

WEBSITE GYMNASTICS



The Art of Flipping Websites

Table of Contents

Introduction	3
Getting Started with Flipping Websites	4
<i>Expected Costs</i>	4
<i>Tools Required to Set Up Your Business</i>	5
Method 1 – Buying an Existing Site	7
<i>Where to Buy Existing Sites?</i>	7
Method Two - Building Your Own Websites	10
<i>Getting Started</i>	10
<i>Where to Find Content for Your Site</i>	10
Outsourcing Your Websites	12
Plugins	14
Ready to Sell - Writing Your Listing	16
Additions to Increase Your Sales	18
How to Transfer Your Site and Domain Name	19
Wrapping it All Up	24
<i>Recap</i>	26

Introduction

Even though you may have heard many people say that they are making money flipping websites do you know what this entails? Website flipping means either setting up a website from scratch or buying an established site from someone and then you resell it for a profit.

Why would you want to do this? Well for starters many people either don't know how to set up a profitable site or they don't have the time to do it. Plus it takes time to drive traffic to a new website and for it to start turning a profit.

People are ready and willing to pay for a site that has traffic and money coming in and this is where you can benefit. You can learn how to set up a brand new site, add content and start sending traffic to it. Once you have proof of income then it is time to sell it for a profit.

There are many variations to this concept, which we will discuss in this report, but for now understanding the basic concept is important. If you enjoy building websites you can turn this into a profitable business and make money online.

Enjoy!

<<< Add name, website & photo >>>

Getting Started with Flipping Websites

Flipping websites is going to cost you money so don't expect this to be one of those get rich over night methods. If you are looking for an easy and free way to make money this will not work for you. However, if you understand that it takes time and effort to build a solid online business, then this will work extremely well for you.

While you will need to spend money the amount required is not exuberant as you will see from the following section.

Expected Costs

You can expect to pay the following – please note that these are just approximate amounts as prices tend to change quickly on the internet. This will give you a good guide as to how much money you will need to get started.

Domain Name - \$10 look for monthly coupons from sites like Go Daddy and Namecheap which can save you money – **Hint:** join their Facebook pages and search for coupon codes.

Hosting – Many companies such as Hostgator have Baby Plans for around \$10 or cheaper. – **Hint** find a coupon code online that gives you the first month for \$1.

Flipping Fees – the fees to flip your site will vary and there are normally listing fees to activate the listing and then closing or success fees once the sale is made. Estimate approximately \$40 or just under for this.

So this brings your total to \$60 but this does not include having any content on your site. There are a few ways to do this which we will discuss later on in this report. Plus of course there will be the cost for your time. If you like you can estimate on the high side and go with \$100 as your budget.

But for now let's concentrate on how to get a site to work on so that you can flip it for a profit.

Tools Required to Set Up Your Business

As you will be building and selling websites you have to ensure that if you use any particular theme or plugin that you have the rights to sell it along with your website. If you purchase anything for your flipping business then make sure you purchase the 'Developers License' this allows you to sell the plugin or theme to the new customer.

Basic Plugins

- All in One SEO
- Shopping Cart for selling products: Easy Digital Downloads and WooCommerce are both free
- WP Security Plugin
- Legal Pages including disclaimer pages, terms and conditions and affiliate income

These are just the basics when it comes to plugins and we will discuss other options later on in this report as well.

Themes

If you purchase any type of premium theme be sure to buy the developers license. There are also some sites where you can buy a yearly membership with access to lots of themes which come with a developer's license. If you are serious about flipping websites this could be something to look into more.

Also look for themes that come with a Creative Commons License as this normally allows you to resell the theme without any problems.

Images

People love to have something visual to look at so including photos on your site is a smart move. You will need to use royalty free images so that you can pass them along with the site. Again look for a creative commons license or use photos from the public domain if suitable.

Method 1 – Buying an Existing Site

This is one of the easiest ways to get started with flipping websites. If you purchase a site and then add new content to it you can resell it for a profit. Plus buying an existing site allows you to experience part of the flipping experience. You will have to go through the actual transfer of the website and domain name to the customer.

Where to Buy Existing Sites?

There are several auction type sites that you can visit to get started. Plus this a good exercise as you can see what is for sale. While browsing through any of the sites be sure to make notes of what niches are selling well and what the sale prices are.

Some of the top sites to look at include:

- Flippa.com
- Site.digitalpoint.com
- Sitepoint.com

Flippa is just about one of the most popular sites so to keep things simple we will reference that site in this report.

