



Quick Flip Paradise

Build Today – Profit Today

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Course Structure

The layout of this course will be utilizing both PDF's as well as supplemental videos. I've found that utilizing videos works well for elements that need to be shown, such as aesthetics of a site or Flippa sales pages and so on. Other elements are more suitable for a PDF which can easily be referred back to later. All videos can be streamed from the website – instead of burdening you with half a gig of video files that you may only watch once or twice, we'll just stream them.

Why I Put This Course Together

I have been buying and selling websites for around 7 years now. I put myself through college by building, selling, brokering, flipping and doing just about anything I could in the website field. I've been refining my flips, varying them and learning what buyers want to maximize profitability. I recently launched 2 courses on Flipping Websites – both huge successes in my opinion. I've received countless comments and emails with people thanking me for teaching them about what's selling and helping them get their foot in the website flipping door. The first 2 courses focus on building up an asset to sell, which takes time, but the profits are worth the effort.

I've also received countless request for people wanting a method wherein they can build a site, flip it, profit and do it again – over and over – without having to wait for a site to “mature.”

That's what this course is for.

Everything we're going to go over in this course is tested and proven. In fact I had many people request my proof on Flippa so what I've done is create a brand new Flippa account and used the sale of the site as a case study so you can see how viable this method is on a BRAND NEW Flippa account. I even ended my auction on the 4th of July (which is a big no-no!) – dropped my buy it now price accordingly and STILL made a huge profit for just a couple hours of work.

I'm here to teach you how you can do the same, over and over, profiting the entire way.

You've taken the plunge into my Flipping Paradise brand and now you will reap the rewards. I'm going to make things as easy as possible for you and before we get started I'd recommend if you're not yet a member of Flipping Paradise All Access to sign up – not only will you receive upcoming flipping related products before the public, but there are tons of bonuses and videos upon videos detailing how to build a website flipping empire. You can read more about the course here:

<http://www.warriorforum.com/warrior-special-offers-forum/797166-flipping-paradise-all-access-video-series-bonuses-templates-giveaways-coaching-more.html>

Without further ado, let's get started.

Method Overview and Potential

In the Flipping Paradise courses we go over case studies – researching what people are buying on Flippa and do our best to give it to them. This is basic business, fulfill a need in an industry. Nothing fancy. I've been on Flippa for years and am always tracking sales of websites and keeping up with trends.

In most cases these types of websites sell best on Flippa:

Websites That Make Money

Websites with Lots of Traffic

Building a website with lots of traffic can be tough and can take time. As can building up a website that makes money. But the reality of it is that those 2 factors are what buyers jump all over but they also take way too much time for you to build and flip a site quickly!

But that's not the only thing buyers want. Buyers also buy on potential.

I'm going to show you EXACTLY how to give that potential to them, and that potential comes from other aspects – primarily in the domain name. I've touched on this before but now this entire course is based on finishing a site on 1 day and selling it on the next (or even the same) day!

I'm going to give you a quick overview of what you'll be doing then you're going to jump into the case study, I'll break down each section with PDF and Videos to help elaborate and by the end of this course you will be able to build and sell and profit immediately.

Step 1: Buy the Right Kind of Domain

There are domains out there that have inherent value, we'll be buying these and building a website around them – giving your site a huge target on it as an asset in the Flippa Marketplace.

Step 2: Build a Site around That Domain

I'll show you exactly how to build an easy-to-do Wordpress site around that domain – what to include, what not to include and give you examples.

Step 3: Flip the Site

After completion of the site there is NOTHING else to do – no waiting game for traffic. Just listing and selling the site. We'll go over this completely so you know how to run your auction. I'll even give you auction templates to make your life easy.

Step 4: Repeat Steps 1-3

No explanation needed here. Scale up your business by sinking the profits into outsourcers and automation.

It's time to get started.

Case Study: My Flip

Please see the first video in the course wherein I'll go over the aesthetics of the site I flipped and the auction process. After completing the video refer back to this PDF. Here's a link to stream the video:

http://flippingparadisevideos.s3.amazonaws.com/QFP_Case_Study.flv

Step 1: Finding the Domain

Essentially what this course is focused on is buying the right kind of domain, dressing it up and reselling the entire website. As mentioned in the case study, you are going to be selling your site based primarily on a killer domain. Finding these domains can be a bit tricky at first if you're unfamiliar with the process however I have included another video showing you exactly what to do and what tools you'll need as well as detailed it all below.

We're selling our site based on the fact that it has value in the domain name which has built in authority, page rank and backlinks. On top of that we're selling our sites because we're going to put up a killer looking web page that people will want to own, alongside the asset in the domain. Before we get to building a great web page we need to find a great domain name. I use a few different tools to hunt these domain names down and buy them. It can take some practice and getting used to – however once you get the process down you'll be domain hunting every day – bidding and finding killer domains to resell (along with a website!) at a higher price.

You will need the following tools/accounts to do all the domain hunting.

ExpiredDomains.net Account – (FREE)

ExpiredDomains.net is an aggregator for Godaddy auctions and allows you to sort your domains by a variety of parameters. With Godaddy auctions there are anywhere between 20,000-50,000 domains expiring EVERY DAY. ExpiredDomains.net allows us to weed through those with ease. It's completely free so sign up!

Godaddy Auctions Account – (\$4.99)

This is where you'll be bidding on and buying domains. You'll only be bidding and buying domains here but utilizing the other tools to cross check for certain metrics before bidding. It's \$4.99 / year for an account – a minor expense but well worth it.

MozCheck.com Account – (FREE)

MozCheck.com allows you to bulk check the Domain Authority and Page Authority of domains. 2 of the metrics you'll be looking for in your domains. You can register for a free account – you get a few thousand submissions per month, more than enough as you'll of already weeded down your selection.

Majestic SEO Account – (FREE/PAID)

Majestic SEO is a killer tool for checking a variety of parameters for domains and websites. Some of which we'll be touting in our sales page. I have the lowest paid version of Majestic SEO as I am doing a lot of building and selling and this is a tool you'll want access to eventually, however with the free version you should have enough credits to find and flip your first site.

Expediting This Process:

To make everyone's life easier I'm also SELLING the exact type of domains you want to be using. I am consistently bidding on and buying domains and if you don't want to hassle with the daily search, just buy a domain from me over at

<http://www.PRDomainScout.com>

It can take a bit of practice and patience to find, bid and lock down your first domain. If you want to start building and flipping a site TODAY then bypass everything and buy a domain from me directly that match ALL of the criteria of the public flip I did in the case study.

If you do decide to buy a domain from me at <http://www.PRDomainScout.com> then make sure you still are reading this section and watching the video to familiarize yourself with what is making the sites valuable, there's tons of great content in here you'll want to be familiar with later, then you can just jump in, buy a domain directly and I'll push it to your Godaddy Account within hours of purchase.

Back to the method...

Once you've signed up with those account it's time to start the hunting process. There are quite a few steps to get used to, I'm going to go over them here and in the video – don't worry if you're a bit confused, you'll get the hang of this process eventually. It took me a while to perfect my workflow which I'm showing you.

Here's a link to the video to stream to hunting process, after watching it make sure you read through the write up here as well:

http://flippingparadisevideos.s3.amazonaws.com/QFP_Finding_Domains.flv

First things first let's go over what we're looking for in our domains. I'll then explain each of these and the baseline numbers we want to find. We're looking for domains that are expired and dropping and sniping them from Godaddy Auctions. There are tens of thousands of these expiring domains daily that cycle into the auction house, we want to find domains that people are letting drop for whatever reason that are high quality domains. We're selling these domains based primarily on their page rank, but we also want to check other metrics. Website buyers out there are looking for these metrics when they are domain prospecting and the following are great guidelines for a quality domain.

- Page Rank
- Domain Age
- Domain Authority (SEO Moz)
- Page Authority (SEO Moz)
- External Backlinks (Majestic SEO)
- Referring Domains (Majestic SEO)

Page Rank – Page Rank is a numerical value between 0 and 10 devised by Google essentially valuing a website based on an algorithm. If you're unaware of what Page Rank is I'd recommend reading up on it at the Wikipedia entry here:

<http://en.wikipedia.org/wiki/PageRank>

Page Rank has become even more important in SEO and value has increased dramatically for sites with Page Rank as the value of a high quality backlink is significantly more than it used to be. This is the entire basis of why we're going to be able to sell websites for a good sum of money that are brand new with no traffic or monetization.

We're not JUST looking for Page Rank though. We must also look for a few other values. Many times Page Ranks can be fake or over inflated and will drop on the next update. So we look at a few more values to help ensure the PR will stay high and not drop to zero! I'm here to teach you how to build a sustainable business and you don't do that based on deceit or poor quality.

When buying PR domains that are quality (i.e. match all the metrics mentioned in this guide) you won't be paying \$12. You will have to invest a bit of money. The reason is there are many other domain buyers out there looking for quality domains you'll be bidding against. You can expect to pay anywhere from \$25 - \$400 for a QUALITY PR2-PR6. But again – the profits are well worth it as you saw in our case study we spend \$200 on the domain and flipped the site for \$1,100. Again you can just buy a domain from me over at <http://www.PRDomainScout.com> and be done with the entire process of hunting – I am always hunting and you can profit from my domains I'm stockpiling. I recommend flipping a PR3+

Domain Age – Domain Age is important for backlinks as well. An aged domain with page rank is an asset people want to buy for this exact reason. Many businesses are sprouting up based around selling high quality backlinks on quality websites. Having a domain with age gives more weight to the backlink. I try and find at least a 2 year old domains (minimum!) but preferably 5+ years old.

Domain Authority (SEO Moz) – Domain Authority is a number between 0 and 100 – similar to Google’s Page Rank it is provided by Moz through OpenSiteExplorer.org (although we use MozCheck to bulk check these metrics) Here’s a description straight from Moz of Domain Authority (DA):

Predicts this domain’s ranking potential in the search engines based on an algorithmic combination of all link metrics.

We’re looking for a minimum of 20 domain authority.

Page Authority (SEO Moz) – Just like Domain Authority, Page Authority is another 0-100 numerical rating of the authority of the page. Again we’re going for anything over 20. Here’s a bit more detailed explanation from Moz’s website:

Predicts this page’s ranking potential in the search engines based on an algorithmic combination of all link metrics.

External Backlinks (Majestic SEO) – External Backlinks is a good measurement for the value of a domain because domains with legitimate page rank, have a good deal of quality backlinks (and referring domains!) So we’re only looking for domains with backlinks pointing to them. Buyers of our websites for SEO purposes also want lots of incoming backlinks as it will give the value of the backlinks on the site more weight (and more resale value!) We can check this number in Majestic SEO. I am looking for a minimum of 125 external backlinks.

Referring Domains (Majestic SEO) – Backlinks aren’t everything though! You also want to make sure you have an adequate number of referring domains. If you’re seeing a high number of backlinks from only a few domains it looks very spammy and we want a wide backlink footprint. In doing this I’m looking for domains that have at a minimum of 30 Referring Domains, preferably 50+. This will also depend on the number of external backlinks the site receives. If the site is getting 50,000 backlinks from only 10 websites, that’s a definite pass. Look for about a 5-10:1 ratio of Backlinks to Referring Domains.

Here’s a quick recap of what we’re looking for in a domain before I show you how to find the domains:

Page Rank - 3+

Domain Age – 2 Years +

Domain Authority – 20+

Page Authority – 20+

External Backlinks – 130+

Referring Domains – 30+

Brandable Domain – The domain should be relatively brandable or nonsensical. You can brand just about anything unless the domain inherently has certain keywords like “business” or “wedding” or “marketing” – Otherwise keep an eye out for short brandable domains with either nonsensical strings of characters or generic words. If you note from the case study, BlueTidalWave.com was originally a political blog, but it works for travel now doesn’t it? Keep this in mind as you go to bid on domains later in this course.

Now let’s get into my workflow for how I find these domains. I’m going to back everything up with screenshots. Also please refer to the video as well so you can get a feel for the process. Again if you don’t want to do this entire process you can merely buy domains from me over at <http://www.PRDomainScout.com> and I’ll push them to your GoDaddy account.

Before you get started you’ll want to create an excel spreadsheet to track all your domain bidding. We’ll get into bidding strategy later but I use a master excel spreadsheet for domains I’m bidding on and domains I’ve won.

Let’s Get Started On Finding You Some Domains!

NOTE: Before starting this section on finding domains it is important to note that you CAN build the site and list the site for sale on Flippa as soon as you have your domains in your account. IF you’re going to be finding, bidding and waiting for domains to hit your account that process can take some time (up to 2 weeks as the domains are expired/expiring.) This is why I allow you to purchase domains directly from me (at around the same price you’d expect to get at auction) so you can get started while you’re also locking down more domains for future flips. If you’re not in a rush you can bid on domains to snag them for an even cheaper price however please note that they will take up to 2 weeks from auction end to being usable in your account. I merely mention this so as to not deceive anyone.

This is only relevant on your first flip where you’ll have that waiting gap, as you proceed, continuously purchase domains so you always have a domain ready to be turned into a website!

Here is an overview of my workflow for finding domains. We’ll go into detail of each step below. This overview is useful if you’re just referring back. Also please see the attached “Cheat Sheet” which is a 1 page PDF of what you’re looking for and what steps to take, valuable for those who need a refresher as they get the hang of buying domains.

Step 1: Filter Bulk Domains with **ExpiredDomains.net**

Step 2: Check Domain Authority and Page Authority with **MozCheck.com**

Step 3: Check External Backlinks and Referring Domains with **MajesticSEO.com**

Step 4: Check Age with <http://www.seologs.com/dns/domain-check.html>

Step 5: Bid on Domains at **Auctions.Godaddy.com**

Step 6: Repeat

Step 1: Filter Bulk Domains with ExpiredDomains.net

Since tens of thousands of domains are expiring and going into auction daily, weeding through those and finding **legitimate** page rank domains would be a nightmare. Enter ExpiredDomains.net. Utilizing ExpiredDomains.net's search function we can hone in on a variety of parameters to ensure we're only seeing results that match our criteria. Please follow along in the screenshots below as I "harvest" viable domain names which will then be moved into an excel spreadsheet.

First head over to ExpiredDomains.net and login.

Total Domains: 22,628,210 Deleted Domains: 15,665,913

Contact Register Login

Expired Domains

Information about Expired Domains and Deleted Domains

Home Expired Domains Deleted Domains Domain Lists Search for Domain Names Search

GoDaddy Expired Domains | GoDaddy Closeout Domains | GoDaddy TDNAM Links: Blog | FAQ | Help

You are here: Home » Login

Login

Login:

Password:

Login

- » Don't have an account yet? Register now!
- » Forgot your Password?
- » Did not receive your Activation Link?

