to read more or not. They may even decide to try a different article and follow the same hopscotch towards the final goal of getting the information they want and need.

Finally, when you go to sell the web site, the buyers will be very impressed by all three of these factors. It shows that you took the time to understand the mentality of the average surfer and took great care to add special details that make your web site stand out as a worthwhile piece of Internet real estate property. It's like the difference between selling a fixer upper and a house that has been staged to sell.

Writing To Sell

While great content attracts readership, good income making opportunities attract web site buyers. Your web site should have some sort of commerce being handled to make it not only a web site, but a business opportunity for buyers. For that, you want to make sure you add a sales page.

Instead of creating a post, however, you are going to create the sales page on a different page. If you wrote the sales page as a post, it would scroll down and eventually disappear off the main page as other posts were added. A sales page needs to be available all the time, so you need to add it as a page, not a post.

So, under the Write menu, choose Page, not Post.

Now, the only problem is that although a page is available at all times, it's not available on the front page of your web site. That's where the blog posts are. And, it really makes sense as people who come to your site would be turned off if every time they logged in, they automatically saw a sales page. Instead, they go to your web site and see brand new blog posts and that's what keeps them coming back more and more.

But, you still need a way for them to find your sales page. So, you need to add a link to the WordPress blog. You can do this in the Write menu with the Link submenu. If you really want to get fancy, you can fiddle with the WordPress theme editor to put up a banner image they can click that gets them to your sales page, or at least a link that stands out more.

When you set up sales pages, be sure to set up a "thank you" and "download" page too. The thank you page can even include more offers, if you desire, but it's also just a common courtesy for people who want to know the order is completed and they can click on something different now. The download page is for any electronic

media that you're selling like any PLR articles, reports, or e-books that you've modified to suit your purposes.

PayPal

You will want to get a free PayPal account to help you take orders online. They offer a number of different types of buttons and logos and they make it a snap to collect monies through credit card payments, without much fuss on your part. PayPal is the preferred way to make online payments, barring your own ecommerce tools like a shopping cart and credit card merchandising account.

Setting up a PayPal button is really easy. After you set up your account, you will want to tie it to your business bank account so that you can withdraw funds once they start pouring in. But, it doesn't require any special effort to accept payments from anyone else, since it goes through PayPal. And, you can even set up payment plans with subscriptions, if you want to set up a membership site and have a monthly subscription fee. It's a very simple way to collect monies online and doesn't require knowledge of any special programming.

When you set up the items that you intend to sell through PayPal, they will ask you where to redirect a person if the sale completes and also they have a place to go if the sale aborts. If the sale completes and the payment is accepted by PayPal then you want to redirect the customer to the download page. If it aborts, you will want to send them to another page on your site. When the person finishes downloading the files they bought, you can redirect them to

a thank you page to let them know the process has been
completed.

PayPal does charge a fee to accept payments for you. They don't
charge anything to open or keep an account, but they do charge
you for accepting payments. So, price your products and services
accordingly, knowing that some of those monies will go to Paypal.

What's nice about Paypal is that they make it very easy to
document your income because they keep track of your payments.
If you need to show anyone how much income you make, you can
send them a file with the activity in your Paypal account. It will help
your buyers to realize that there is a money-making opportunity in
front of them.

6

Index For Greater

Web Exposure

Indexing a site makes it far easier for search engines to crawl and assign ranking for posts and the web site too. When a search engine can locate and index a page more easily, it has far more exposure on the Internet and people find it more easily.

Fortunately, WordPress has a great ability to do that all by itself, without any effort from you. Using the All-in-one-SEO pack also simplifies the indexing of the posts so that it is a very quick process. But, SEO and WordPress aren't the only way to get your site indexed. There are other ways to do this so that you get a boost from multiple indexing strategies, instead of using just one. Here we'll go over several different ways to get your site indexed by the major search engines, aside from using SEO and WordPress.

Craigslist.com

This site started off as a simple way for people to trade and sell things online in one city. It was basically a bulletin board for all kinds of classified ads. It became so popular, that now it is

worldwide and the traffic it gets every day is quite astounding. What's nice about Craigslist, sometimes referred to as the world's largest garage sale, is that it is separated into geographical regions, but you have access to all the cities, if you like. So, if you were moving from one area to another and wanted to find a place to stay, you might go to that city in Craigslist and peruse the "rooms to share" area.

Since it has gotten so large, the search engines do like to index the posts there too and it makes a great, and free, way to advertise your web sites. You will have to get an account to post in the classified ads section, but that's free too.

One thing you don't want to do is add your classified ad to multiple cities by cutting and pasting it everywhere in Craigslist. The staff of Craigslist takes a dim view of this practice and can get you banned. So, stick to your own city to advertise you web site and be happy with that. Since you are doing it to just get indexed better, this will be sufficient.

To start, you want to go the link that says, "Post to classifieds." Then, in the submenu offered, you want to select: "Service offered." For the category, choose "Small Biz Ads." It will let you put up a post to describe your web site and what's of interest to other people. Make sure to include the URL in the description so that the search engine spider crawls from Craigslist to your site. Now, submit the classified ad, and you're done! It may not seem obvious, but we promise this will help your indexing efforts tremendously.

Press Releases

You can tell people about your new site through online press releases. There are multiple places you can go to submit a press release. Just Google them and then submit a free press release to various sites. It can even be the same one. But, don't forget to add the URL going back to your site so that you get that boost in traffic too. And, if you are using this strategy to get you indexed better in search engines, you might also want to tell your potential buyers how many press releases are out there and the efforts you put into marketing the site and increasing exposure. They will really appreciate that.