Create a free account at Flippa.com and log in. <https://flippa.com/signup>

Sign Up and Start Trading

Sign up for free and start buying and selling websites today

Username:

Email:

Password:

☒ Subscribe to Flippa's weekly newsletter

Join Flippa so you can:

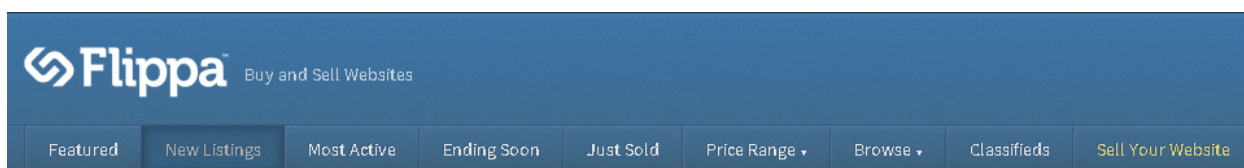
- Use advanced customized website search options.
- Add websites to your watchlist.
- Bid or make offers on websites.
- Communicate directly with website buyers and sellers.
- Download our FREE 70-page **Pro Guide to Buying Websites**.

Create Account

You will need to activate an email to access your new account. Plus you will be taken to a Getting Started page with some extra tips for using your new account. Flippa also has a free Pro Guide to Buying Websites ebook available. This would be a good read as you can get information on what buyers are looking for.

As with any niche or business understanding who your target market is will help you turn a profit faster.

Spend a little time searching the site to see what types of websites are available. You can search in various ways from new listings, most active to ending soon. Plus you can search by how much income each website generates.



If you look in the Just Sold section you will get an idea of what types of sites are selling and for how much. It is well worth your time to spend a little time looking around Flippa and get a feel for what customers are looking for.

Now if you are looking for a site to buy to polish and improve and resell yourself you will want to look at the niches closely. Find a popular niche and then look for a low priced site. These lower priced sites may not have an income attached to them or not much in the way of traffic. These are things that you can improve upon. Right now you are looking for an attractive theme with a good layout in a niche that people want.

You can search for sites by dollar value as you can see in the box below.

Revenue (USD/Month)

Over \$2,000 (1,438)

Over \$1,000 (2,368)

Over \$500 (3,348)

Over \$200 (4,543)

Over \$100 (5,021)

Search the Niche section as well as this will give you a good indication of what niches are popular. If you are knowledgeable in any certain areas then you may want to concentrate on this. It will be easier for you to add content and discuss it with potential buyers.

When looking for a site look at the domain name and the basic site and remember everything can be changed after you have purchased it. If you love the name and nothing else and can pick it up for \$5 then go for it. Just apply the tips in the next section on building your own websites.

Method Two - Building Your Own Websites

The easiest platform to build your own websites on is Wordpress. Wordpress is easy to use and offers many free themes and plugins. Plus it will be easier for customers to customize the site in any way they wish.

Getting Started

To get started you will need: Domain Name and Hosting

You can purchase a domain name from Godaddy or Namecheap for around \$10. Go Daddy also offers an auction site where you can pick up aged domain names at a relatively low price. Aged domains often have traffic associated with them and could let you list your site as an established website.

To see what aged domains are available look here: [https://
auctions.godaddy.com/](https://auctions.godaddy.com/)

There are usually lots of domain names available for around \$5, take a look and see if there is something suitable.

Our recommended hosting company is Hostgator and you can sign up here: [\[add link to recommended site\]](#).

Once you have this done you have the bare bones of your website set up and in place. Your next step is adding content.

Where to Find Content for Your Site

There are several ways to add content to your site. First off if you know the subject and have the time then you can simply add articles and blog posts yourself.

You do have other choices as well and this includes buying PLR material. PLR stands for private label rights and is material that you can claim as your own. So you can easily turn quality PLR into blog posts, articles,

reports and auto responder messages. Heck you can even use the content to create power point slides and videos.

Two of our recommended PLR Sites are:

BestQualityPLR.com and BuyPLRtoday.com

To find other providers simply do a search for the name of your niche + PLR. Many sites will have a free package that you can download first to check out the content. Some sites offer monthly memberships which can turn out to be more cost efficient in the long run.

Your other choices include hiring a freelancer or ghostwriter to write your content. While this will bring you unique content it is a more expensive route to go. If you are interested in finding a good ghostwriter to use then you will want to check out the outsourcing section below for additional information.

Outsourcing Your Websites

If you don't have the skills or time to build your own websites from scratch you can hire people to do it for you. Of course this will increase your initial outlay but you can make the money back when you flip your site.