References | Domain Name Search

After logging in you'll see their home page, click "**Other Domains**" on the right corner as seen below:

ExpiredDomains.net ★ Saved Searches 🔗 Links 🔍 Domain Search

Deleted Domains (17) Deleted .com Archive .com Deleted .net Deleted .org Deleted .de Deleted .info Deleted .biz Deleted .asia Deleted .mobi Deleted .us Deleted .cc Deleted .tv

Other Domains (19) Deleted .co Deleted .me Deleted .nu Deleted .se Deleted .uk

Blog: News, Updates and Changes (16)

Search Volume and CPC for US and UK 01. May 2013
 New Fields for US/UK and Filters for SEomoz/Majestic

Now besides the Global and German Search Volume + CPC, you can also find the data for the US and UK. You can add the fields using the **Column Manager**. Only a small number of domains got the information already, because it is only running for 2 days now. I also added more filters.

Backorder .de Domains 28. Apr 2013
 DENIC announced the introduction of a Redemption Grace Period

As you may know **the .de TLD is the biggest ccTLD and the second biggest TLD overall**. Currently backorder is not possible for .de Domains because there is no expiration date for them and if you delete a .de Domain it is available for registration seconds later. There is no indication that a domain will be deleted soon and there are no droplists. All this makes it very hard to get a good Deleted .de Domain, but change is on the Horizon.

DENIC (Registry for .de Domains) announced the introduction of a **7 Day Redemption Grace Period for .de Domains at the end of the year**. We will finally have an indication that a domain will be deleted soon and that will result in the possibility of backorder for .de Domains. This is good news, because it will open up the .de market for Domainers all over the world. If you want to invest in ccTLDs you can now participate in drop catching for the best ccTLD.

ExpiredDomains.net will of course feature Expired .de Domains and make them accessible for you as soon as possible.

Filters and Tabs 26. Apr 2013
 Filters are split up into tabs now

You might be wondering where some of the filters are gone. I thought it was time to split them up into tabs to allow an

Domain List Stats & Explanation

Name	Update Interval	Time Window	Deleted Domains	
			Domains	New Domains
Deleted .com Domains	Once Daily	06:00 PM - 08:00 PM *	1,856,659	63,507
Deleted .net Domains	Once Daily	06:00 PM - 08:00 PM *	1,109,247	8,814
Deleted .org Domains	Once Daily	02:30 PM - 03:30 PM *	1,022,984	5,689
Deleted .de Domains	Every 2 Hours	Every 2 Hours	566,710	1,085
Deleted .info Domains	Once Daily	10:00 AM - 11:00 AM *	1,287,655	6,863
Deleted .biz Domains	Once Daily	05:00 PM - 05:30 PM *	482,310	1,542
Deleted .asia Domains	Once Daily	02:30 AM - 02:50 AM *	31,396	153
Deleted .mobi Domains	Once Daily	03:20 AM - 04:30 AM *	294,283	682
Deleted .us Domains	Once Daily	06:00 PM - 06:45 PM *	396,911	1,163
Deleted .cc Domains	Once Daily	04:20 AM - 04:40 PM *	41,522	129
Deleted .tv Domains	Once Daily	04:20 AM - 04:40 PM *	115,480	325
Deleted .ca Domains	Once a Week	Friday 01:10 AM - 07:00 AM *	288,079	0
Deleted .co Domains	Once Daily	06:00 PM - 06:30 PM *	399,990	1,165
Deleted .me Domains	Once Daily	02:30 AM - 03:00 AM *	167,114	539
Deleted .nu Domains	Once Daily	03:00 AM - 03:15 AM *	35,082	85
Deleted .se Domains	Once Daily	04:00 AM - 04:30 AM *	171,783	19
Deleted .uk Domains	Once Daily	09:00 PM - 10:30 PM *	62,055	1,096

*All times are UTC. Use the [World Clock Meeting Planner](#) if you want to know what time that is in your country.

Then click **“GoDaddy Expired Domains”**

Domain List Stats & Explanation			Deleted Domains	Other Domains
Name	Update Interval	Time Window	Domains	New Domains
GoDaddy Closeout Domains	Once Daily	06:00 PM - 06:10 PM *	207,989	32,137
GoDaddy Expired Domains	Once Daily	02:00 AM - 03:00 AM *	470,625	38,730
GoDaddy Buy Now Domains	Once Daily	02:00 AM - 03:00 AM *	1,317,533	32,865
GoDaddy Make Offer Domains	Once Daily	02:00 AM - 03:00 AM *	973,695	1,124
GoDaddy Featured Domains	Once Daily	02:00 AM - 03:00 AM *	1,500	10
GoDaddy Traffic Domains	Once Daily	02:00 AM - 03:00 AM *	225,799	17,185
GoDaddy Most Active Domains	Once Daily	02:00 AM - 03:00 AM *	29,437	708
GoDaddy TDNAM	Once Daily	02:00 AM - 03:00 AM *	1,244,115	69,426
Pending Delete Domains	Once Daily	01:00 AM - 01:30 AM *	838,822	107,759
SnapNames Auction Domains	Once Daily	01:00 AM - 01:30 AM *	2,798	1,281
SnapNames PreRelease Domains	Once Daily	01:00 AM - 01:30 AM *	335,483	12,625
Sedo Auction Domains	Every 15 Minutes	Every 15 Minutes	431	142
Sedo Fixed Price Domains	Once Daily	09:40 PM - 09:50 PM *	202,903	2,181
NameJet PreRelease Domains	Once Daily	01:00 AM - 01:30 AM *	377,233	17,727
NameJet Auction Domains	Once Daily	01:00 AM - 01:30 AM *	29	8
Pool Marketplace Domains	Once Daily	01:00 AM - 01:30 AM *	168	12
Flippa Website Marketplace	Hourly	Hourly	1,880	144
Dynadot Expired Domains	Once Daily	03:00 AM - 04:00 AM *	4,405	334
Name.com Expired Domains	Every 30 Minutes	Every 30 Minutes	11,821	1,302

*All times are **UTC**. Use the [World Clock Meeting Planner](#) if you want to know what time that is in your country.

Next you'll see a list of domains. These domains however will be any variety of domains and again we're looking for specific, VALUABLE domains. So we need to sort through these. Click **"Show Filter"**

ExpiredDomains.net ★ Saved Searches 🔗 Links

Deleted Domains (17) GD Closeouts **GD Expired** GD Buy Now GD I

Other Domains (19) NJ PreRelease NJ Auctions Pool Marketplace

List: GoDaddy Expired Domains (About 354,465 Domains)

show filter (n Filters used) 🖨️ 📄

Domain	LE	PR	BL	DP	GI	WBY
chatreality.com	11	0	0	1	0	2010
canvastryout.com	12	-1	2	0	0	2012
yeheytv.com	7	0	13	4	0	2009
instant-discount-codes.com	22	-1	0	0	0	2012
aitinhviet.com	10	-1	45	92	0	2006
kuhndesignj.info	12	-1	2	7	0	2012
mtgry.com	5	-1	34	146	0	2009
tiremax.com	7	3	279	6	0	2001
tintucngoisao.com	13	0	0	0	0	2012
bbmaxximum.com	10	1	1.2 K	7	0	2011
techfacts.org	9	0	14	180	0	2012
mitsubishitv.com	12	5	514	13	0	1997
yourtvsseries.net	12	-1	166	13	0	2011
toptempagenciesnyc.com	18	0	48	1	0	2012
exteriorsidingdesign.com	20	0	1	0	0	2012

After that you'll see filter parameters as follows:

Common Filter **Additional Filter** Adwords & SEO Filter

Domain starts with contains ends with

Domain starts not with contains not ends not with

Domain Pattern Search ⓘ

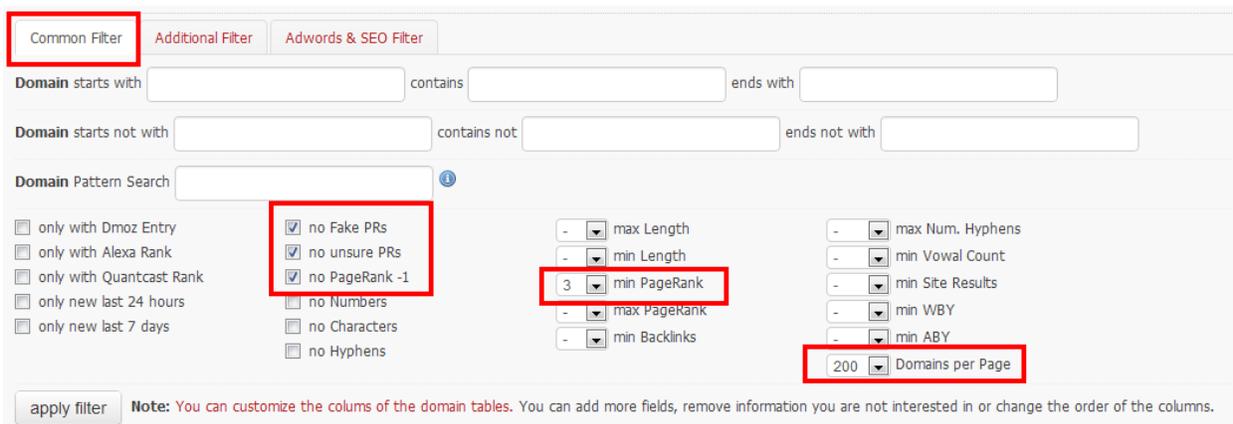
only with Dmoz Entry
 no Fake PRs
 max Length
 max Num. Hyphens
 only with Alexa Rank
 no unsure PRs
 min Length
 min Vowel Count
 only with Quantcast Rank
 no PageRank -1
 min PageRank
 min Site Results
 only new last 24 hours
 no Numbers
 max PageRank
 min WBY
 only new last 7 days
 no Characters
 min Backlinks
 min ABY
 no Hyphens
 Domains per Page

apply filter **Note:** You can customize the columns of the domain tables. You can add more fields, remove information you are not interested in or change the order of the columns.

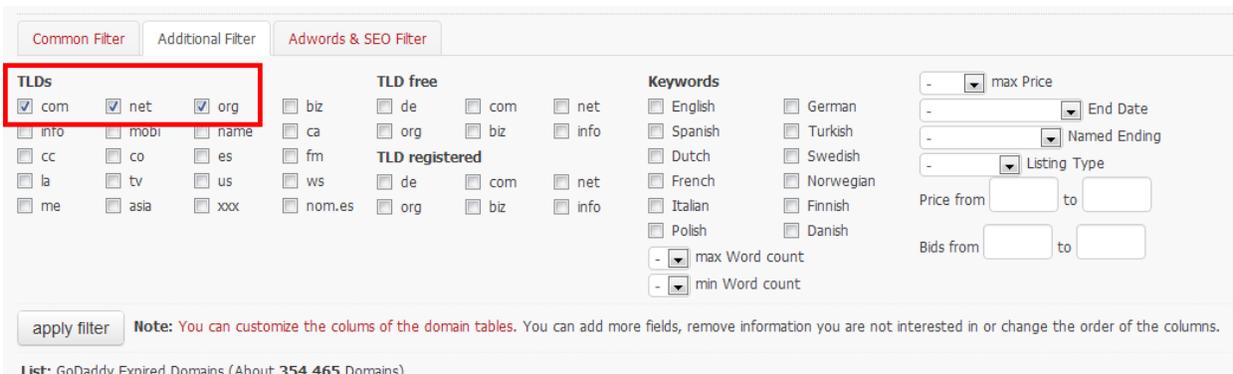
List: GoDaddy Expired Domains (About 354,465 Domains)

As you can see in the above screenshot, there are 354,465 expired domains on auction at GoDaddy that we will be filtering through. I am consistently hunting for domains daily so I use the parameters “**Only New Last 24 Hours**” but if it’s you’re first filtered look, I’d recommend not using that option. Below is a screenshot of the options you should click under the “**Common Filter**” tab. You’ll be clicking **no Fake PRs** which will help weed out fake looking page ranks as well as **no unsure PRs** which is essentially the same, we only want verified page rank domains. You’ll also click **no PageRank -1** to weed out bad PR’s as well. Next you’ll want to select a minimum Page Rank for your domains under the **min PageRank** dropdown box.

I use 3 as a minimum, I’ve easily flipped PR 3’s and up. You can flip lower PR but since the main selling point of our auction is going to be Page Rank, spend a bit more time and money finding a higher page rank site and flip it for higher profits. Next select “**200**” under the **Domains per Page** dropdown box so we don’t have to cycle through as many pages of results as we’re going to be copying them into an excel spreadsheet.

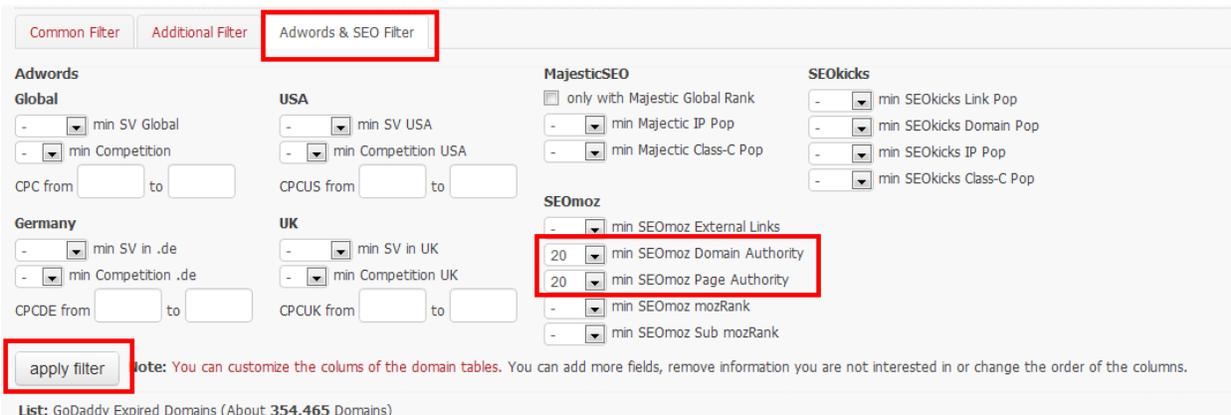


Next click the “**Additional Filter**” tab and under “**TLDs**” click .com/.net/.org. I try and stay away from other domain extensions as many people have a stigma against the SEO viability of those domains (some of which are true) and there are plenty of viable .com/.net/.org so why hurt our auction price?



You’re not quite ready to hit “**apply filter**” yet! We want to filter out our domain authority and page authority. We can do so by clicking the “**Adwords & SEO Filter**” tab then under the **SEOMoz** header,

select “20” as the minimum for both **min SEOmoz Domain Authority** and **min SEOmoz Page Authority**. Finally click on “**Apply Filter**” at the bottom of the tabs:



In this example we went from 354,465 results to only 298 results! You can see a TON of different data now on these results pages. Take some time looking around at all the data, as you can see at the top row there is data for page rank, backlinks, Alexa Ranking, Price, Domain Age and more.