Google SiteMaps

You can create an entire site map for your site using the Google SiteMaps tool. A site map actually crawls your entire website and then spits out all the URLs of each of the pages on your site. This gives a bird's eye view of the content and organization of your site as is specifically used to facilitate search engine indexing. The nice thing about Google SiteMaps is that it isn't just for Google. You can take the same site map and submit it to Yahoo! And other major search engines too. This makes it easier for them to see what you have on your site too and helps them to index your site better, without having to necessarily crawl your entire site. You've already done it for them. Google Sitemaps is located here:
http://www.google.com/webmasters/tools .

Some people don't know that without a site map, the spider that crawls your website will using start at the home page and work it's way from this page to any other pages on the site, based on the links on the front page. Without a site map, the spider may miss pages and links that are essential to bringing people in to see them. If they are missed, they are not indexed. If they are not indexed, they won't have a chance to ranked on result pages and fewer people will find them. So, you do want a site map embedded in your home page to make it easy for search engines, and barring that, you want to submit the site map manually to the search engines.

Add Your Site Manually To Search Engines

The other way to get indexed quickly is to manually submit your URL to the major search engines. That way, they don't have to stumble across your website URL from all the other content they are indexing daily. Instead, you go to Yahoo! Or MSN.com and you submit the URL yourself. To submit your site to Yahoo! You will have to go here: https://siteexplorer.search.yahoo.com/submit . To submit your site to MSN.com you will have to submit your site here: http://search.msn.com.sg/docs/submit.aspx .

Add Your URL To Directory Listings

Another great way to increase exposure and become indexed quickly is to submit your site to directory listings. You want to put it

in the appropriate category and search out multiple online directories to add your URL.

These are just a few of the ways you can get greater exposure on the Internet and quickly indexed by major search engines. You don't have to go whole hog and do every single one for each web site you create. You can, however, do multiple sites at once and that will make it more time effective. Just pick a couple of strategies to try and a few of your web sites, and do these in batches. That way, you get done much quicker and you don't have to flip back and forth from one web page to another for each web site.

7

Where And How To Sell Your Web Site

EBay is the best place to sell your web site. This marketplace is highly visible and receives oodles of traffic. Not only that, but eBay has a special category that allows you to sell web sites and gives you an idea of what people are looking for in a web site. And, finally as an online auction site, you can potentially make more profit flipping the web sites anywhere else. Why? Well, auctions tend to drive the price of products up because people compete with each other for the winning bid.

Many people get caught up in trying to get the winning bid in just as the auction is set to close, and so you often see the price shoot up just before your auction listing expires. Whereas, if you just had a retail price, you may never learn that people were willing to pay much more for your site than you expected.

However, there is a right way and a wrong way to sell your site on eBay. Your web sites won't be the only ones listed there and you need to be competitive to get the attention to attract bidders and get the highest price possible. For that, you need to concentrate on selling the product the way eBayers expect and following eBay guidelines so that you can get great feedback after the sale.

Why Feedback Is Important

When you are a new seller, you may get a few people trying you out, especially if they like your offerings, but the more positive feedback you get the better chances you have of attracting more buyers. If you only have 1 sale and a 100% feedback score, obviously, no one is going to be impressed. You want to make many sales and have a high satisfaction level from your customers to impress eBay buyers who look at this rating closely. In addition, if you are seeking to make eBay Powerseller status you will need to make a certain level of sales and maintain a 98% positive feedback score to make the grade. But, once you do, you will end up with some very significant perks from discounts on listing fees to fancy tools and special services offered only to Powersellers.

Use The Right Category

There is a category for selling web sites on eBay, but it's not that obvious. You actually have to go first to the main category called: "Businesses for sale." And, really, you are selling a business, and the more your buyer perceives your web site as a money-making business the better. After you select this category, you will be able to select the subheading, "Internet Businesses and Websites." This is the appropriate category to list your web site. It's also here where you can see how other people are marketing their web sites, which are selling, and how to best advertise using some of the strategies others have found successful.

Use Templates To List

If you open up a few of these listings, you will quickly realize that presentation is everything. If you just put in a few paragraphs about how great your web site is without screen shots, nice fonts, and good marketing strategies, you will look like an amateur in a field of professional sellers, and no one will buy your web site. There are ways to level the playing field quite quickly, even if you have very little experience adding fancy fonts and images to a listing: use a selling template.

Auctiva.com offers a variety of excellent templates that you can use to make your web site auction look more professional. You just download and modify the templates, however you want, and then use them in your eBay listings. You can get a few different templates and put up multiple listings to liven things up. One of the benefits of using Auctiva.com is that you get to list your auctions for free through them.

Winning Titles

Once you start to browse through different auctions for web sites on eBay, you will notice many of the titles for various listings include the words: "Established Business Website." While it is quite overdone on eBay, it's popular because these titles attract far more attention than just a generic "Website For Sale." Remember that the first thing a potential bidder is going to see on eBay is the title of the auction. In order to entice them to open the listing, it had

better be good. And, what people are looking for in a web site is the potential to make money. Thus, some phrases attract more attention that others. Use the following three phrases at different times to create more attention for your listing:

- Established Business Website
- Affiliate Website
- Adsense Website

As they say, the proof is in the pudding and if you don't believe just try some listings with these phrases and some without. You'll quickly become a believer and use them even if everyone else is too.