Some of the best places to outsource the building of your website include:

- Odesk.com
- Elance.com
- Fiverr.com
- Forums.digitalpoint.com
- Warrior Forum – Warriors for Hire Section
- Earn 1K Day Forum – this is a paid membership site with tons of talented members

With these sites you will need to create accounts and then post your job listing. You will get tons of replies when you post your job so try and be as specific as possible.

State your requirements clearly and whether or not you are providing the theme and plugins. Just keep the license terms in mind when using any paid tools on your site. You may wish to list this as more than one job and have one person set up the site with the theme and another person create the actual content.

Again take some time and look around the sites and see what talents and skills people are offering. You can always contact them first and ask for samples and get any of your questions answered.

One good tip is to create a word that each person responding to your listing must quote in their application. This will help you weed out those that cannot follow directions right away. Plus you can also ask for a short sample of their work.

Instead of hiring one person to do lots of content you may prefer to hire two or three and have them each write a number of articles or blog posts. Then if you find one that excels you can hire them on a regular basis.

Freelancers love regular work and you can keep a good writer happy by simply offering them a certain amount of work each month on a regular basis.

Plugins

We wanted to include some additional information in this section as plugins add a lot of functionality to a site. Remember the more ready to go your site is the more money you will make. As well you need to build up a reputation for flipping great websites that make the buyer money. So the more value you add the higher your rating will go.

Many plugins are free and you should include some basic ones:

All in One SEO or Yoast – both help to optimize each post

Contact Form 7 – adds a simple contact page on the site

Sliders – these allow the user to add images and videos that slide across the top of the page. Use one on your site if required.

Shopping Cart – if your site sells digital products then adding this is important. WP e-commerce and Easy Digital Downloads are both free plugins that work well.

Google Analytics – this will track your traffic and is important so you can correctly list your website with the right stats when ready to sell. For the buyer it will help them identify where their traffic is coming from and which keywords are being used to find their site.

Security – websites get hacked and if you provide some type of plugin that makes your site secure this will be another selling feature for you. WP Fence and Better WP Security are both good choices.

Back Up – using some type of back up plugin is beneficial for you as the seller and for your buyer. Using a plugin such as Back Up Buddy allows you to transfer the site to the buyer once it is sold. The other use is for making regular backups of your website so if you suddenly lose your site, or it gets hacked, you have the latest version backed up ready to go.

Maps Marker – this adds a local map to your site and is perfect for local business sites as it helps potential customers find the business.

Social Share Buttons – these are really popular with website visitors and should be regarded as a must for a plugin now. These share buttons make it easy for anyone to share pages and posts on Facebook, Twitter, Pinterest and Google+.

One point to remember with plugins is while they do add functionality to your site they can also conflict with each other and cause issues. Only add the plugins that you need to make the site work well as too many plugins will slow your site down.

Ready to Sell - Writing Your Listing

This may vary depending upon which website you use. As an example we will use Flippa.

When you are ready to sell your website visit the pricing page first at <https://flippa.com/pricing> this will give you the current listing and success fees for your site. As you will notice this will vary depending upon the age of your website.

You will need to go through the Listing Setup as shown below:

Preview Listing	
1	Website
2	Traffic
3	Revenue
4	The Pitch
5	Sale
6	Payment
7	Launch

When listing your site you want to include the following in the Pitch section. This is where you will make or break your sale.

- Describe what the site is about
- What does the site do – is it a store type site, Amazon type site etc

- List the benefits for the buyer – what it will do for them

Once this section is completed you simply follow the steps and your website will be ready to sell.

Additions to Increase Your Sales

While you definitely can just sell your website you can potentially make some extra money afterwards. Remember that the majority of your buyers are people who do not know how to build their own website. They are looking for a readymade solution and you want to cash in on this.

Currently you have the website on your own hosting account, your buyer is going to need to create their own account. Why not offer to host it for them and you can sweeten the deal by offering them the first month for free.

To do this effectively you would need to upgrade your hosting account to a Resellers Account. This way you can resell hosting plans for \$10 to each of your new customers. This works extremely well and you can expect to have lots of takers for this option.

At the time of writing a Hostgator Reseller account is around \$25 per month so you would be in profit with just a couple of takers. Other sites where you can find Reseller accounts include Go Daddy, Blue Host and Name cheap.

You can offer additional services such as search engine optimization each month for a small fee. You can outsource this and increase the price a little to make a profit. The same could be done with article writing, offer a monthly package so your customer has ready to go content each month to add to their site.