Next I will always sort the domains by price. Some domains will have extremely high prices already and I don't want to waste time sifting through those. To do so click on “**Price**” towards the right on the results page:

Domain	LE	PR	BL	DP	GT	WBY	ABY	Alexa	OCR	Dmoz	C	B	B	I	D	SG	CO	CPC	Traffic	Bids	Valuation	Price	Listing Type	Endtime	RL
magctrickashol.com	16	56	50	234	2006	2006	9.2 M	0	-	Yes	0	0	0	0	0	5	9	0.10 USD	0	1	0 USD	10 USD	Bid	2d 0h 36m	Use
correodafera.com	14	5	5	0	2004	2004	28.0 M	0	-	Yes	0	0	0	0	0	0	0	0.00 USD	291	1	6 USD	10 USD	Bid	6d 3h 52m	Use
epc2010.org	7	24	20	0	2008	2008	0	0	-	Yes	0	0	0	0	50	4	0.38 USD	0	1	6 USD	10 USD	Bid	5d 3h 41m	Use	
ncfd.org	5	58	13	0	2007	2007	2.8 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	1	0 USD	10 USD	Bid	9d 3h 22m	Use	
temporary-internet-files.net	24	47	71	0	2006	2006	0	528.2 K	-	Yes	0	0	0	0	18.1 K	0	0.00 USD	56	1	3 USD	10 USD	Bid	5d 0h 17m	Use	
rfjspa.org	6	19	2	0	2012	2008	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	10 USD	Bid	0d 3h 54m	Use	
prescott-lodging.org	16	62	7	0	2002	2001	0	870.6 K	-	Yes	0	0	0	0	110	86	1.08 USD	198	1	156 USD	10 USD	Bid	7d 2h 22m	Use	
charleadams.org	12	97	9	0	2007	2007	27.6 M	0	-	Yes	0	0	0	0	2.4 K	5	0.74 USD	339	1	9 USD	10 USD	Bid	8d 0h 28m	Use	
eastrelplayhardwayne.org	20	8	7	0	2007	2008	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	10 USD	Bid	0d 3h 54m	Use	
tamuq-mesbc.com	11	10	3	0	2010	2010	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	10 USD	Bid	0d 3h 54m	Use	
webweeder.com	9	2	46	0	2002	2000	11.1 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	10 USD	Bid	2d 3h 51m	Use	
orbicycles.com	10	598	8	0	2011	2011	21.3 M	0	-	Yes	0	0	0	0	70	15	0.00 USD	59	1	21 USD	10 USD	Bid	3d 2h 22m	Use	
semtext.org	7	174	19	0	2012	2001	0	0	-	Yes	0	0	0	0	90	10	0.00 USD	0	0	0 USD	10 USD	Bid	0d 3h 54m	Use	
halthouses.org	11	58	14	0	2009	2010	0	0	-	Yes	0	0	0	0	170	29	1.40 USD	65	1	6 USD	10 USD	Bid	4d 2h 15m	Use	
govolunteerpal.org	16	4	201	0	2011	2011	0	0	-	Yes	0	0	0	0	10	0	0.00 USD	193	1	21 USD	10 USD	Bid	1d 0h 19m	Use	
pescanline.net	11	18	30	0	2005	2006	0	0	-	Yes	0	0	0	0	590	37	0.11 USD	61	1	3 USD	10 USD	Bid	2d 1h 43m	Use	
grattotalantapas.com	18	37	4	0	2008	2009	23.2 M	581.0 K	-	Yes	0	0	0	0	0	0	0.00 USD	0	1	0 USD	10 USD	Bid	0d 3h 40m	Use	
hoseslad.com	8	1.0 K	12	0	2011	2011	308.5 K	76.8 K	-	Yes	0	0	0	0	390	0	0.00 USD	0	1	0 USD	10 USD	Bid	2d 1h 13m	Use	
pencadercharter.net	15	182	5	0	2006	2009	8.5 M	879.4 K	-	Yes	0	0	0	0	0	0	0.00 USD	0	1	0 USD	10 USD	Bid	0d 3h 56m	Use	
stephenadouglass.org	15	94	36	0	2006	2006	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	1	3 USD	10 USD	Bid	0d 23h 40m	Use	
tribunalambiental.org	17	21	7	0	2010	2010	13.3 M	0	-	Yes	0	0	0	0	320	0	0.00 USD	0	1	6 USD	10 USD	Bid	7d 2h 49m	Use	
tera-gold.org	9	23	24	0	2013	2010	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	12 USD	Bid	3d 3h 54m	Use	
intelbase.com	10	369	2	0	2004	2004	0	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	12 USD	Bid	1d 3h 50m	Use	
moraleconomy.org	12	321	26	0	2007	2008	0	0	Yes	Yes	0	0	0	0	1000	0	0.00 USD	33	0	0 USD	12 USD	Bid	8d 23h 47m	Use	
daniel-lara.com	11	27	3	0	2006	2008	0	0	-	Yes	0	0	0	0	720	12	0.06 USD	15	0	0 USD	12 USD	Bid	2d 3h 59m	Use	
snippetsstuff.com	14	2.1 K	11	0	2010	2010	2.5 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	2	0	0 USD	12 USD	Bid	7d 3h 36m	Use	
zero2sixtycreative.com	18	227	10	0	2008	2010	22.0 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	50	0	0 USD	12 USD	Bid	5d 3h 13m	Use	
design-concer.com	14	0	0	0	2013	2011	0	0	-	Yes	0	0	0	0	10	7	0.00 USD	0	0	0 USD	12 USD	Bid	3d 4h 45m	Use	
motelortano.com	12	8	42	1	2012	2004	19.6 M	0	-	Yes	0	0	0	0	70	81	0.67 USD	15	0	0 USD	12 USD	Bid	6d 2h 43m	Use	
flaengine.com	9	6	8	0	2008	2012	1.6 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	43	0	0 USD	12 USD	Bid	2d 23h 48m	Use	
searchenginexxx.com	15	2	22	1	2012	2003	12.5 M	0	-	Yes	0	0	0	0	260	6	0.00 USD	0	0	0 USD	12 USD	Bid	8d 0h 54m	Use	
whatstherule.com	12	6	17	0	1998	2001	0	0	-	Yes	0	0	0	0	30	2	0.00 USD	0	0	0 USD	12 USD	Bid	1d 3h 50m	Use	
eyebase-album.com	13	0	10	0	2013	2006	29.5 M	0	-	Yes	0	0	0	0	0	0	0.00 USD	0	0	0 USD	12 USD	Bid	3d 3h 57m	Use	

As you can see the domain prices are then sorted low to high. I usually set max bids on domains but anything over \$200 already I don't even mess with as I'm trying to snag deals.

What I do next is copy the domains into my excel file and delete all other data. You can choose to fill in the page rank in the column next to the domains. I usually do because my results are significantly fewer

than 298 as I do this every day and am only finding domains within the last 24 hours (i.e. there's only 10-30 numbers to put in) – Even if you choose not to do this you still know they're all above a Page Rank of 3. I'm going to copy my page ranks in for this example. You can see the Page Rank in the 3rd column of your results.

show filter (9 Filter used, Reset)  

Domain	LE	PR
magictrickschool.com	16	 3
correiodafeira.com	14	 3
epc2010.org	7	 4
ncfd.org	5	 7
temporary-internet-files.net	24	 3
njfpaa.org	6	 3
prescott-lodging.org	16	 3
charlieadams.org	12	 3
eatwellplayhardwayne.org	20	 4
tamuq-mesbc.com	11	 4
webweeder.com	9	 3

Copy the domains and input the Page Rank into your spreadsheet (I use Google Docs as I'm always working in a variety of places and on a variety of machines.)

Your screenshot should look something like this:

Domain	Page Rank
magictrickschool.com	3
correiodafeira.com	3
epc2010.org	4
ncfld.org	7
temporary-internet-files.net	3
njfppa.org	3
prescott-lodging.org	3
charlieadams.org	3
eatwellplayhardwayne.org	4
tamuq-mesbc.com	4
webweeder.com	3
onbicycles.com	3
semtext.org	3
haitihouses.org	4
govolunteernepal.org	4
pescaonline.net	3
grattoitaliantapas.com	3
hoesalad.com	3
pencadercharter.net	4
stephenadouglas.org	3
tribunalambiental.org	4
tera4gold.org	3
intellbase.com	4
moraleconomy.org	3
daniel-lara.com	3
snippetsnstuff.com	3

At this point you'll have a list of viable domains with a Page Rank over 3 that are on auction that you can bid on! But you're not quite ready to bid as there are a few more parameters we want to weed out because again, we're going for more than just Page Rank. We want domains that are high QUALITY – that will retain their page rank, have a good deal of authority and backlinks and will be valuable to a new owner.

Step 2: Check Domain Authority and Page Authority with MozCheck.com

Next what I do is double check the domain authority and page authority using MozCheck.com. Even though we used 20 as a minimum for our search criteria within ExpiredDomains.net sometimes the domains aren't actually above 20 and are returning a 1, I'm guessing a glitch in the ExpiredDomains.net's script. No worries, MozCheck.com allows us to quickly find and copy in our domain authority and page authority. You want to keep track of all these numbers because when you go to sell your site, you'll be touting them in the sales page!

Go to MozCheck.com and sign in with the account you created earlier. Copy in your urls (max 100 at a time) and click "**Check Links**" in the blue box. You can see how many more urls you can check for the month in the "Credits Left" box. Don't worry you probably won't limit out.

Bulk Link Checker Tweet 47

Update! Limit has been increased to 2000 links per month!

- Add the links to check, one per line. If the domain normally uses www. then please include it for accurate results.
- You can check 2000 links a month and up to 100 a time. [Get Mozcheck Pro](#) on your own host to check more!

magictrickschool.com
 correiodafeira.com
 epc2010.org
 ncfd.org
 temporary-internet-files.net
 njfppa.org
 prescott-lodging.org
 charlieadams.org
 eatwellplayhardwayne.org
 tamuq-mesbc.com
 webweeder.com

[Get Your Website For Free](#)

[GYBO.com/Washington](#)

Google Gives You Free Domain and Website. Bring Your Business Online



AdChoices 

[Check Links »](#)

Credits Left: 925

[Increase Your Visibility](#)

[PRWeb.com](#)

Attract Visitors to Your Website Get More Business - Signup, Now!



AdChoices 

MozCheck.com will take a bit of time to process the request and when it does the results will appear in order on your screen. Ensure you add **Page Authority** and **Domain Authority** to your spreadsheet as you'll be copying those numbers in momentarily. Remember we're looking for numbers ABOVE 20 for both Domain Authority **AND** Page Authority. Most should be above 20 but some may sneak through as mentioned previously. Copy all these columns and paste them in your excel file. Round the numbers up or down for the Domain Authority (DA) and Page Authority (PA) as MozCheck will return decimals.

I've pasted my numbers into my spreadsheet and rounded them to 1 decimal, and as you can see a few are returning less than 20 (I've highlighted those rows in red,) delete those entire rows/domains so you're now only left with domains that are above a PR3 and also have a DA and PA above 20.

Domain	Page Rank	Page Authority	Domain Authority
magictrickschool.com	3	21	25
correiodafeira.com	3	27	23
epc2010.org	4	21	28
ncfld.org	7	35	27
temporary-internet-files.net	3	35	35
njfppa.org	3	31	22
prescott-lodging.org	3	34	26
charlieadams.org	3	30	25
eatwellplayhardwayne.org	4	35	24
tamuq-mesbc.com	4	34	23
webweeder.com	3	33	32
onbicycles.com	3	37	28
semtext.org	3	46	35
haitihouses.org	4	25	27
govolunteernepal.org	4	31	26
pescaonline.net	3	33	27
grattoitaliantapas.com	3	23	21
hoesalad.com	3	33	25
pencadercharter.net	4	39	29
stephenadouglas.org	3	1	38
tribunalambiental.org	4	31	29
tera4gold.org	3	41	30
intellbase.com	4	1	29
moraleconomy.org	3	35	32
daniel-lara.com	3	34	21
snippetsnstuff.com	3	31	27

Whew! That was a lot. I'm sure you're probably a bit overwhelmed right now. Fear not because you'll get the hang of the entire finding and bidding process (or again you can just buy a domain from me and have it pushed to you shortly thereafter and begin your site immediately by heading to <http://www.PRDomainScout.com>) – Don't worry though you only have a couple more steps until you're actively bidding on domains!

Step 3: Check External Backlinks and Referring Domains with MajesticSEO.com

Now you'll have a list of viable domains with your minimum page rank and a domain authority and page authority both over 20. I then check the referring domains as well as the external backlinks. These are the number of actual domains that have a link pointing to the domain and the number of total backlinks pointing to the domain (some sites have hundreds of backlinks pointing to the domain – which is why there's a discrepancy.)

Again we're looking for a minimum of 30 Referring Domains (preferably 50) and a minimum of 130 External Backlinks. Also keep an eye out for a huge discrepancy between these numbers (i.e. a domain has 65,000 backlinks but only from 30 domains) – Those are red flags!

So head to MajesticSEO.com and put in your first url and click the search icon.

The screenshot shows the Majestic SEO website interface. At the top, there's a navigation bar with links for 'Blog', 'My Reports', 'Tools', 'Support', 'Plans & Pricing', 'Account', and 'Logout'. Below this, the 'Site Explorer' section is active, with a search bar containing 'magictrickschool.com' and a search icon highlighted in a red box. The page also features a 'From the Majestic SEO blog' section with recent articles and a 'Majestic SEO toolkit' section with a brief description of the Site Explorer tool.

This will return a variety of data, depending on if you have an account or not. As you can see in the screenshot below we're looking for the following 2 numbers:

External Backlinks

Referring Domains

The screenshot displays the 'Majestic Site Explorer - Summary' page for 'magictrickschool.com'. The 'Domain information' section is highlighted with red boxes around the 'External Backlinks' (313) and 'Referring Domains' (68) values. The 'Link Profile' section shows 'Citation Flow' and 'Trust Flow' both at 11. Below this, there's a 'Homepage Title' section with the title 'Welcome to magictrickschool.com!' and 'Indexed URLs' set to 207. The 'Backlink History' section at the bottom features two charts: 'Backlinks reviewed (non-cumulative view)' and 'Referring domains reviewed (non-cumulative view)'.

Domain information				Link Profile	
External Backlinks	Referring Domains	Referring IPs:	Referring Subnets:	Citation Flow	Trust Flow
313	68	68	63	11	11
In the last 5 years:					
9,626	469	335	277		

And our first site passes our criteria for **BOTH**.

External Backlinks - 313

Referring Domains – 68

Take those numbers and pop them in your excel spreadsheet in the corresponding column.