Add Screenshots

To give your buyers a visual feel for how your web site can look, you should add screenshots. But, that's not the only purpose of adding screenshots, they can also be used to flash dollar signs before potential bidders. That's because you want your bidders to begin imagining how much money they can make on a more gut level, they are much more likely to place a bid. The way to do that is to include screenshots of the most profitable pages on your site, the evaluation that a third party person has assigned your site (you can use something like the Swift Appraisals tool), and any other things that determine the profit potential for the site.

If your site has been optimized for Adsense and is generating revenues, there are several ways you can make that apparent to a potential bidder. You can take a screenshot, from within the Google

Keyword Tool, of the search volume and competition for your particular niche and keywords used. You can also take a screenshot of Adsense total earnings for a month, but be extremely careful when you do this. Google doesn't allow people to publish certain data from within the Adsense earnings page and you will need to block it out. So, print out the page, take a black marker and block out everything that is against the Google guidelines to disclose, and then scan the page and post it as a screen shot.

Create Big Dreams

You want to create some big dreams for people interested in buying your site. To do this, you will have to appeal to either their emotions or greed. It's quite a bit like selling physical real estate, even though it's all virtual and online.

When someone is thinking about buying a house, they walk in and take a look around. That's what the purpose of the screenshots are for, to create ambiance and see if the web site is something they want to own. That's why you need to appeal to the emotions of the potential buyer first. After that, people want to know that they are buying a good investment. And, that's why you then want to appeal to greed too. If they think they are getting a great deal and will be able to turn around and make more money on it, most people will jump to bid on it before it gets snapped up by someone else.

As usual, you don't want to bore them as much as you want to dazzle them. So, any kind of scientific or methodical visual presentations that can prove that your site is a potential money

maker will really appeal to their greed and give you an edge. The types of screenshots that are the most effective are of bar and pie charts or any kind of visual aide that can show earnings either from products, Adsense, or affiliate ventures. That's putting your money where your mouth is.

Pricing

Since you are doing an auction instead of a just a retail sale, you have to appeal to the psyche of the typical auction buyer. That means that even though you want to generate hundreds of dollars from your web site flip, you also have to get someone to start the bidding to raise the interest on your auction. That's why you will want to have the bidding start at some level that is low enough to entire anyone to bid. That's typically between $4.99 and $9.99.

Now, don't fret, you don't have to sell the web site for that price just because someone bids on it and no one else does. You can always set a reserve price that has to be met in order for the auction to go through. But, some people decide that just making a sale is good enough and they let the free market decide the actual value of a web site and pick up more money on the backend through hosting and consulting fees.

EBay also offers a "Buy It Now" (BIN) price. This price can be a great way to make an instant sale and not have to worry about whether a reserve is met or not and whether you need to relist. So, always set a BIN price and try to offer the web site between $199 to $299. That will help make up for some of the selling fees and

listing upgrades you might have paid for when listing the web site. If you have your own eBay store, you don't necessarily have to ask for as much for the BIN price because you won't have as many fees. You might try seeing how setting the BIN price between $49 to $179 works for you in combination with your eBay store.

Timing

Auctions on eBay can run between 7 to 10 days. While that is an excellent way to generate sales for retail items, it doesn't work as well for web sites. You want to create a flurry of excitement and not give the customers too much time to make up their minds on whether they want to bid or not. So, instead of having a 7 day auction, choose a much shorter term like 3 days. If that works well, you can even try a single day auction and see if you get good results. The immediacy of making a decision can make people bid more and higher if they think the opportunity is going to go away sooner, rather than later.

The other things to take into consideration when timing your auction is not to have it end on a Tuesday, a Friday, or a Saturday. There's nothing that says you can't do this, but experience teaches these days are far less profitable than others. It could be because people are not online to make a bid at the time the auction is closing either because Friday and Saturday are date nights and people are too tired on Tuesday. Whatever the reason, just choose to end your auction on some other day and that will help you attract more attention and higher bids.

Lastly, don't end an auction near a meal time. People just aren't online, they are sitting down to eat. Since the most profitable period of selling at an auction is when it is just about to close and buyers are panicking that the opportunity will be lost, you don't want them instead getting up from their computers to get a bite to eat. Try to end the auction either late in the morning or late at night, around 7:30 pm western time. This will give buyers on the east cost until 10:30 pm to bid on your auction.

Set Yourself Apart From The Crowd

In order to sell on eBay, you need to know how to set yourself apart from the crowd. You can do this by picture features that highlight your auction listing like bold or highlight. Also, you will want to think up a unique selling point that the buyer can appreciate when they are looking through your listing. That might mean you want to accentuate the potential business opportunity, talk about the effort you've put into getting the site optimized for Adsense, or how much content you have and why it is going to attract tons of traffic.

You might also want to talk about the niche and how your site is different from the rest being offer on eBay. Just take a look at the web sites being offered on eBay and then start to brainstorm ways to make yourself stand apart from the crowd in any way possible.

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Making Residual Income After You Sell

Making money from flipping web sites isn't just about the actual web site sale. You can also make money after the sale that continues to generate profit month after month. While earning several hundred dollars per web site sale is a great way to start your business, you want to be thinking long-term. The market for web sites may get very competitive, costs can increase, and profit may decrease.

No one really knows how to predict business cycles, so most entrepreneurs have to be fairly flexible and make some profit now and try to set things up for residual income later. Here, we'll go over a couple of strategies to set up residual income opportunities to withstand your business during slow times.