Other services include setting up Facebook pages, setting up a mailing list and even writing a press release for their new site. While this brings you in extra money it helps a potential buyer see that their purchase has more value, i.e. they are getting more than just a website.

How to Transfer Your Site and Domain Name

This is probably the section which confuses people the most. Just how do you pack up and transfer the new site and the domain name over to your buyer? Not to worry this is not as complicated as it may sound and there are several ways to do this.

As we mentioned earlier if you have set yourself up with Reseller Hosting then transferring the site is easy. You will have probably offered the buyer their first month for free. You simply provide the buyer with their log in details for the website and they are all set.

If they wish to use a different hosting provider they can contact their new provider to get help with moving the site over.

Now let's discuss a few other ways that you can transfer the site to your buyer. This first way is how to successfully move a website through your hosting company.

Exporting Files

1. Log into your hosting account and choose the File Manager Icon.
Select the domain in choice and check the Show Hidden Files box.
2. Select all of the files in the list and then select compress
3. The compression type will be Zip Archive
4. Name the file but keep the path intact
5. Download the compressed file
6. Save on your hard drive in an easy to find location

Exporting the Data Base

1. Inside your hosting account go to the Databases section

2. Choose the '*phpmyadmin*' icon
3. Choose the database that you would like to export from the drop down menu
4. Under Export Options select SQL and Add Drop Table options
5. Select the Save As box
6. Click Go and save to your hard drive
7. Your export is done.

Your next step is for you to install it on your buyer's site, if this is something you have agreed to do.

Creating a New Database

1. Go to '*MySQL*' database and create a new database
2. Fill in the details to add a New User
3. Add the new user to the database
4. You will now need to edit the wordpress archive file that you download and add the new user name and details to it
5. To do this unzip the archive file and look for the file which says **wp_config.php**
6. Change the appropriate details and then rezip the archive file with the new version
7. Upload this new file to the hosting company using the File Manager
8. Once uploaded click on the extract icon
9. Next import the database through the '*phpMyAdmin*' section

10. You will need to change the domain path by search for public_html files and looking for a file which says wp_options
11. Select the file and hit the Yes button

The new website is now installed on your buyer's site. If you need help with this step please visit this page at Flippa for more assistance: <https://support.flippa.com/entries/21929808-How-Can-I-Transfer-my-WordPress-Site-to-its-New-Owner->

While this sounds difficult once you have done it a few times you will get the hang of it. You do have alternative choices and transferring websites can be done using several other methods including using certain plugins, these may have costs associated with them.

There are certain plugins that you can use to transfer files and back up your wordpress sites. One of the most popular is Back Up Buddy and this is one that many website developers use for their clients sites all the time. It is a paid plugin but worth the investment if you would like to find an alternative to the manual process we described above.

Transferring a Domain Name

This will vary depending upon where your domain name is currently registered. We will take a quick look at the top two registrants Go Daddy and Name Cheap. Both companies are very similar in the processes that they use. You can see the full details on transferring a Domain Name with Name Cheap at: <http://www.namecheap.com/domains/transfer-a-domain.aspx>

We will show you the process for Go Daddy below.

Please Note: Transferring a domain name to another person is often referred to as *pushing* the domain name. While you are not truly

transferring the domain to a new registrant you are transferring it to a new owner. Sometimes this will be referred to as making an Account Change.

Go Daddy

There are two ways to do this if your name domain is registered here. Your first step is to find out if your buyer has a Go Daddy account and if they plan on using them. This will be the simplest solution and most people will have a Go Daddy account or will be willing to create one.

For this step you will be doing an **Account Change** - as you won't have access to the buyer's account details you will be required to fill out a Change of Account Form. You will be required to attach certain information with this form including a Photo ID and a Business ID. You can view the full list of requirements at:

<http://support.godaddy.com/help/article/4043/submitting-a-change-of-accountemail-update-form?locale=en>

If the buyer is happy to provide you with their account details you can edit the domain name through the Domain Manager.

To transfer the domain name to a new registrant use the following details: With this method you are doing a **Domain Transfer**.

Click on the domain name you wish to transfer

You may need to any type of Private Registration that you currently have in place

Unlock your domain name by:

- Logging into your account manager
- Under Domains click on Launch
- Select the appropriate domain

- Click Lock and select OFF
- Save

Check with the new domain registrant to see if any type of authorization code is required: this is known as the EPP code which is a unique identifier code that every URL has.