Domain	Page Rank	Page Authority	Domain Authority	External Backlinks	Referring Domains
magictrickschool.com	3	21	25	313	68
correiodafeira.com	3	27	23		
epc2010.org	4	21	28		
ncfld.org	7	35	27		
temporary-internet-files.net	3	35	35		
njfppa.org	3	31	22		
prescott-lodging.org	3	34	26		
charleadams.org	3	30	25		
eatwellplayhardwayne.org	4	35	24		
tamuq-mesbc.com	4	34	23		
webweeder.com	3	33	32		
onbicycles.com	3	37	28		
semtext.org	3	46	35		
haitihouses.org	4	25	27		
govolunteernepal.org	4	31	26		
pescaonline.net	3	33	27		
grattoitaliantapas.com	3	23	21		
hoesalad.com	3	33	25		
pencadercharter.net	4	39	29		
stephenadouglas.org	3	1	38		
tribunalambiental.org	4	31	29		
tera4gold.org	3	41	30		
intellbase.com	4	1	29		
moraleconomy.org	3	35	32		
daniel-lara.com	3	34	21		
snippetsnstuff.com	3	31	27		

Do this for all your domains. I find it easiest to batch this task by opening 20 or so tabs with MajesticSEO.com and cycling through them all. If a domain doesn't match our criteria (30+ referring domains, 130+ backlinks) then delete the entire row. Many of the domains **WILL NOT** match the criteria so far not! As you can see below I've gone on and finished my row up:

Domain	Page Rank	Page Authority	Domain Authority	External Backlinks	Referring Domains
magictrickschool.com	3	21	25	313	68
correiodafeira.com	3	27	23	268	43
epc2010.org	4	21	28	325	64
ncfld.org	7	35	27	1956	113
temporary-internet-files.net	3	35	35	2862	90
charleadams.org	3	30	25	312	45
webweeder.com	3	33	32	216	115
onbicycles.com	3	37	28	675	42
semtext.org	3	46	35	446	48
haitihouses.org	4	25	27	186	46
govolunteernepal.org	4	31	26	391	56
pescaonline.net	3	33	27	388	64
hoesalad.com	3	33	25	3664	158
pencadercharter.net	4	39	29	1121	41
stephenadouglas.org	3	1	38	5249	210
tera4gold.org	3	41	30	970	111
moraleconomy.org	3	35	32	978	126
snippetsnstuff.com	3	31	27	28850	67

As you can see the domain in the final row of my spreadsheet has 28,850 External Backlinks from only 67 Referring Domains. Looks a bit spammy to me so I'm going to delete it.

Now you're good to go! One final step, which is double checking the domain age, and we can start bidding on domains!

Step 4: Check Age with <http://www.seologs.com/dns/domain-check.html>

Now it's time to look up the domain age. Again I require a MINIMUM of 2 years of age but preferably you want more (5+ years old) which gives you another great selling point for your site.

This step is fairly straightforward, I use the following tool to check domain age:

<http://www.seologs.com/dns/domain-check.html>

Pop in your first URL (without www.) and hit "Submit"



The screenshot shows the seologs.com website interface. At the top, the logo "seologs.com" is displayed in yellow and blue, with the tagline "Analyze, Strategize, Optimize ... Earn More!". Below the logo is a navigation bar with "Home", "seo tools", and "blo" (partially visible). The main content area is titled "Domain Age Check" and contains the following text:

Use this tool to find the age of a domain.

The age of a website is one of the major factors used to rank a website. Age can also increase the amount of money that can be made from advertising on the site, or sale of the website.

To find the age of your domain name, enter a domain name like [domain.com] and then click the submit button.

To the right of this text is a promotional box for "Text Link Ads" with the text "Need links" and a "FIND OUT MORE >" button.

At the bottom of the page, there is a form for the "Domain Age Check" tool. The form has a label "Domain (example.com - No www!)" and a text input field containing "magictrickschool.com". A "submit" button is located to the left of the input field. Both the input field and the submit button are highlighted with red rectangular boxes.

This will tell you very straightforward how old the domain is. In this case the domain is 7 years old!

Domain Age Check

Domain (example.com - No www!)

Results for magictrickschool.com :
Domain Created on:
 June 13 2006

Domain age (approximately):
 7 Years, 1 Months, 10 days.

I'll take that number and create a new column in my spreadsheet for age, pop in a 7 and move onto the next one, removing rows that are too young.

Domain	Page Rank	Page Authority	Domain Authority	External Backlinks	Referring Domains	Age
magictrickschool.com	3	21	25	313	68	7
correiodafeira.com	3	27	23	268	43	
epc2010.org	4	21	28	325	64	
ncfld.org	7	35	27	1956	113	
temporary-internet-files.net	3	35	35	2862	90	
charlieadams.org	3	30	25	312	45	
webweeder.com	3	33	32	216	115	
onbicycles.com	3	37	28	675	42	
semtext.org	3	46	35	446	48	
haitihouses.org	4	25	27	186	46	
govolunteernepal.org	4	31	26	391	56	
pescaonline.net	3	33	27	388	64	
hoesalad.com	3	33	25	3664	158	
pencadercharter.net	4	39	29	1121	41	
stephenadouglas.org	3	1	38	5249	210	
tera4gold.org	3	41	30	970	111	
moraleconomy.org	3	35	32	978	126	

ALL DONE!

Now you have a list of viable domains that will sell well on Flippa just like BlueTidalWave.com used in our case study. Time to move onto the bidding process! This may all seem like a TON of work and frankly it is a bit tedious, especially the first few times you do it, but again you can always simplify your life and just buy a domain fitting these criteria from me over at <http://www.PRDomainScout.com>

Step 5: Bid on Domains at **Auctions.Godaddy.com**

Now comes what I would call the fun part. Bidding On Domains! Before you start bidding on domains though, look through your current list of domains and remove domains that are specific to locations, brands, years or products. Those will be quite hard to make generic websites around so go on and delete those.

NOTE ON DOMAINS: Again we're looking for random character domains (clefil.org or vmvmvm.com from PRDomainScout.com) or domains that inherently lean towards a niche of interest (AZInvestGroup.com or BahamasGP.com – both also from PRDomainScout) – Remember you can brand just about anything with anything as long as you don't inherently have a niche built into the domain name.

Head over to Auctions.Godaddy.com and login:

Log In to My Account or Create Account

24/7 Support: (480) 505-8877 Support
Hablamos Español

Commercials | Deals | Bob's Blog

All Products Cart **0**

Find Your Domain Build your Website Get website Hosting Grow with Web Tools

Keyword Search

Go Daddy Auctions >> Browse Inventory Auctions Management Tools List Your Domain More Auctions ▾

LA the internet address for LOS ANGELES

Movies. Music. Fashion. Fame. All in one domain.
Don't miss your chance to bid on rare, high-value names from the heart of Hollywood.
7/08 to 7/18

Go Daddy Exclusive!
Auctioning Now!

Go Daddy Auctions Domain Name Aftermarket
Place a bid, make an offer, buy or sell currently registered domain names

On Go Daddy Mobile

Enter keywords to begin search **GO** [Advanced Search](#)

New to Auctions? [Learn More](#)

Popular Searches: Most Active

Search Results to Return: 300

Join Now Already an Auctions member? [Log In](#)

Featured Domains [View All Featured Domains](#)

✓	Name	Bid/Offer	Traffic	Valuation	Price	Enter Bid/Offer	Time Left
	charmed.com	6	-	-	Make Offer	USDS <input type="text" value="Offer \$5,000 or more"/>	91D 12H
	quickfhaloans.com	0	-	-	\$2,750	USDS <input type="text" value="Offer \$275 or more"/> or Buy Now for \$2,750	72D 23H
	classicshow.net	0	-	-	\$3,000	USDS <input type="text" value="Offer \$150 or more"/>	85D 12H

After doing so put in your first domain in the search box and click "Go"

Go Daddy Auctions Domain Name Aftermarket
Place a bid, make an offer, buy or sell currently registered domain names

magictrickschool.com GO Advanced Search

My Auctions Account Selling List Bidding List Settings Advanced Search

Popular Searches: Most Active Search Results to Return: 50 Saved Searches: No Saved Searches

NAMEMATCH Recommended Auctions

- 40weekspregnant.com
- aremermaidsreal.com
- freenatachart.com
- hanoolaato.com
- hanoolaato.com
- howtoknitahat.com
- picturesofticks.com

It will return your domain as seen here:

Go Daddy Auctions Domain Name Aftermarket
Place a bid, make an offer, buy or sell currently registered domain names

magictrickschool.com GO Advanced Search

My Auctions Account Selling List Bidding List Settings Advanced Search

Popular Searches: Most Active Search Results to Return: 50 Saved Searches: No Saved Searches

NAMEMATCH Recommended Auctions

Search Results

Watch	Name	Bid/Offer	Traffic	Valuation	Price	Enter Bid/Offer	Time Left
<input type="checkbox"/>	magictrickschool.com	1	-	-	\$10	USD\$ Bid \$15 or more	1D 23H

No auctions selected Continue to Review

Sometimes the domain won't return or has been removed, try searching twice just to be sure but if it's not coming up, it means it's been removed from auction (sometimes people re-register their domains)

In this case the domain is there. Now if this is a domain you want to bid on set a maximum bid and Godaddy Auctions will bid up to that maximum bid if you're the top bidder or if not you'll be outbid immediately.

Come up with a budget for domains and set a maximum price. I won't disclose my personal maximum prices however expect to pay upwards of \$300 for a good PR5 and less for PR3's and PR4's. I go out and bid on tons of auctions with a low maximum bid and most of the time I'm outbid, but sometimes I manage to sneak some good domains in for a good price. This is a great long term strategy if you plan on building and flipping lots of domains. If not, find 1 domain you'd really like to pick up and bid solely on that domain, otherwise you run the risk of winning an auction for many domains and you **MUST** pay for each domain you win, these are binding contracts just like any other auction house.

As an example If I was to bid on this domain and my maximum bid was \$100 I would enter "**\$100**" into the **Enter Bid/Offer** box and click "**Continue to Review**"

The screenshot shows a search results table for Godaddy Auctions. The table has columns for Watch, Name, Bid/Offer, Traffic, Valuation, Price, Enter Bid/Offer, and Time Left. The 'Best Match' row is highlighted in yellow and shows the domain 'magictrickschool.com' with 1 bid, a valuation of \$10, and a time left of 1D 23H. The 'Enter Bid/Offer' field is set to 'USD\$ 100'. Below the table, a 'Continue to Review' button is visible, indicating that 1 auction has been selected.

Watch	Name	Bid/Offer	Traffic	Valuation	Price	Enter Bid/Offer	Time Left
<input checked="" type="checkbox"/>	magictrickschool.com	1	-	-	\$10	USD\$ 100	1D 23H

1 auction selected **Continue to Review**

Official Time - Page Last Updated: 2013/07/16 11:11:34 AM (PDT) 4 +

As you can see this auction already has 1 other **Bid/Offer** on it. Most of the time you will be bidding against others on domains because many people are snapping up these domains for SEO purposes so there can be a bit of competition (or again you can bypass it by just buying one of my domains that have been prescreened here: <http://www.PRDomainScout.com>)

Once you've made your offer and clicked "**Continue to Review**" a confirmation popup box will appear:

Review Domains

Please review your domains before submitting
Did you know? Our interface allows you to place multiple bids/offers and buy several domains at a time. Continue Searching to find more great domain auctions or click Submit to confirm your bids/offers and/or purchases below.

magictrickschool.com Current Price: \$10 Your Bid: \$100	
---	--

I have read and agree to the [Auctions Bid/Offer/Buy Agreement](#)

Submit or **Continue Searching**

At this point it is **EXTREMELY IMPORTANT** that you double check the domain **AND** extension to ensure they're the correct domain. I've accidentally bid on domains with the incorrect extension because I was in a rush and it has cost me money and eaten into my profits. Give it a quick check and if it's correct tick the agreement check box and then click "**Submit**"

And you're done! You'll either be notified of your high bid or you'll be notified of being outbid. You can monitor your auctions by mousing over **Bidding List** and clicking **Bidding**.

This will return a similar screen:

Bidding List

[Manage your listings from your mobile phone!](#)

[Multi-Bid](#)

Watching		Bidding		Won		Didn't Win	
View: All Offer/Counter Offer Offer/Counter Offer with Buy Now Auction							
Delete		Clear		Search listings		GO Advanced	
Domain Name	Current Price	Asking Price	Min Bid/Offer	Make Bid/Offer	Status	Time Left	
perth.com.au	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	2D 2H	
mangrove.com	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	2D 2H	
stark.com	\$115 (17 bids)	\$12	\$120	USD\$ <input type="text"/> Enter Bid	Outbid	2D 2H	
i-1000.com.au	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	2D 23H	
r.com	\$80 (5 bids)	\$12	\$85	USD\$ <input type="text"/> Enter Bid	Outbid	3D 0H	
m.com	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	3D 0H	
m.com	\$80 (8 bids)	\$12	\$85	USD\$ <input type="text"/> Enter Bid	Outbid	3D 1H	
i-1000.com	\$42 (7 bids)	\$12	\$47	USD\$ <input type="text"/> Enter Bid	High Bid	3D 2H	
m.com.au	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	3D 2H	
m.com	\$25 (4 bids)	\$10	\$30	USD\$ <input type="text"/> Enter Bid	High Bid	3D 21H	
m.com	\$50 (4 bids)	\$10	\$55	USD\$ <input type="text"/> Enter Bid	High Bid	4D 0H	
m.com	\$80 (14 bids)	\$12	\$85	USD\$ <input type="text"/> Enter Bid	Outbid	4D 21H	
m.com	\$50 (3 bids)	\$12	\$55	USD\$ <input type="text"/> Enter Bid	High Bid	6D 2H	
m.com	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	7D 23H	
m.com	\$116 (6 bids)	\$10	\$121	USD\$ <input type="text"/> Enter Bid	High Bid	9D 2H	
m.com	\$12 (1 bid)	\$12	\$17	USD\$ <input type="text"/> Enter Bid	High Bid	9D 2H	
<input type="checkbox"/> m.com	? (3 offers)	Make Offer	\$60	USD\$ <input type="text"/> Enter Offer	High Offer	39D 23H	
<input type="checkbox"/> m.com	? (2 offers)	Make Offer	\$500	USD\$ <input type="text"/> Enter Offer	High Offer	78D 2H	
Display 50 items per page 18 Items							

As you can see I'm always actively bidding on quite a few auctions! You can also look at auctions you've won or haven't won as a resource if needed. You will be notified via email for accepted bids, being outbid and winning auctions. When an auction ends you'll need to login to your Godaddy Auctions account and click on the "Won" tab then find the domain and click "Pay For This Domain" – After paying for the domain the domain will be transferred to your GoDaddy account (can take a few days up to 2 weeks) and you can begin the next step – Building the site.

If you're wondering how much you should be bidding/paying for domains:

Generally you can expect to pay based on the quality of the domain, this includes the Page Rank, backlink quality and authority of the site. As a guideline expect to pay the following prices (although there are extreme exceptions, I've nabbed PR3's for \$12 and PR4's for \$50 because I'm diligent)

PR3's - \$50-\$150

PR4's - \$100-\$200

PR5's - \$200-\$400

PR6's - \$200-\$XXX

Step 6: Repeat

In the final step of this process you want to be actively finding and bidding on domains daily if you plan to grow this into a full scale flipping business. You want to be finding deals and securing domains for a low price, raising your profit margins. When I sort my domains with **ExpiredDomains.net** I always ensure that I've clicked "**Only New Last 24 Hours**" – as I'm checking daily. I find domains, place bids and forget about them until I've either been outbid or won the auction. At which point I'll either remove them from my spreadsheet if I've won or add them to another "working" spreadsheet I use with its own tab (signifying it is a domain and needs to be built upon)

This workflow works best for me and depending on how far you plan to scale this method you may do so differently.

Congratulations!

You've successfully hunted down and purchased domains to build on. In **Section 2: Setting Up The Site** we'll go over what you need to do once you have the domain in your possession.