Resell Hosting

Once you sell the site, you know that the new buyer will still continue to need hosting. So, if you plan ahead you can get a reseller account and entice the buyer to stick with you as their hosting provider. The way to do this is to include in your sale free hosting for the site for a certain amount of time, three or six

months. That way they won't automatically switch the account once the sale is completed. Then, after the initial free period is over, you market the buyer for a hosting plan. Try to get them to pay six months to a year in advance. Offer reasonable pricing, but do try to make a bit of profit. The more people you sign up the more likelihood that you will end up generating larger sums of residual income that can be automatically collected each month.

If your buyer agrees to continue hosting with you, send them a subscription item from PayPal. Once they agree to buy the subscription, PayPal will take care of charging their account monthly and putting the funds into your account. That makes bill collecting fairly straightforward and doesn't require any special effort on your part, other than to sign up for a PayPal account and generate a subscription offer – both of these things being one-time affairs.

What's great about subscription offers is that many people order subscriptions and than don't remember to cancel them whenever they don't want the service anymore. So, these subscriptions can run for years, generating income from the sale of a web site long after it was sold. Just make sure that the buyer is aware of the terms of cancellation of a subscription. Many marketers, like cell phone marketers, now have termination fees if a subscription is canceled within a certain time period. So, it's up to you what terms you want for people who are signing up for hosting subscriptions, just make sure it's in writing though.

If you keep track of the customers who buy your web site, keeping some as hosted web sites, you can continue to increase your

business opportunities by having them sign up to your mailing lists. This way, as you continue to grow your business, you also grow your future potential sales and your customer list. Once you have more offers set up, you may find a waiting market that you can send email offers to that can help them in their business too.

Support Services

If you have a bit of confidence and some good skills either in web site construction, business counseling, or a niche market expertise, you can sell that knowledge in the form of support services. All you need to do is set up some plans that you can sell to people who buy your web sites and let them choose something that helps them grow their business.

Many people these days want to get into business for themselves, but they lack the necessary confidence or expertise to make a business work. If you've already managed a successful online business, you typically have far more skills than the average newbie. So, you can offer to coach people by either selling a set number of phone hours per month, setting up coaching videos and courses online that they can buy, or giving email consultations. This is great also if you are expert in a particular market niche and people want to be coached on how they develop their business.

In that vein, you can even sell business plans for growing the web site that outlines exactly what steps a person needs to take to generate income. You can even write up an official business plan and include that as a freebie and then raise the price of the web

site to make up for it. This will attract buyers who are thinking of starting an online business, but feel they lack the confidence, knowledge, or skills to make money right away. You write up the business plan and offer it as part of your web site package and they will be more likely to bid.

Pay Attention To Link And Affiliate Opportunities

Residual income, as we mentioned earlier, can be generated from links and affiliate offers that you have placed on the web site, as long as they are not removed by the new owner. So, in essence, the content you write should be written with the idea of keeping some form of residual income in it for future gains. But, more than likely the new owner will eventually get around either modifying the affiliate id and for sure, they will want to change all the Adsense publisher ids to their own. But, that doesn't mean there are not other ways that you can generate income in a residual manner from your web site by including it in e-books, reports, and other products that you sell to your new buyer.

When you sell the website, you can tell the new buyer what their rights are to the content that exists on the site. If you are giving them full rights to the content, they can change anything they want. However, you may just give them resell rights or master resell rights. In this case, they won't be be able to modify the links and affiliate offers embedded in some of your products, but they can resell them. That's really optimal for you although it may deter some experienced web site buyers from bidding as they will want full rights to the content, most likely. Sometimes, if you included

content that was MRR to begin with, then you can't modify it and neither can the buyer. They will need to be made aware of what content has what licenses, which is typically done at the beginning of any e-book or report. Articles and blog posts, in general, are assumed to be full right when passed to the new buyer, so you will see many modifications in this area to include the new buyers affiliate offers or Adsense information.

However, if you are careful about adding the MRR and RR items into the web site, you can add your own links and affiliate offers and they will not be subject to change. Since the new owner knows he can resell the product as is, and that it is a source of income, odds are they won't remove it. They may even promote it if they like it a lot. After all, they don't have to be the author of a product to sell it online. Yet, they will make the profit on it and you will get more traffic and residual sales from links and affiliate offers that you haven't even promoted in years. You do have to be careful to keep those download pages and affiliate programs active, otherwise, you can lose out on sales that are out there that other buyers are marketing for you, which wouldn't be in your best interest.

Transfer Fees

It's debatable whether transfer fees to move the hosting of your site from you to someone else is a good idea. It might also include pushing the domain name from your ownership to the buyer's name. But, to charge a transfer fee can be bad for business if other people are doing it for free. So, it's really up to you to decide whether to try for a transfer fee or just include any additional time

costs in the estimate of your original sale price. There are some sellers who are charging upwards of $100 to transfer the site completely to the new owners.

Customization Services

After you sell the web site, there are still other ways to make some extra income off the site. If you are particular crafty with web site programming, graphics design, or even freelance content writing, you can offer some of these services as "customization services."

Most of the time people want a turn-key web site they can start to make money from right away, but they also need to continuously update it and market it to make money. If they don't necessarily have the experience, they may turn to someone to put up their own logos, graphics, get new content up, or change the layout and design of the web site. They may want to add an eBay or CafePress store. There are endless ways that they can improve on an already made site, but they may not want to bother with doing the work themselves.

That's where you come in. If you have several contractors you trust who can do this sort of work, you can sell these services to your customers after the fact. Just let them know that you would be willing to do any customization work for them, should they decide they want additional features or custom graphic work to make the site more individual.