1. Start the transfer process with them
2. Authorize the transfer with this registrant
3. The new registrant will contact Go Daddy and you will receive an email with instructions for completing the transfer
4. You must accept or deny the transfer within 5 days
5. The entire transfer process normally takes 5 to 7 days to complete fully

As you sell more websites you will find this process very simple and easy to do. Remember practice makes perfect and don't forget that if you get stuck you can simply call your registration company or send in a support ticket for help.

Before the buyer can access and view their new website the transfer of the domain name must take place first. During this time you can upload the files to the hosting company so everything is in place.

It is important to note that domain name transfers sometimes have costs associated with them especially when being transferred to a new registrant. They often require that you purchase a one year contract for the domain name. On the upside it is possible that the company has some type of special pricing available for transfers. This is something that you may want to make your buyer aware of.

Wrapping it All Up

By now you can easily see that Website Flipping is an entire business model in itself. At first glance this process may look a little off putting, but it is a process that you can easily learn. As with any business it takes time and effort to learn something new. All the details outlined in this report can be easily learned. This is one reason why we suggested actually purchasing a site from Flippa which you can improve. You will then be shown the transfer process in person from someone with experience. You may even pick up some new tips and tricks yourself!

To get started with Flipping Websites for a living start with the basics first and get comfortable with building wordpress websites. Purchase your own name as a domain and practice building websites. Once you are comfortable with this process you can then begin building websites to flip.

Don't go crazy and build 10 different websites at first. Go back to the auction sites such as Flippa and study the listings there. See what sites are selling and study in depth what the layouts of the sites are.

Use the following questions as a guide line:

1. Are they using a premium or free theme?
2. Do the sites come with any type of plugins already installed?
3. Does the site include affiliate products?
4. Is the site an ecommerce or store type of site?

While you definitely don't want to copy these sites you can base your site on them. Remember to take your time and perform niche research so you can create websites which people are looking for. This way you are more likely to attract bidders when you list your site on Flippa, or whichever auction site you choose.

Income Goals

Everyone who works online has some type of income goal in mind and you should set yourself an attainable goal. This goal should take into consideration your time, effort and the actual income which you are looking to make.

There are two different ways to look at this:

1. Do you want to build lots of sites and sell them for an average price of say \$97? Or
2. Would you prefer to spend more time building one site and then driving traffic and sales to it?

The second method obviously takes more time but could bring you an income which amounts to a few thousand dollars at sale time. Of course you could do some of both. Create a few sites which have no income and traffic and list them for sale. Then select a profitable niche and devote more of your time and effort into it. Then you can see firsthand which method you would prefer to follow.

As you become more experienced you could always take custom orders on for building websites as well. These sites would not be for flipping but customized to one person at a time. It is possible to generate a fantastic income this way as well, but you will need to find a client base and build a portfolio of websites which you have built.

Building Your Own List

Once you are ready to start flipping websites you should also be working on building your own mailing list. This can be done by setting up your own website and creating an opt in form on it. You could offer a guide to finding niche products, or just ask people who want more information to sign up to your mailing list. Using an Early Bird or Notification box is a good way to

entice people to sign up. They can be on a private list to get first choice on your newest website when it is available.

As your list grows substantially you may find that you can flip your websites without even using the auction sites. This can save you a good chunk of money by not having to pay the listing and success fees.

Recap

Let's do a quick recap of what you need to get started with Website Flipping.

Step One

- ✓ Your own domain name
- ✓ Website hosting
- ✓ Time to learn how to build wordpress sites

Total cost approximately \$20

Step Two

- ✓ Domain name for the site you want to flip
- ✓ Free or premium theme
- ✓ Plugins as required
- ✓ Content
- ✓ Shopping cart if applicable
- ✓ Method of generating income – affiliate products, banners etc

Your costs will depend on what themes and plugins you choose to use. As well if you do decide to outsource the content creation part this will add additional expenses to your budget.

Step Three

- ✓ Listing and Success fees
- ✓ Transfer the domain name to the new buyer
- ✓ Installation of the new website on a new hosting account

Fees – approx \$19 to list on Flippa. The success fees are based on the selling price

Remember you can add additional services or offers for your buyer including hosting of the domain for them. Other ideas include offering them additional content that they could purchase such as additional articles, videos and more images and photos.

If you take the time to build up a good customer/buyer relationship they will be more likely to purchase new sites from you and recommend you to other people.

By now you should have an excellent idea of what it takes to set up and run a Website Flipping Business. You have a good idea of the approximate costs as well as understanding how much time and effort you will need to dedicate to your business.

Always remember that if you treat your business as a business it will grow like one. So begin setting up your new business model today and get the success you deserve.