One final note. I know I have harped on this throughout this section but if you'd like to make your life much easier and start profiting you can merely buy a pre-sorted domain from me. I really want you to get started and flip your first site so you can see how valuable this is and scale up. These domains all match the criteria I've mentioned above and have 1 year of registration on them! Buying from me is easier as I've done the work and you can flip a site TODAY. I do charge a slight premium on the domains but by no means am ripping anyone off – these are prices you expect to can pay for domains in GoDaddy auctions, I've spent time grabbing great deals to pass savings on to you.

<http://www.PRDomainScout.com>

Once you've locked down your domain, either from me or from hunting, it's time to move onto Section 2: Setting Up The Site!

Section 2: Setting Up the Site

There are 2 valuable facets we're selling. The most important is having a quality Page Rank domain that is an attractive asset to buyers. The second is a great looking website to back up that killer domain. We're NOT selling websites based on traffic or revenue which are typical value adders to web properties – but instead selling sites based on great domains and great looking websites.

Now that you have a domain locked down, putting together an attractive website with high quality content is **extremely** important.

DON'T WORRY THOUGH

I've got you covered. You DO NOT need to be a web designer, graphic artist, creative or artsy to put together a great looking website with great content.

Below are the four necessary pieces of your website, essentially what your website NEEDS to succeed. We're going to go over each of the four in detail. You can also refer back to my case study where I go over the listing and the website in detail.

Wordpress – It's fast to setup, easy to work with and the gold standard CMS of sites selling on Flippa

Great Looking Wordpress Theme – Since we're selling not on traffic or revenue, having a great looking website will entice bidders.

High Quality & Compelling Content – We are selling sites based on being quality blogs with quality content in a great niche, we can't skimp with poor content.

Images & Filler – Your site must look "full" and this means having images throughout the website with built out sidebars and navigation.

Hosting & Wordpress

Let's get started building! If you don't have hosting I'd recommend using Hostgator for all your hosting needs, they do a killer job and it makes the transfer process much easier down the road. I'm not going to be going over setting up hosting and installing Wordpress on your sites. I am going to give you some resources for popular host, however I've chosen not to include step by step instructions because most people in this day and age are familiar with the process of setting up hosting and Wordpress for a website and I want to focus on building a guide with more advanced information based on my testing.

Before moving onto the next step, ensure you have hosting setup and Wordpress installed on your newly purchased domain. I've included some resources below for doing this with popular host, you can also head over to YouTube.com and find countless videos with step by step instructions.

Setting Up Hosting With Godaddy: <http://support.godaddy.com/help/article/4/setting-up-your-hosting-account>

Installing Wordpress With Godaddy: <http://support.godaddy.com/help/article/834/installing-wordpress-on-your-hosting-account>

Setting Up Hosting With Hostgator: <http://support.hostgator.com/articles/hosting-guide/how-to-sign-up-and-pay/how-long-does-it-take-to-setup-my-account>

Installing Wordpress With Hostgator: <http://www.hostgator.com/apps/wordpress-hosting.shtml>

Before moving onto the next step ensure you can login to your Wordpress backend on your domain. Once you can do so it's time to start finding some themes!

Wordpress Theme & Aesthetics

NOTE: We'll first be going over the aesthetics of your site by finding you a Wordpress theme, but don't worry you'll be figuring out your niche for your site soon enough. You can always skim over this section and jump ahead to niche selection then come back and decide on your aesthetics. I decided to put this section here as we're already talking about setting up hosting and figure you can get your entire site "ready" then find content for everything. The aesthetics and visual principals remain the same, regardless of the niche!

One of the keys to a successful sale alongside our killer domain is having a great looking site. This isn't a hard thing to do if you find a great looking theme. There are tons of themes out there that look "good" – we want our site to stand out though. We're looking for a unique and interesting theme that does a good job at laying out content and images, meaning little design work (i.e. time wasted!)

I'm going to provide you with a few great themes and I would encourage you to also go out and find your own. Don't just recycle the same themes mentioned here for 1 big reason: Everyone else who has purchased this ebook will be potential competition, and you don't want your site to look like everyone else's. So go out and do some research and find GREAT looking Wordpress Themes so your site stands out from the crowd.

We want our sites to be unique, so when a potential buyer on Flippa reads through our sales page which will be laid out extremely well, finds out how great of a domain the site is then decides to head over and look at the site, they won't be disappointed, but will be EXCITED to see something so unique in a world of garbage Flippa websites.

Instead of merely throwing in some screenshots of a bunch of themes into this PDF, I think it easier to go over some in video form, so I've included some great looking themes in the following list for your reference and also included a video from the series I created, Flipping Paradise All Access wherein I go over 25 great looking unique themes for you to get inspired by.

Watch The Video Titled: Wordpress Themes then refer back to the list of the 25 themes from the video with links to preview and download each of the themes.

Here's a link to stream the video:

http://flippingparadisevideos.s3.amazonaws.com/QFP_Wordpress_Themes.flv

1. Yellow Magazine - <http://www.simplewpthemes.com/2011/01/yellow-magazine/>

2. Latest Tribune - <http://www.simplewpthemes.com/2011/02/latest-tribune/>
3. Perpetum Magazine - <http://www.simplewpthemes.com/2011/03/perpetum-magazine/>
4. Lycurgus Magazine - <http://www.simplewpthemes.com/2011/04/lycurgus-magazine/>
5. Gridiculous - <http://wordpress.org/themes/gridiculous>
6. Leaf - <http://wordpress.org/themes/leaf>
7. Blackbird - <http://wordpress.org/themes/blackbird>
8. Titaniumize - <http://www.designresourcebox.com/titaniumize-wordpress-theme/>
9. Gameliso Magazine - <http://www.designresourcebox.com/gameliso-magazine-wordpresstheme/>
10. Structure - <http://www.organicthemes.com/theme/structure-theme/>
11. MagZine - <http://www.designresourcebox.com/magzine-wordpress-theme/>
12. Discover - <http://wordpress.org/themes/discover>
13. Coraline - <http://wordpress.org/themes/coraline>
14. Esquire - <http://wordpress.org/themes/esquire>
15. Hermes - <http://www.simplewpthemes.com/2013/03/hermes-mag/>
16. Haralampi Lux - <http://www.simplewpthemes.com/2012/11/haralampi-lux/>
17. Markes - <http://www.simplewpthemes.com/2013/06/markes/>
18. Perses Mag - <http://www.simplewpthemes.com/2013/04/perses-mag/>
19. Apollo Mag - <http://www.simplewpthemes.com/2013/04/apollo-mag/>
20. Unspoken - <http://wpshower.com/themes/unspoken/>
21. Sight - <http://wpshower.com/themes/sight/>
22. Blogum - <http://wpshower.com/themes/blogum/>
23. Synch - <http://wpshower.com/themes/synch/>
24. Imbalance 2 - <http://wpshower.com/themes/imbalance-2/>
25. Mahasoli Tribune - <http://www.simplewpthemes.com/2011/05/mahasoli-tribune/>

Here are some more great resources for themes as well:

<http://www.simplewpthemes.com/>

<http://wordpress.org/themes/>

<http://www.fwpthemes.com/>

<http://www.elegantthemes.com/>

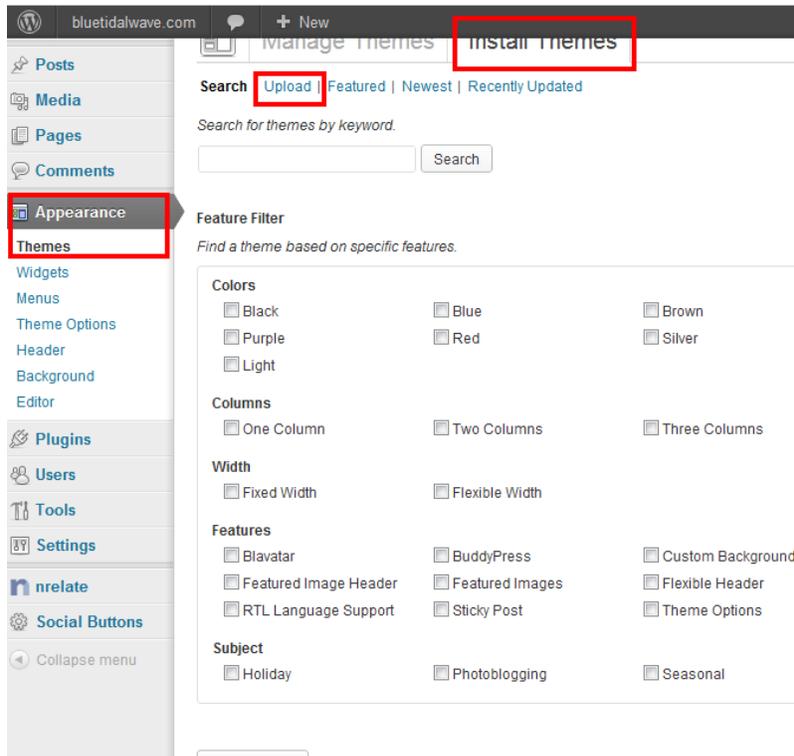
<http://www.organicthemes.com/>

Once you start building up your collection of Wordpress themes, keep them in a folder so you can easily grab them later when you go to build another site!

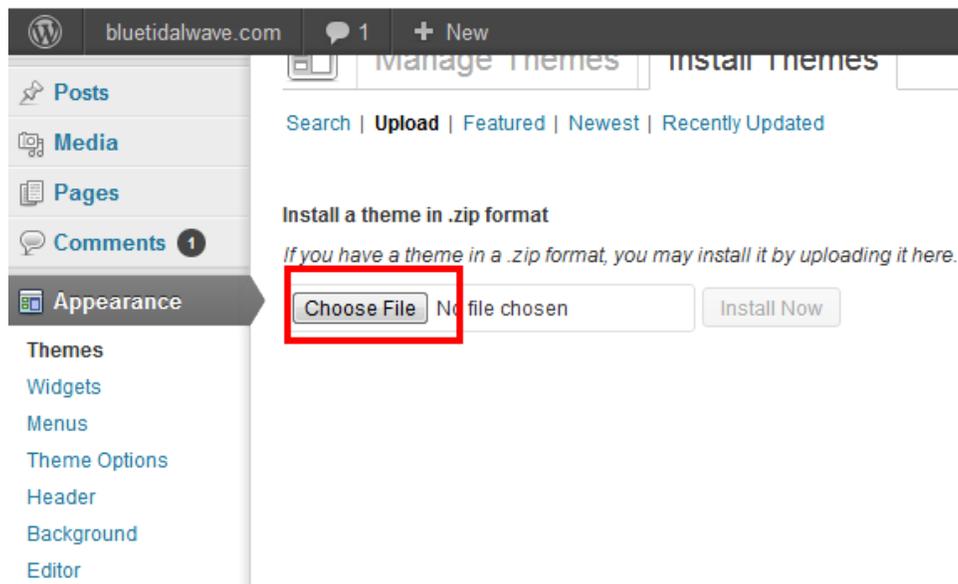
At this point you should have a theme locked down. To install the theme head to yourdomain.com/wp-admin and sign in:



After signing in on the left click **“Appearances”** then click **“Install Themes”** then click **“Upload”**

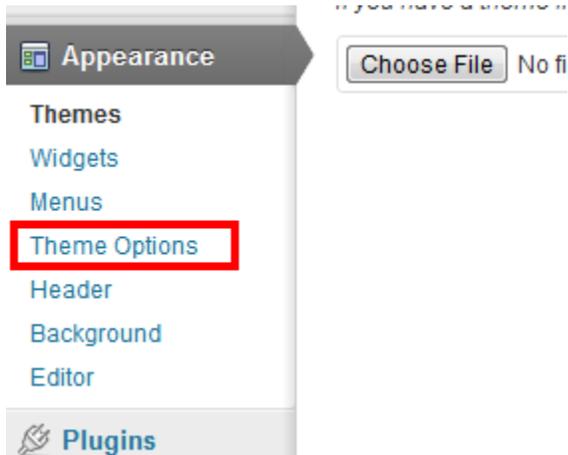


Then just find the zip file of the theme you've downloaded by clicking "**Choose File**" and upload the theme and click "**Install Now**" and click "**Activate**" after uploading:



Now your site is ready for some content! Before adding content though you are going to want to adjust and tweak as few aspects of your site. I won't be able to give you specific locations for adjustments but there are a few plugins and settings updates to do. After doing these you'll want to ensure your theme

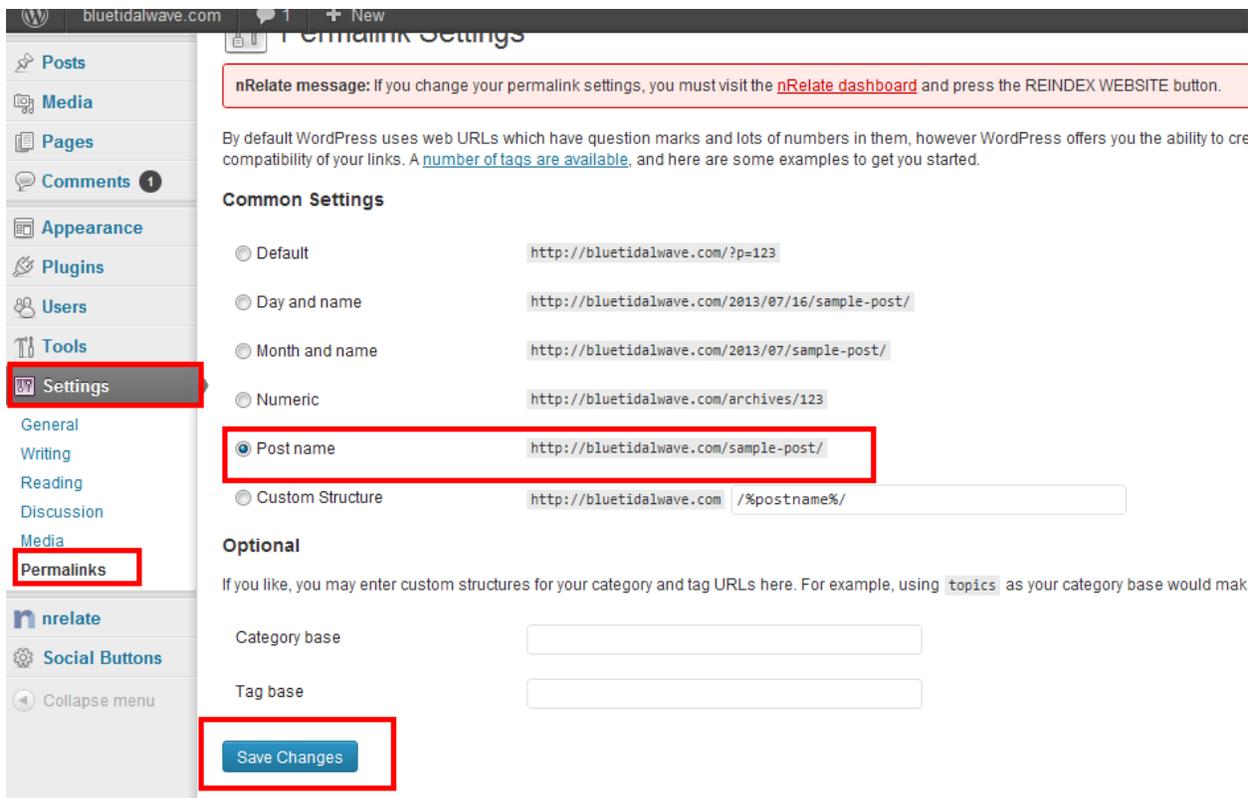
options are setup correctly, many times this is found under “**Theme Options**” within the Appearances side menu –



and you’ll have to experiment with your theme. I cannot give you all the theme options and tweaks for every theme as that would take up an encyclopedia however use your best judgment and try and get your theme laid out as the preview of the theme from the download source.