In essence, you're really only going to have market that offer in email a few times and then wait to see if they want it. As mentioned earlier, many will only buy a site that doesn't need a huge amount of customization, but some will buy a site that has everything except one or two features they want. Why not be the one to offer them that work? You can even give them a discount from the normal customization fee, if they buy the web site from you.

This can turn into a healthy stream of income, particularly if you are outsourcing the work, instead of doing it yourself. What you are basically doing is giving out referrals, finding some qualified but cheap labor, and then farming out the work to other people. You get to set the rate and you can figure out how much money you are making additional per hour. And, if your workers are in India, you can be sleeping in your bed while they're out there making money for you.

The customer doesn't have to know you've outsourced the work. You can be the project manager to make sure your client gets exactly what they want and that the workers are doing what they are supposed to do. Then, collect some monies up front (some people prefer 1/3 of the total estimated project costs) and wait for the workers to finish their job and present the final product to your client.

If you get very good people working for you, not only do you have ways to make good money with clients that you sell web sites to, but you can outsource some of the work you're doing to create web

sites too. Anything that frees up your time so that you can market more and sell more offers is going to end up putting more money in your pocket than actually doing the work yourself. That's one way to leverage other people's time so that you create a system that can bring in money, whether you are lying on a beach in Hawaii or sitting at your desk in front of the computer.

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Transferring Ownership Of The Web Site

There are multiple steps to transferring a web site although the total process only has to take a half hour, if you did it all yourself. But, your buyer may want to do some of the work themselves or you may want to opt to have them do it, depending on if they are knowledgeable enough to complete these tasks. If not, you can do it yourself, but even though the process itself may take about a half hour, the total propagation of the site from one server to another may take several days. That's because the Internet is such a large entity that it has to update several servers that point the site to the new home in order for it to finally be transferred. But, here we'll go over the steps you need to take to transfer a web site you sell in detail.

Push The Domain To The Buyer

You are going to have to first push the ownership of the domain name to the buyer. This is done by having the customer sign up to the same registrar in which you registered the name. This is accomplished by setting up a free account where you can push that domain name to the new owner. There is typically no charge for

pushing a domain name from one owner to another on the same registration service.

Each registrar may have different ways to do this, so you will need to check the registrar's website to find out how to do it for your particular domain name registrar. After the domain name has transferred ownership, then your buyer has to set the name servers to point to the new web host they want to use. If they're going to continue to host with you, then they won't need to change the name servers and you're basically done.

Transferring A Site From One Host To Another

If you have an experienced buyer, you don't have to move the site yourself. You can just give them the FTP information they need to log into the server it's already on and thus they can copy the site over to another host. You might want to give them a time deadline to do this in so that they don't wait forever to finish the transaction. Ten days is a good time limit.

The Experienced Buyer

On the other hand, if you have an inexperienced website buyer or you just don't want to give access to the FTP information so that there can be no problems with the new customer screwing up the site before it's transferred, then you can offer to move it yourself. Here are the steps you will need to follow to move the files from your host server to another distinct hosting provider:

1. Log in to your web site server using your FTP program.

2. Go to the public_html directory where you should have installed most of the WordPress files. If you didn't follow our instructions to do this, then you will have to go to the directory which you did pick to install those files.

3. You are going to want to download everything that is necessary to run the web site on another server. Copy all those files to a folder on your desktop and save it.

4. Don't delete any files, folders, database, or anything while doing this process. If you miss something, you can always come back and find it later instead of wondering what happened and not being able to recreate a working setup.

5. In the folder you just created on your desktop, create a subfolder. Label it aaa_database for the name.

Copy The Databases Too

Next, you want to make sure that any databases associated with your web site are also transferred onto the new host. This will be a process of backing up the databases to the subfolder you just created called aaa_database. Then, from there, you will have everything you need in one folder to be able to successfully move all the files without missing anything.

To copy the databases, you have to follow these steps:

1. Log in to the Cpanel area on the server that is currently hosting the site.

2. You will see an option or icon that says, "MySQL databases." You will need to review each of the databases listed to see if they are part of the web site you wish to transfer or not.

3. Review the WordPress database information for this web site and make sure that you at least copy this one to the subfolder. Make a note of the user that is assigned to each database you are copying to your subfolder. Make note of any other databases that also need to be copied and backed up that are associated with this web site and their associated user.

4. At the bottom of the page, you will see another option that reads, "PHP My Admin."

5. After you are in this area, you will see a listing of databases and just select the one that you already know are needed for this web site installation to work correctly.

6. Then, you will want to choose the "export" column and SELECT ALL.

7. Then, choose SQL.

8. You will want to choose the next option that says, "Save as File."

9. Click, "GO."

10.   Then save it to the subfolder you've created within the WordPress main folder, which is named aaa_database.

11.   If you have more than one database you have to copy to the folder, than just repeat steps 5 through 10.

The Big Move

While that may seem like many, many, steps, once you get the hang of this you will find it actually only takes a few minutes to complete. All this work is necessary to make sure that you have a full copy of the website still hosted while you have a full copy in one folder on your desktop so that you can easily move it.

One thing that you will notice as you are downloading the database files is that they all will have the same prefix, and that prefix is the username you logged in with. So, if you have gone to your Cpanel and logged into the MySQL area with the username NANCYM, then the databases associated with that account would start with a prefix of NANCYM and then an underscore and the name of the database file. So, it would look something like NANCYM_mydatabasename.

Of course, just because you chose the username NANCYM for your account doesn't mean your buyer did too. In all likelihood, you can expect them to have a different username. You will need to know what that is so that you can rename all of the database names to change the prefix to the new username that is associated with your buyers Cpanel account and MySQL databases. Then, you will need to make sure that you import those databases into the area with that username.

Here are the steps to ensure that you will have harmony between the new customer account and the old databases when you move the information over, after you've already renamed the prefixes:

1. Ask your customer for the username and password for the Cpanel of their new hosting site.

2. Log into the customer's Cpanel to continue the process.

3. Get into their MySQL databases area.

4. You are going to want to create a database in their MySQL area that has exactly the same database name as the one on your hosting server.

5. You will also want to create the same database users and passwords that were available to your old database that was hosted on your site.

6. After you've created the user(s), you still need to attach the user(s) to the database with the exact same privileges as what they had on your hosting server. Most of the time this will be set to all privileges.

After you've done this preparatory work, you are ready to import the information into the new database that you've created.

1. Go back to the MySQL database page and find the PHP MyAdmin link at the bottom of the page.

2. Click on the PHP MyAdmin link.

3. Look for the database you just created. If it's not listed you may need to open the drop-down menu and look for it there.

4. Click on it to select it and open the database.

5. There will be an option to IMPORT. Select that.

6. It will ask you for the location of the file you are importing. In the "location of text file" option, click the BROWSE button and look for the database that you stored in the folder on your desktop.

7. Select that database file and choose GO.

Following these steps you can import any database necessary for the proper functioning of the site. First create a shell database that has the same users and privileges of the old hosted site and then import the information into that shell. It's actually a very simple process even though there appears to be many steps. It probably won't take more than a few minutes for each database you need to import.

Other Options To Activate

If your buyer just got any old host and didn't do any work to prepare that platform, you will need to check other things and activate them if they aren't already setup to go. If the site you created didn't have any of these options activated or being used, then you won't need to check them out on the new host site either. But, just in case you did fiddle with these and then need a reminder, here are a few things that some people forget to check or activate that can cause errors when running the web site later.

- **Email**
  Did you have a bunch of auto responders, email addresses, and more set up to run some marketing on your web site. You had better make sure that you set up the accounts for your buyer too or that portion of the web site will fail to work and

notify them of potential buyers or someone wanting to join their email list.

- **Special Directories**
  Did you have other directories that were running special features on your site? Make sure those are also set up. If they were password protected, you will also have to make sure they are password protected on the new host too. And, they will have to be password protected with exactly the same username and passwords as you used on the old site, to be safe and make sure things continue to function.

- **Redirect Pages**
  Some Internet marketers use redirect pages to be able to quickly change an affiliate offer, should it go sour or they find a better option for the same type of product and service they've advertised. In that case, they may have the affiliate offer go to a redirect page that has programming that then takes them to the affiliate offer.

  When they want to change out ALL affiliate links, they don't have to go to every single page and manually change the code. They just change the redirect page to another offer and all their web pages are updated automatically this way. If you do have redirect pages on your site that server a highly needed function, you will need to make sure they are also set up on your new customer's site too. They will need to have exactly the same information as what you had in your old site.

- **Special Jobs**
  Have you set up CRON jobs to run to do special things? You will need to program the same jobs to run automatically on the new server too.

Configure The New Site

So, you have done a lot of work, but you still haven't transferred all the files that you had in the public_html folder. Before you do that,

however, you will have to change the basic configuration file that WordPress uses so that it reflects the new database names, usernames, and passwords. To change the configuration file before uploading your files, do the following steps:

1. Go to the WordPress files in the folder on your desktop.

2. Locate the file called wp-config.php. If you don't have the extensions listed, it might just show up as a wp-config filename.

3. Open in file in a text editor and change the database names, usernames, and password information.

4. Be sure you include the new prefix that is associated with your customer's Cpanel account and not the one you used for the old site.

5. Save the changes you made and close the file.

Upload Remaining Files

You're almost done, so don't fret. Again, this seems like a long chapter, and it is! But, the details take far longer to write in detail than they take to actually execute. Once you have the hang of this, you will be able to do this entire process in about half an hour. Of course, the site itself won't propagate through the Internet for at least three days.

To finish uploading the files, use the following steps:

1. Create an FTP connection to your customer's hosting server.

2. Connect to their public_html directory.

3. Upload everything in the public_html folder on your desktop except for the subfolder that contained your database. Those have already been imported.

That's it! You're done. All you need to do now is to test the site thoroughly before you inform your buyer that the transfer has been completed and it awaits further propagation through the Internet, which usually takes a period of three days. What that means is that when they type their domain name into the URL before the three days are up, the customer might not get their site up as expected. Just wait three days, then test the site again and make sure it comes up when you put in the proper URL.

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Strategies To Increase The Potential For Profit

You've been able to get a very good idea now of the mechanics and considerations necessary to flip a web site. However, a good business starts with some great strategies to make sure that you are headed towards the maximum profit you can get. For that, you want to plan out how you will conduct your business in such a fashion to generate the most interest and the highest bids.

We already talked a little bit about the creation of eBay listings, the pricing and the timing, in detail. But, what if you want to sell multiple sites every single week? Do you have a proper business process set up so that you know what to expect and when auctions are going to end? This is a business after all and the more disciplined you are with how you run the business, the better the odds that you will increase your profits. So, let's walk through a sample plan for selling multiple sites in one week.