Theme Options To Configure:

Permalinks: Click Settings – Permalinks - Post Name – Save Changes



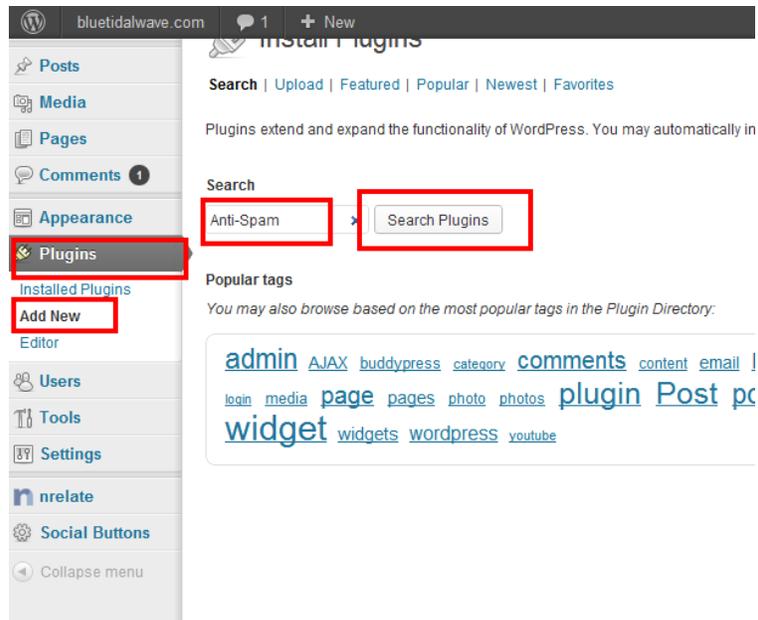
This will ensure proper SEO structuring of every post title and url's.

Next you'll want to download the following plugins:

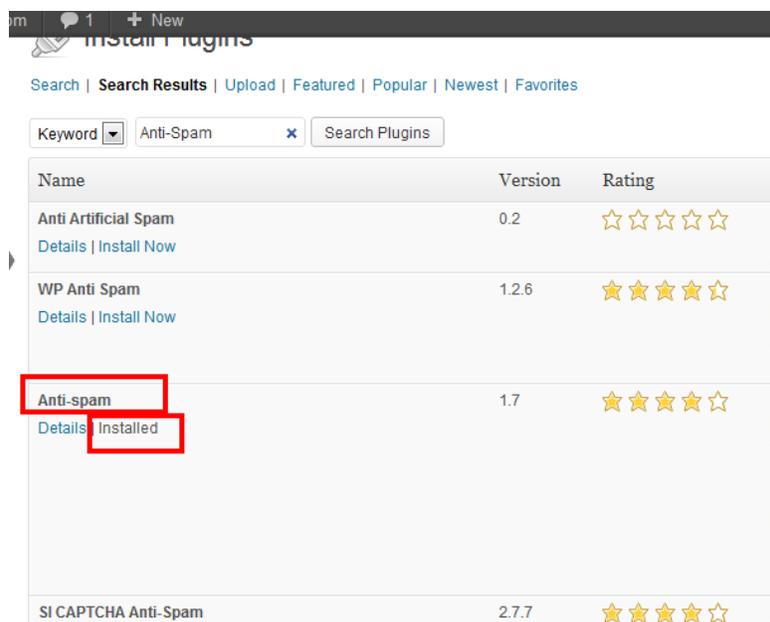
Anti-Spam

nrelate Related Content

Download plugins by clicking **"Plugins"** then **"Add New"** then search:



Then find the plugin on the list and click **"Install Now"**



Do this for both of the above plugins. Some of you may have other preferential plugins you like using, go for it! My intentions were to keep the site building process to a minimal amount of time. Saving time building the site is clutch for producing lots of sites and brining in some big time profits. The goal is to have the site nice and full, we'll be adding content and plugins like the "**nRelate Related Content**" plugins do a great job of filling out the site.

Take a look at BlueTidalWave.com

BLUE TIDAL WAVE

TRAVEL GONE ROGUE.

BUDGET TRAVEL EATING ENTERTAINMENT FIRST TIME TRAVELER MEANS OF TRANSPORTATION PACKING PLACES TOO SEE SAFETY TRAVEL



BLUE TIDAL WAVE - WHAT WE'RE ABOUT
You're sick of sitting. Getting Antsy. You want to be inspired and we want to do it.

We want to inspire you with photos, editorials and everything in between. Blue Tidal Wave - giving you the low down on travel tips, tricks and hacks to get you out of daily life and enjoying travel.

Start by looking around and browsing the blog below or by categories in the menu above, we post content pretty frequently so subscribe and keep in touch.

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Traveling can be fun or stressful depending on how you prepare for it. Carrying too much luggage can deter you from deriving full benefits from your trip. In addition, traveling with more than one

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Traveling can be fun or stressful depending on how you prepare for it. Carrying too much luggage can deter you from deriving full benefits from your trip. In addition, traveling with more than one bag can be very stressful and uneconomical considering the cost as well as the risks of losing one of the bags [...]

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Are you thinking of going out-of-town this weekend with your family and friends? Do you want to experience something new for a change? Then why not travel on the Southwest side and go to New Mexico and see the city of Santa Fe? In this article, we are going to talk about the city of [...]

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Premier Rewards Gold Card from American Express
\$0 Introductory Annual Fee for the First Year
25,000 Membership Rewards® Points
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The site actually doesn't have much content on it at the time, around 20 post. But the site looks very FULL. As you can see there are tags added to the right hand sidebar, sites we love added to the left side bar, 2 ads displayed and the content comes all the way to the bottom of the page. The entirety of the site looks very full – like a real site, because it is a real site! We're doing everything we can to create a very full looking and feeling website, a place where the new owner can jump right in and take over. This particular theme is extremely clean and everything is well laid out. There is a menu bar up top that organizes everything into categories and it's easy to move around the site and digest content. Adjust and tweak your theme settings and widget settings accordingly. Some themes may only have 1 sidebar or no sidebars or be laid out completely different but you're going for the same effect: A fully built, active and great looking website. You may have to come back and revisit these appearance changes after you add some content, but don't forget to test, tweak and optimize – it can make all the difference in the world by having a great looking website along with that great domain.

Finally before adding content in the next step you'll want to remove the post date of your content. The reason I remove the content posting date is because we're doing a quick flip and posting all our content on 1 day doesn't necessarily look great. Many people may choose to backdate their content which can also be done however I don't do this and prefer merely to remove the posting dates. I cannot give specific instructions for removing the post date for Wordpress content as all themes will have this information in separate locations however here are some resources to get you started, this article should take care of removing dates on almost all Wordpress themes.

<http://johnlamansky.com/wordpress/remove-post-dates/>

Niche Selection

Now comes the time to fill out your site with content. At this point you're probably thinking "what the hell is this site even about anyways?" – Well that's exactly what we're going to figure out right now utilizing a favorite tool of mine, StumbleUpon. We need to figure out what niche to build a site around then we can start getting content for the site. When it comes to deciding on a niche, I would recommend sticking within some of the larger more popular niches. The primary reason behind this is that many of the people buying the site may/will be buying the site based on the SEO functions of the site (meaning they can either sell links, post or link to their other websites) so keeping it in broader niches (sports versus racquetball) is a good idea.

It's time to do some niche brainstorming! One of the best ways I've found to decide on a niche is letting StumbleUpon do the heavy lifting for you. StumbleUpon is a content discovery network if you're unfamiliar with them, and we can jump in and take a look at the number of subscribers to each of their different topics, meaning we can get an idea for how "popular" a topic is in the general ether of the internet.

To find a list of the topics head here (you don't even need to be a StumbleUpon member)

<http://www.stumbleupon.com/discover/interests/all>

You'll see a screen like this:

The screenshot shows the StumbleUpon 'Interests' page. At the top, there are statistics: 512 Interests, 25M Stumblers, 5.6M Lists, and 3K Channels. Below this, the 'Interests' section is displayed with a search bar and tabs for 'All', 'Recommended', and 'Popular'. The main content area features a grid of interest categories, each with a title, a representative image, and a follower count. A red box highlights three categories: 'Alternative Rock' (397K followers), 'Alternative Energy' (218K followers), and 'Alternative News' (269K followers). Other categories include 'AI' (203K), 'African Americans' (21K), 'Ambient Music' (106K), 'AIDS' (20K), 'Activism' (126K), 'Accounting' (27K), 'Africa' (67K), 'Amateur Radio' (33K), 'Acting' (99K), and 'American Football'.

I've put a red box around a few of those categories. Those are categories that have over 200,000 people who follow them as opposed to something like Accounting which has only 27,000 people following it. Again we want to find a category people are inherently interested in but not too specific (i.e. **Alternative Rock** has 397,000 followers but may be a tougher sell)

Some great categories to use are:

Finance

Business

Marketing

Travel

Fitness

Technology

Self Improvement

Design

Architecture

Photography

Arts

Weddings

All the above categories will serve a few purposes.

#1 - They cast a wide net and have lots of people who are interested in the niches.

#2 – They will be easy to get high quality content for. Filling a blog about Ambient Music with quality content will be tough, as will finding images.

Don't rush into a niche but look through a lot of the options you have. I'd recommend for your first site finding a topic you're interested in. You'll inherently be more involved in the aesthetics and quality of the site, things that pay off when you go to sell. Spend a bit of time looking through and decide on a niche, keep in mind the domain you're going to be filling up with content. If the domain naturally has certain keywords in it that relate to a niche (AGHmarketing.com for example) it may be difficult to make it into a blog about cartoons. This is why picking up generic domains that don't have an inherent feel to the content is your best bet.

Decide on the topic for your blog and stick with it. Don't let the decision distract you too much, if you're unsure, go with tried and true type of niches, something generic and easy – you can get compelling content in most niches so don't worry about finding content. I'll show you how next.

Getting Content

Now that you've decided on your niche you're going to need content for the site. When it comes to website content you absolutely MUST put up some high quality content with even higher quality titles. I'm going to show you exactly how to get both of these.

For all my content needs I use iWriter. iWriter is a GREAT resource for finding quality skilled writers and I'm going to give you a sample writer callout that you can copy and paste in to find similarly high quality content.

If you're not familiar with iWriter I'd recommend checking it out at <http://www.iwriter.com> and signing up for an account. You can get very high quality content for around \$5 - \$7 for a 500-700 word article. Great Price. One of the best features of iWriter is the ability to reject poor content that isn't compelling or is littered with poor grammar. Another great feature of iWriter is the fact that there are over 130,000 writers. What does that mean for you? It means speed.

This method is entirely based on setting a site up and listing it for sale on the same day. To do that you need quality content written fast. With that large of a writing pool to send your content through you can get all your content in a matter of hours.

Before we outsource our content I want to stress 1 very important aspect of the content.

Titles.

Having high quality and compelling titles is a great way to get potential buyers on Flippa interested in and engaged with the website. When they visit the website after seeing the listing on Flippa and read titles like:

Best Gastronomic Journeys Around Europe: What To Eat and Where to Eat it

12 Tips for Finding Cheap Airline Tickets

Budget 101: How to Create a Budget for Your Travels

Proven Safety Tips For Backpacking In Europe

World's Top Street Foods

The Strangest Things to See and Do in Las Vegas

They're going to inherently be interested. Most buyers of the sites will either be prospecting to make money on the SEO side and/or partially interested in the niche. We talked about the importance of building a high quality website as far as aesthetics go – so now isn't the time to skimp on the content or titles.

Before listing on iWriter you want to find some example titles for your niche. Below I have a sample writer callout you can use that I used for BlueTidalWave.com (which is in the travel niche.) You'll want to give examples for great content titles in your niche.

Don't worry – you don't have to use your brain and think up creative titles.

It's easy to find good titles using our valuable resource StumbleUpon.

Head over to www.stumbleupon.com/explore/YOURNICHERE

So if you're in business you're URL would be www.stumbleupon.com/explore/business

We'll use business as an example and browse around the page looking for a few title examples to use for later. Find 5-10 great titles that catch your eye and open them in new tabs. After doing so copy these titles onto a notepad or word processor as you'll be using them in your iWriter callout.

I found these 7 great titles in the **Business** niche in under 1 minute:

- 10 Companies That Are Radically Changing The Way We Work
- 13 lessons every startup can learn from Warren Buffett
- Mark Cuban's 12 Rules for Startups
- Is Starting A Business Safer Than Your Job?
- 10 Incredibly Awesome Documents to Help You Start a Company
- 13 Stupid Ideas That Made Millions of Dollars!

- How Small Business Gets Started... and Keeps Running

Don't those sound interesting? Especially to people who are interested in business? Wouldn't you WANT to read through that content? These are all selling points for our website down the road when we go to list on Flippa.

Again save your titles for your iWriter content callout. Read over the below content callout which I've specifically setup using these titles and in the business niche. I've also included a screenshot for how to setup your content request, all you have to do is plugin your niche and change your titles. For your convenience I've bolded and put in red the parts of the writer callout that you must change to your titles/niche.

Once you've signed up for an account, login to iWriter and click Request Articles To Be Written:

The screenshot shows the iWriter dashboard with the following elements:

- My iWriter**: Rating (5 stars), Rank (3 stars).
- Inbox**: [view my messages](#), 7 article(s) need your attention.
- Balance**: Current balance: \$128.82, [Add Money](#).
- Navigate on iWriter**:
 - Request articles to be written** (highlighted with a red box)
 - Download articles: View your listings
 - Make money by writing articles
 - Edit your profile
- Favorite Writers**:
 - Suzanne Florin (5 stars)
 - Anne Bahari (4.5 stars)
 - Justin Smith (5 stars)
 - Tonya (5 stars)
 - Tabatha A. (5 stars)
- Your Affiliate Link**: <http://www.iwriter.com/affiliate/86479>. Includes links for [View the Affiliates FAQ](#) and [View my stats](#).
- Statistics for Clients**:
 - Articles requested [612] [view >>](#)
 - Articles being written [0] [view >>](#)
 - Articles completed [595] [view >>](#)
 - Articles not complete [10] [view >>](#)
- Statistics for Writers**: (Section header visible)
- Tutorial Videos**: (Section header visible)

After doing so you'll see this screen, I've highlighted in red the areas that will be changed as per the sample callout below:

@Writer Home Get Content Write Content About FAQ Contact | Welcome back, Logout

Submit a new project

Fill out the information below to have content written by iWriters. You can view a tutorial video on creating a project by clicking [here](#).