The Plan

You will probably start slowly as you have to learn how to create web sites to sell before you actually list them. But, once you are

actually in a good business flow, your goal should be to list up to eight websites a week. If you were to make between $200 to $300 on each, you can expect your income to be a minimum of $1600 per week up to $2400 per week. That's up to $124,800 per year!

Taking the information we discussed earlier, you are going to want to list those web sites at the most advantageous times to get either more bids or higher bids. Using Auctiva, You will want to schedule two websites each of these days during the week: Tuesday, Wednesday, Saturday, and Sunday. Why? Well, because if you start to list on those days then you can end them on days other than Tuesday, Friday, or Saturday. Each time you list two web sites, list one auction to end in the late morning hours and one to end in the evening hours, as previously discussed.

Next, you are going to want to pick the upgrades that can help your listing stand out and attract more attention. Don't overdo it, however, as it can eat into your profits. Instead, focus on the following upgrades and determine which sites you want to add more based on how popular you think it might be:

- Featured Plus
- Subtitle
- Gallery
- Bold
- Border
- Highlight

Don't forget to set a BIN price and a reserve price. The BIN price can be between $199 to $299. The reserve price should be high

enough to make some money, but not as high as $199. You can set it between $79 and $100.

If you follow a set process, you can begin an assembly line production of quality web sites that you can flip to generate a great side income. It may take a while to get comfortable with all the things you need to know, but after that, you just keep building on your knowledgebase, adding new features and goodies to sites as you learn about what is more in demand.

Open Your Own eBay Store

One last way to increase your potential for profit is to open an eBay store. The advantage to opening an eBay store is that you aren't charged as much to list your items. If you have web sites that fail to sell, you add them to your inventory in the eBay store. When you list your auctions for that week, you can even put in a little plug for the eBay store, inviting people to come and look at your other offerings.

There is also a very subtle impression that an eBay store makes on people. Like a retail store gives a brick-and-mortar store enhanced credibility, and eBay store gives you as an eBay seller more credibility. Although an eBay store is a great way to make sales during times when your auctions aren't doing so hot, you will find that the web sites being offered through the eBay store actually needs to be priced lower to sell. Part of that is because of the psychological impact that an auction has on a buyer's psyche. There is a bit of drama, competition, and a fear of loss that accompanies a

time-sensitive auction. The same is not true of an item listed in your retail store. So, people aren't as quick to buy something because they might be browsing other eBay stores and comparing prices. They just aren't as highly motivated to pay more than with an auction.

That doesn't mean you can't make a profit from your eBay store, and you can expect to net $20 to $80 after you transfer the web site. That's because you will have expenses like the purchase of the domain name, PayPal fees, and eBay listing and selling fees. All of that can quickly eat into your profit, and if you're starting from a lower priced item, it can be harder to generate a big profit. But, the exposure that an eBay site gives you is still worth even this smaller amount of profit.

Conclusion

Now, that you've seen the entire process and understood the business plan, you can see that flipping web sites can be a highly profitable business. As you start to get into this exciting business, you will find some niches excite you and stir your creative juices. You might even find some of your web sites are such great money makers, you don't want to sell them. There's nothing wrong with keeping a portfolio of your own sites, domain names, or more to have to sell later.

One thing you do have to keep in mind is that the Internet is constantly evolving and your sites need to evolve with it too, to stay competitive. The Internet is just starting to recognize how to make money online from web sites. These practices can change very quickly. Once SEO was the only way to go, and then Google decided to weight real content more heavily. Some tricks like meta tag stuffing (considered "black hat" tricks) to increase search engine exposure might have worked once, but now Google ignores the meta tags. They are constantly changing their algorithm for ranking and placing web sites on result pages. If you don't keep up with the changes, you might end up having trouble selling sites that relied on old techniques and information. And, today's consumer is extremely savvy, so you need to be too.

One of the biggest changes in recent history is the advent of social networking sites. These sites are an excellent new form of Internet property that are highly desirable. If you can learn how to set up

some of these sites and then flip them, you should have a steady income for quite some time, until the public tires of them or something new comes along.

It's also desirable to have more than one selling venue for your sites. While eBay is a really great place to sell your web sites, they can also change their policies to make it hard to continue your business. This happened with people selling information products online, when suddenly (quite overnight), eBay said these types of products could not longer be listed on auction and had to be put into classified ads, where they had far little exposure. The new policy only allowed the sale of physical items in auctions, so sellers of e-books and virtual reports, were left trying to change their entire business model so that they could still make a profit while providing an e-book on a physical product like a CD-ROM, to be able to list it in eBay's auction pages.

In order to keep something like that from hitting you in the face, check out other places to sell your web sites and explore these markets too. That way if one selling venue changes it's policy, you still have a way to continue your business model regardless of any new rules.

Other places to sell your site are webmaster forums, like DigitalPoint and Sitepoint. There are many new users that come in looking for web sites that can generate an income and are ready to go. Take a look at these too. They are a valuable source of information on what the public wants in a web site and what are the most popular features and criteria that make a web site more

valuable. Have a look at the Resource section that follows, to find links to other places to explore this fascinating and profitable topic. There are so many helpful sites and aides out there for people getting into web site flipping that we just couldn't list them all. However, it is a great place to start to get a broad view of how to start to create a business that can generate not only instant sales, but also residual income for years to come.

So, don't be afraid to dip your toe! The world is waiting for you to take that first bold step into creating your own home business that can fulfill your income needs while giving you the thrill of discovering a whole new unexplored territory, the glorious World Wide Web.

Resources

Domain Registration Services

- **Namecheap.com**
  Domain registrar that is more expensive than other options, but it has a push capability. It is located at
  http://www.namecheap.com

- **Name.com**
  This is a less expensive domain registration service than namecheap, but doesn't offer the same services. It is located at http://www.name.com

- **GoDaddy.com**
  This is a popular domain name registrar that offers multiple

registrations and a push feature. It is located at:
http://www.godaddy.com

Hosting Providers

- **Hostgator.com**
  You can host your sites on this hosting provider and buy their reseller plan. This enables you to charge hosting fees to buyers who want to continue hosting on the same server. It is located at: http://www.hostgator.com

- **Asmallorange.com**
  This is another hosting provider that also offers a reseller plan. You should compare various plans to see which are going to be the best option for your particular sites. It is located at: http://www.hostgator.com

FTP Programs

- **WS_FTP**
  This FTP program is popular with programmers. It can be a little less intuitive in the interface, but it's easy to download and works with most systems.

- **Filezilla.com**
  This is another FTP program that you can review to see if you like the interface better. It is located at http://www.filezilla.com

Affiliate Banks

- **Cj.com**
Known as "Commission Junction." This affiliate bank is fairly expensive for advertiser, even though they don't charge publishers. They are one of the oldest affiliate banks out there, so they are likely to have more listings. If you are just wanting an account to get affiliate offers to list, this can be an excellent choice. It is located at http://www.cj.com

- **Clickbank.com**
This affiliate bank is becoming more popular in recent months. It is less expensive that Commission Junction for advertisers who want to create affiliate programs for their products. If that's your aim, check this site out at http://www.clickbank.com

Sites For PLR Articles

- **WarriorForum.com**
As mentioned earlier, The Warrior Forum has a "Special Offer" to download PLR articles. This site is extremely popular with Internet marketers and offers plenty of high-quality PLR articles. They also have an area where people can leave reviews on the products too, which is very helpful. They are located at: http://www.warriorforum.com/warrior-special-offers-forum

- **PLRArticleTraffic.com**
A highly varied source of different topics for PLR articles. Lots of people use it to research potential web site niches. If they are offering PLR on it, it's most likely a highly desirable niche. But, do use the Google Keyword Tool to verify that premise. It is located at: http://www.plrarticletraffic.com/index.php

- **Niche-Content-Packages.com**
Also a great place to find PLR articles, although they are not as inexpensive as other sites. That's because the quality tends to be higher. So, if you want some really high quality PLR articles, go to: http://www.niche-content-packages.com

Sites For PLR e-books And Reports

- **PLRights.com**
  This site offeres ALL you need in a PLR product; complete sales site with professional graphics, advantage marketing package, source files . . . EVERYTHING www.PLRights.com

- **PLRSavvy.com**
  Very similar to the other sites, but has its own offerings, including reports. You should check out a variety of PLR sites to see which ones have topics that interest you and will work with your web sites. It is located at http://www.plrsavvy.com

Sites For RR and MRR Products

- **Surefirewealth.com**
  A membership site which allows members permission to download different types of MRR products. You do have the option to sign up, but you don't have to because they also offer a bunch of free product to anyone who visits. If you don't like what you see in the free section, then sign up and look through the rest of their MRR inventory. The site is located at: http://www.surefirewealth.com

- **Floodle.com**
  An outdated site, but still good for research and potential niche ideas. On the positive side, all the RR and MRR articles are free. However, they are so old that you can pretty much bet that they've already saturated the market for those products or niches. It doesn't mean you can't use them, but do some research first to see how many other people are using them too.

Ebay Templates

- **Auctiva.com**
  This site offers various free templates for eBay listings saving you tons of work! In addition, you can list your websites for free through Auctiva, although you will still have to pay some fees to eBay upon selling. It is located at
  http://www.auctiva.com

Webmaster Forums

- **DigitalPoint**
  DigitalPoint has an area where you can list your websites for sale. It is in the format of a giant bulleting board and many webmasters are known to frequent it. The site is locate at:
  http://forums.digitalpoint.com

- **SitePoint**
  This is another great place to go to sell a web site, that doesn't have anything to do with eBay. They have a Marketplace menu item and there you can list either a premium site or a startup web site for sale. It is located at
  http://www.sitepoint.com

To Research Keywords And Niches

- **Google Keyword Tool**
  To do research potential niches and get keyword phrases that are profitable, you will want to use the Google Keyword Tool. You can not only locate high-paying keywords in the Google Adsense program, but you can also find out which keywords are the most popular to search. All you have to do is add the terms into the tool after you log into the tool online at:
  https://adwords.google.com/select/KeywordToolExternal

Indexing Your Site More Quickly

- **Google SiteMaps**
  This neat little application allows you to create a site map that can be submitting to Google and other major search engines. This makes it easier for them to crawl what you have on your site too. It is one way to get your site indexed much quicker than just waiting for the search engines to find it through their own investigative processes. Google Sitemaps is located here: http://www.google.com/webmasters/tools .

- **Craigslist.com**
  This giant bulletin board is separated into distinct geographical areas. You are going to want to list your website as a business with them, not just to get exposure with Craigslist users, but also because the major search engines crawl this site regularly. It is located at http://www.craigslist.com

- **Yahoo!**
  This is another popular search engine that can be used to get site indexed by submitting to it manually. To submit your site to Yahoo! You will have to go here: https://siteexplorer.search.yahoo.com/submit .

- **MSN.com**
  Another great search engine that you can submit to manually for quicker indexing purposes. To submit your site to MSN.com you will have to submit your site here: http://search.msn.com.sg/docs/submit.aspx .