Balance information
Current balance: \$7.27

If you have insufficient funds, here you can add money to your iWriter account to be able to have articles written.

[Add Money >>](#)

Project type:

Project description:

Category:

Article length:

Article language:

Submit to: Basic: All writers will see your request. Premium: 4 to 5 star writers will see your request. Elite: 4.6 to 5 star writers will see your request.

Price per article:

Keyword(s):

Total project cost:

Writing style:

Article purpose:

Special instructions:
(Note: writers are not allowed to use any kind of html formatting like bold, hyperlink, head, etc)

Submit project to a list of writers:

[Submit Project >>](#)

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Here is the text from the screenshot above for you to copy into your callout:

Project description: Inspiring **Business** Content

Category: **Business**

Article Length: 700

Submit To: Premium

Price Per Article: \$7.15

Keyword(s) - *This is the number of articles you'll want or if you're using specific keywords, I usually just put in "article 1" "article 2" etc*

Article Purpose: I am putting in a request to find very skilled writers who can write **USEFUL** content for a popular blog on **travel**.

Special Instructions: The blog has the utmost quality standards and even the slightest poor hint of poor grammar will be rejected.

The article should be:

1. Useful for **those interested in business**
2. Have a killer title, the title must be link bait. If you can't write a good interesting title that makes people WANT to read the article, don't bother trying to write for us.
3. Perfect Grammar.
4. Provide tips and tricks regarding **business**

We have strict standards BUT if you meet our standards and get your content accepted there will be many more gigs just like this one for you, consistently paying very top dollar if you can produce top quality content.

If you're looking for some ideas for the type of content we publish here are some titles to get your wheels spinning:

- **10 Companies That Are Radically Changing The Way We Work**
- **13 lessons every startup can learn from Warren Buffett**
- **Mark Cuban's 12 Rules for Startups**
- **Is Starting A Business Safer Than Your Job?**
- **10 Incredibly Awesome Documents to Help You Start a Company**
- **13 Stupid Ideas That Made Millions of Dollars!**
- **How Small Business Gets Started... and Keeps Running**

That should be enough to get you going. If you like writing about travel this can turn into a long last gig for you.

Again I expect similar style of content. There will be some writers that will be good at this kind of writing, some that won't, please don't waste both of our time if you're on the fence.

Thanks!

After you've setup your callout you'll want to decide on how much content you'll need for your site. Most blogs I've been flipping have around 20 pieces of content. The writing cost are as follows for a Premium Writer (which I'd recommend.)

500 Word Article: \$5.50. 20x content = \$110

700 Word Article: \$7.15. 20x content = \$143

1,000 Word Article: \$10.50 20x content = \$210

I would recommend getting a mix of the 3, although you can go with only 700 word articles and be fine. Don't do only 500 word articles as it's too short of a length to get a quality article in the niche, it will just be an overview type of article and that's not the kind of content we're looking for. We want compelling, interesting content in the niche.

The cost for 20 articles that are 700 words each is \$143. A VERY reasonable price for the content. We plan to flip these blogs for a minimum of \$1,000 and flip them often - so spending \$143 on content is a steal.

After you've finished your writer callout click "**Submit Project**" and then you'll be notified via email as content is finished being written.

After you've been notified of completed content you must review and approve content. To do so login and you'll see a notification up top:

The screenshot shows the iWriter dashboard interface. At the top, there is a navigation bar with the iWriter logo and links for Home, Get Content, Write Content, About, FAQ, and Contact. A user is logged in, indicated by "Welcome back," and a "Logout" link. Below the navigation bar, there are several key metrics and notifications:

- My iWriter:** Shows a Rating of 5 stars and a Rank of 3 stars.
- Inbox:** A notification states "7 article(s) need your attention" with a red box around the text and a link to "view my messages".
- Balance:** Shows a current balance of \$128.82 and an "Add Money" link.

Below these metrics, there is a section titled "Navigate on iWriter" with four main action buttons: "Request articles to be written", "Download articles View your listings", "Make money by writing articles", and "Edit your profile".

On the left side, there is a "Favorite Writers" section listing several writers with their ratings and a "more >>" link. Below this is an "Add favorite writer:" section with an input field and an "add +" button. At the bottom of this section are links for "Hire writers >>" and "View your writer history >>".

In the center, there is a "Your Affiliate Link:" section displaying the URL "http://www.iwriter.com/affiliate/86479" and a "Become an affiliate and split our profits 50/50!" banner. There are also links for "View the Affiliates FAQ" and "View my stats".

At the bottom, there is a "Hello collins, welcome to iWriter" message. Below this, there is a promotional banner for SEnukeXCr, which offers a \$15K reward for learning how to turn an article into \$15,000 or more by submitting it to top Google rankings.

Click on that notification and you'll see a screen like this one:

@Writer Home Get Content Write Content About FAQ Contact | Welcome back, [Logout](#)

Articles

For Writers: [all](#) [in draft](#) [pending review](#) [approved](#) [rejected](#) [need attention](#) [purchased](#)

For Requesters: [need attention](#) [purchased](#)



Project Info	Article Info	Status	
Title: Inspiring Travel Content Keyword: Article 4 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: The Car Rental Costs You Never Hear About Written by: nitinbhandari ★★★★★ Submitted: 18h 43m ago Time left to review: 2d 5h 16m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 3 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: Have a Ball With Nine of the World's Most Thrilling Rollercoasters Written by: nitinbhandari ★★★★★ Submitted: 18h 43m ago Time left to review: 2d 5h 16m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 2 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: Don't Be Late For Your Flight at the World's Eight Most Unusual Airports Written by: nitinbhandari ★★★★★ Submitted: 18h 44m ago Time left to review: 2d 5h 15m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 3 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: See More of the World on the World's Best Observation Decks Written by: nitinbhandari ★★★★★ Submitted: 18h 44m ago Time left to review: 2d 5h 15m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 2 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: Relax or Surf Around the Best and Most Amazing Beaches in Hawaii Written by: nitinbhandari ★★★★★ Submitted: 18h 45m ago Time left to review: 2d 5h 14m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 1 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: Have Some Fun at the Eight Best Ballparks to Watch Games From Written by: nitinbhandari ★★★★★ Submitted: 18h 45m ago Time left to review: 2d 5h 14m	 Waiting approval	Review article >>
Title: Inspiring Travel Content Keyword: Article 1 Requested words: 700 Article price: \$7.15 Project created: 2013-07-15	Title: Avoid Airline Baggage Fees by Using These Packing Tips for Air Travel Written by: nitinbhandari ★★★★★ Submitted: 18h 46m ago Time left to review: 2d 5h 13m	 Waiting approval	Review article >>

[Go to home](#)

Click “**Review Article**” and then you’ll see your writer callout up top and the article pop up below it:

you're on the correct page.

Article Title:

Written by: nitinbhandari

Article body: (Current Word Count: 720, Complete Keyword Occurrences: 0 time(s) – 0%)

Note: If you see the ☐ (box symbol) lower in the article, this is because the writer has used a non-standard character in their text. You see that symbol now, because the text is represented as an image, but the symbols will be normal (what the writer intended to use) once you download the article and paste it in your editor of choice. The yellow underlined words are the words that were contained in your original keyword. The highlighted words WILL NOT be highlighted in the article you will receive.

When you are traveling the odds are you'll be using a rental car to get from one point to the next. This is completely sensible as a rental car can provide you with a way to get around. However, the problem with car rentals is that the companies that offer them tend to be very sneaky with regards to keeping costs up.

The biggest problem with car rental costs is that you'll often have to pay extra just to get certain things going with your car. It's an unfortunate truth but it is one that clearly has to be understood.

Insurance Points

Many car rental companies will include the insurance cost for your vehicle in the original fee that you have to pay. However, some companies will not do this and will add this cost to your total as you rent it. You might end up spending \$20 to \$30 more per day for this service.

However, this might be essential for you because you will avoid being held liable for damages to your rental car if it gets into a wreck. This is provided that you are not negligent towards the car and provoke the wreck in the first place. You need to check on the terms that come with getting a rental ready before you can get anything to run for your general needs.

Gasoline Often Costs Extra

Car rental companies like to pride themselves on having vehicles that are totally filled up with gasoline before they can be rented out. They take so much pride that they make sure that they charge customers in the event that they don't have their cars filled up all the way when they return their cars.

Pay close attention to the title and then read through the content and check for grammar mistakes and ensure that the content is compelling and entertaining. If it is you can approve the content, if the content is poor you can reject the content or request rewrites. If you reject the content entirely it will go back out into the request queue for a new writer. Only approve high quality content and when you find writers you like, save them in an excel file or to your “favorite writers” list in iWriter.

I prefer an excel file as I sort my favorite writers based on the content they're good at writing (as an example I don't have my travel writers write about advertising, and vice versa) – This is all so you can build this up into a business later.

Go through all of your content queue until you've approved **at least 20** pieces of content. After doing so, go to “**Download Articles**”

The screenshot shows the iWriter dashboard. At the top, there are three main sections: 'My iWriter' with a rating of 4 stars and a rank of 3 stars; 'Inbox' with a message icon and a link to 'view my messages' indicating '7 article(s) need your attention'; and 'Balance' showing a current balance of '\$128.82' with a link to 'Add Money'. Below this is a 'Navigate on iWriter' section with four buttons: 'Request articles to be written', 'Download articles View your listings' (highlighted with a red box), 'Make money by writing articles', and 'Edit your profile'. To the left is a 'Favorite Writers' list with four entries: Jonathan Savage (5 stars), Max Moore (5 stars), Suzanne Florin (5 stars), and Tabatha A. (5 stars). To the right is an affiliate link section with the URL 'http://www.iwriter.com/affiliate/86479', links for 'View the Affiliates FAQ' and 'View my stats', and a bold statement: 'Become an affiliate and split our profits 50/50!'.

From here you can download your content and get it ready for posting on your website.

Take a **BREATHER!** You've done extremely well and are getting very very close to completing your website and listing it for sale. At this point you should have your website setup, your content ready to be posted and all that's left is posting the content and finding images for the website and content.

We'll be going over that next.

Images & Filler

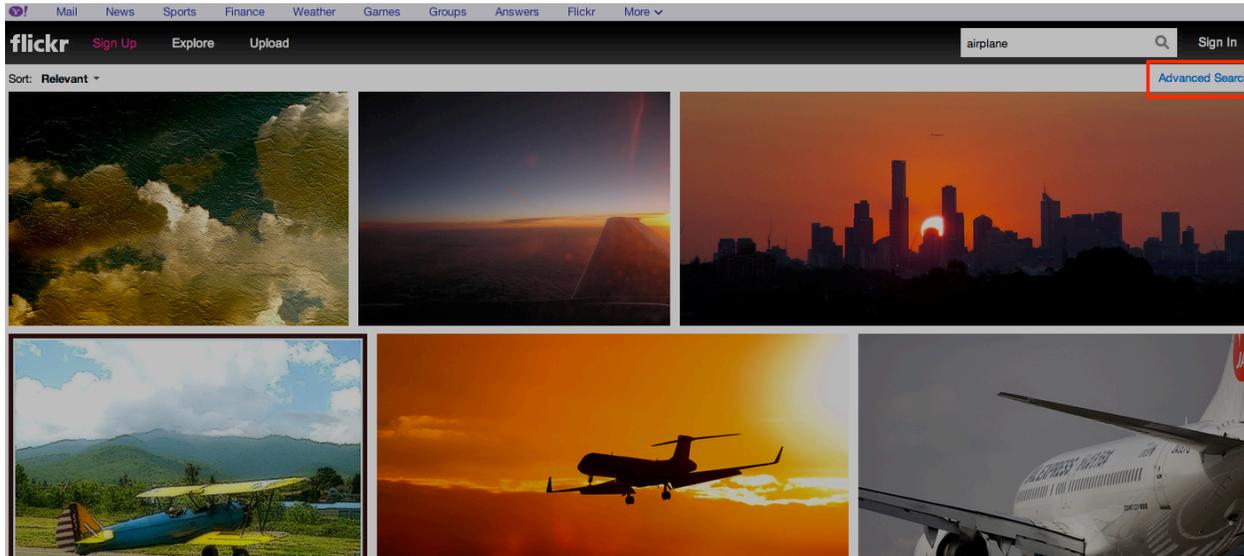
At this point you should have all the content for your website ready. This means you've outsourced, proof read and downloaded all the content. All the content should have killer titles and you should be ready to post the content, add some images and sell your site. You should also have removed all the dates from your post on your theme, have most of your site aesthetics in order and be just about ready to sell.

In this section we're going to talk about images and filling out your website a bit. As you can see from BlueTidalWave.com there are images throughout every post and the site is nice and full, there are AdSense ads displaying ads, there are widgets with recent post and categories and there are menus. Every image on the site is high quality and related to the content on the site as well. Images play a big part in overall aesthetics of the site and finding the right images is very important.

I have a subscription to a stock photography website, ThinkStock.com which I use for almost all images on my sites. The subscription comes in at over \$200 per month so it's not something I recommend people investing in when they first get started however it is a killer investment when you grow your flipping business and are consistently selling a few websites per month, it can save a significant amount of time.

Instead I recommend people using the Creative Commons licensing from Flickr photos. Flickr is a massive collection of online photos, and some of those photographers choose to add their images to the Creative Commons. To find images within the Creative Commons head over to Flickr.com and in the top right hand corner enter a search term, for my travel site I'll enter something like "Airplane"

The search will return pages of images, but before picking one, click “Advanced Search” in the top right hand corner.



You'll be taken to a page with some options as shown below, make sure and tick the boxes outlined in the screenshot (the **Only search within Creative Commons-licensed content** box and the **Find content to use commercially**) This will allow you to find images for your site that you can include in the sale of your site as long as you attribute the author in the post.

Mail News Sports Finance Weather Games Groups Answers Flickr More

flickr Sign Up Explore Upload airplane Sign In

Advanced Search

Search for Full text Tags only

Tip: Use these options to look for an exact phrase or to exclude words or tags from your search. For example, search for photos tagged with "apple" but not "pie".

None of these words:

Search by content type

Tip: Check the boxes next to content you'd like to see come up in searches.

Photos / Videos
 Screenshots / Screencasts
 Illustration/Art / Animation/CGI

Search by media type

Tip: Filter to only display either photos or videos in your search results.

Photos & Videos
 Only Photos
 Only Videos
 HD videos only

Search by date

Tip: Use one or both dates to search for photos taken or posted within a certain time.

after before

creative commons

Tip: Find content with a Creative Commons license. [Learn more...](#)

Only search within Creative Commons-licensed content

Find content to use commercially
 Find content to modify, adapt, or build upon

Or, return to the basic search without all the knobs and twiddy bits.

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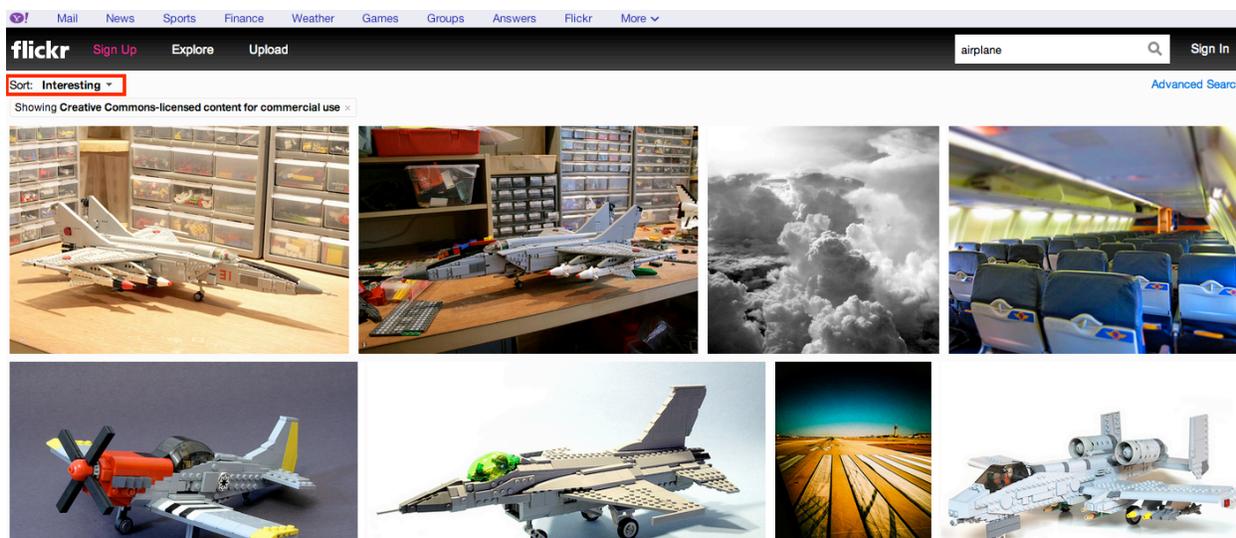
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Re-run your search and now you're setup to find images within the creative commons that you can use! What you want to do next is go through and find images for all of your content, I recommend 1-2 high quality, interesting images for each post (usually for a 700 word post, I'll do 2 images.)

After your images are returned I always sort the images by **"Interesting"** as I find it returns better images. Remember you want high quality, relevant and interesting images for your content, not the most boring stock photography you can find.

Images play a big part in the overall aesthetics of the site, look at BlueTidalWave.com and you'll only see relevant high quality images.



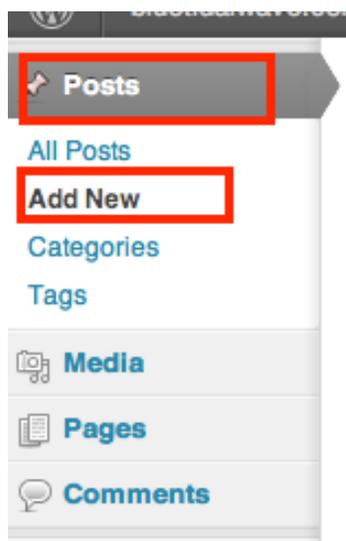
THIS DOES MAKE A DIFFERENCE. Spend time finding quality images as it will be one of the most important on site factors for determining a successful sale.

After saving out all your images ensure that you are also grabbing the URL of the author for these images as you must pay attribution in the post.

If you have any questions about finding quality images, I've included one of the videos from my Flipping Paradise All Access course titled "**Finding Images**" with this course to help! You can stream the video here:

http://flippingparadisevideos.s3.amazonaws.com/QFP_Finding_Images_For_Your_Site.flv

At this point you should have all your content ready to go in Wordpress – you should have your images downloaded and be ready to post your content. Posting your content is the final step before listing your site. Head back to your Wordpress backend, login and then click on "**Posts**" and "**Add New**"



Next open up your first piece of content, paste in the title, paste in the body and add your images throughout the content as shown in the screenshot below. Also note the **“Featured Image”** is uploaded for this particular theme so the images display on the homepage. Your theme most likely will require similar actions. On top of this ensure that you setup categories for your post and tags for your post, both of which can be added to the sidebar widgets later.

The screenshot displays the WordPress 'Edit Post' interface for a post titled "World's Top Street Foods". The title is entered in the top field. Below it, the rich text editor contains the following text:

1. Singapore
 When you are in this country, you can find a lot of delicious traditional Asian foods. Chinatown is the best place to find the best traditional foods in Singapore. There are many food stalls that you can find in this area. The most popular street food in Singapore is Hainanese chicken rice. This chicken rice is very delicious. The aromatic rice is combined with several essential herbs and ingredients. As the result, you can enjoy the most delicious street food in Singapore. There are some other street foods that you need to try while you are in Singapore, for example radish cake, stir fried noodles, roti prata, peanut pancake, and many other delicious traditional foods.

Below the text is an image of a grill with flames. The right sidebar shows the 'Publish' section with 'Status: Published' and an 'Update' button. The 'Categories' section has 'Eating' and 'Travel' selected. The 'Tags' section has several tags listed, including 'Brazil', 'Budget', 'Eating', 'Food', 'Malaysia', 'Singapore', 'USA', and 'Vietnam'. The 'Featured Image' section shows a photo of a fruit stand with a 'Remove featured image' button.

Once you've finished setting everything up, publish your post and head over to the website homepage and inner post page to ensure everything is formatted correctly (images, featured images, content spacing, etc)

Once you've locked that down, repeat this process for every piece of content you have. This is something that can EASILY be outsourced as I do, however on your first flip I'd recommend familiarizing yourself with the entire process.

After you've posted all your content give your site another once over as the next step is LISTING THE SITE and PROFITING! Fill in the widgets area wherever necessary and tweak your theme options so

everything is looking full, images are high quality and in the right place and your site is ready to be in front of the eyeballs of potential buyers.

If you'd like to learn more about overall site aesthetics, I've included a video called "**Site Aesthetics**" wherein I go over filling in your site and making sure everything looks good before listing. Stream that video here:

http://flippingparadisevideos.s3.amazonaws.com/QFP_Aesthetics.flv

Once you've given the site the final approval move onto the next step, listing and selling your site!

Section 3: Flipping And Scaling

Alas the payoff. It's time for you to make your money back and then some. In this section we're going to cover listing your site, which includes what to put in the sales page as well as how to treat your auction when it's live, what to do after the sale and scaling up into a full fledged business.

First things first do another once over on your site and make sure everything is looking good. Check sidebars, inner post pages, menus and categories. If you need a site as a reference take a look at BlueTidalWave.com or our case study wherein we go over aesthetics and cover why the site sold.

Once you're ready to sell your site it's time to focus on your listing. I've included a sample listing PDF which you can use as a SAMPLE.

Please DO NOT copy the listing exactly for your own sake. If everyone and their mother starts making identical looking websites and sells them with identical sales pages, it's not good for anyone. Paraphrase the listing, hell pay an outsourcer to rewrite it for \$5 but don't straight COPY it. You can see the included listing sample PDF but we'll be going over what you MUST include in your listing below and **WHY**.

Writing Your Listing

Before you can list your site you have to write the listing. Don't rush through writing your listing as it's the connection between your site and your potential buyers and you don't want to turn any potential bidders away with poor grammar or because you left something out.

Below are things to include in your listing, review them then jump over to the listing sample PDF and read through the example listing and start working on your own.

Introduction – In the introduction you want to give a brief 1-2 paragraph synopsis of the site, the PR, the authority in the domain and the potential value to the new owner. This will be just enough to get casual browsers baited into reading more about the auction. Talk briefly about the niche, the page rank, the backlinks, the growth potential and the monetization options.

Quick Stats – In the quick stats section you will essentially be reiterating many of the stats that Flippa provides in bullet points while also putting in some of the vital value added statistics we spent so much time hunting for in our domains. This includes domain age, Page Rank, backlinks, Domain Authority, Page Authority, amount of content on the site, uniqueness of content and any other vital stats related to the domain (which could be Alexa rank, DMOZ listing or anything else of value.)

Aesthetics, Content And Images – In the content and Images section you want to stress the quality of the content and images you've spent time putting together for the site. Talk about the perfect grammar and high quality engaging content in the niche. Encourage browsers to visit the site and read the content. Include some title examples from the site. Talk about how unique the site is appearance wise and how much it stands out from the crowd in terms of quality. You spent the time putting together a killer looking website, it's time to show off.

Monetization Options – This part is huge. You want to get people excited about the prospects of owning the site and show them how they could benefit financially from ownership. Since the site has page rank, one of the best ways to make money on the site regardless of traffic is to sell guest post with links to websites. This is one of the huge selling points for these quick flips and is something you need to tout here. Talk about how the new owner can sell guest post for SEO purposes to other websites in the niche and how much revenue can be pulled in. Talk about how large the niche is and the possibility for guest post sales.

Who Can Run The Site – Many of your bidders may be completely new to the website buying world. This is the case for any website being sold on Flippa. Many people on Flippa are browsing and have money to invest to start or grow a website portfolio. Talk about how this site would be a great addition to their portfolio based on the niche, the quality of the content, the age of the domain, the Page Rank and so on. Mention how the site is easy to run with Wordpress and your willingness to help the new owner learn and get used to the site.

What's Included With The Auction – Here you want to talk about everything included in the sale such as the domain, all rights to content on the website and any other bonuses you wish to include. I always include an excel spreadsheet detailing urls and titles for all content on the site as well as writer contact information to the new owner. I also include support for life, free hosting for a few months as well as additional queued content.

Potential And Growth – In this section talk about the entire niche in general and how the site is positioned to be an authority in the niche with a bit of effort put into the content and promotion. Mention how the opportunity is there for people to jump in to an already built site in a desirable niche without the need to start from scratch.

Transfer – In the transfer section I always mention my willingness to transfer the site for the client. Many times they'll transfer it themselves, sometimes they'll need some help. If you're uncomfortable doing this you can pay someone (usually around \$10) to do the transfer for you or take a peak on YouTube and find videos detailing every step of the transfer. With your profits it's worth spending a few dollars to have the transfer done for you. It's all about speed and automation.

Questions – In this section I try and stress my willingness to help people out when it comes to the site and how I'm here to answer any questions they have about the site, the content or anything else in between. Make yourself personable and be there for their questions, it will read well and boost their confidence in you as a seller, especially if you're new to Flippa.

Now that you have a feel for what you should include in your listing, read through the included sample listing PDF and then draft your listing.

After writing your listing go back and proof read everything. I cannot stress enough the importance of spending time writing out a quality listing for your website. In my Flipping Paradise All Access course we go over countless case studies where had the seller spent more than 10 minutes writing their listing they could of brought in significantly more revenue for their sale. Spend time writing a high quality descriptive listing now because you can easily reuse and tweak your listing later, you don't have to rewrite your listing every time you sell a site, but just change the details around a bit.

Again – DO NOT directly lift my listing. I have gone out of my way to provide a sample listing and DO NOT want everyone using the exact same listing over and over, frankly it won't help your sales so spend an hour putting a quality listing description together and use that one for yourself over and over again.

Listing Your Site & Managing Your Listing

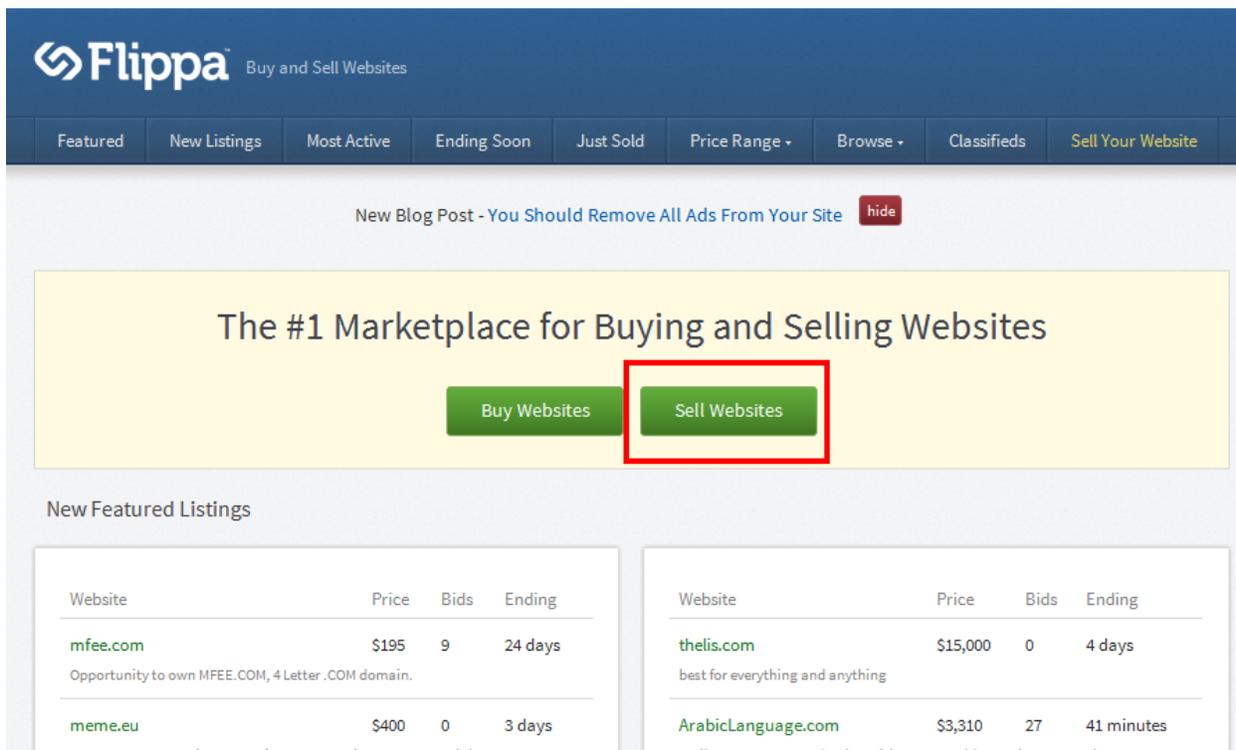
Before going to list your site ensure that you have your listing sales page written and also give your site another once over. I know I've told you countless times to do a "final sweep" but do 1 more, because once you list, all you want to focus on is managing your listing.

Once you're 100% ready to list your site it's time to head over to Flippa. Even if you have never sold a site on Flippa before, don't be intimidated, I deliberately made a brand new Flippa account as shown in the Case Study to show you how easy it is to flip a site like this, and I even ended the auction on the 4th of July!

First things first, when it comes to listing a website, I always recommend listing your sites on a Tuesday/Wednesday/Thursday and never on a Friday/Saturday/Sunday/Monday and having them end on a Tuesday/Wednesday/Thursday and never Friday-Monday. The reason behind this is by having it end mid-week you can catch more internet users – there are significantly fewer people online on the weekends and at the beginning and end of the week, so take advantage of that and run a 7 day auction that starts and ends in the middle of the week.

Also running a 7 day auction is very important as many casual internet users may not scour Flippa every day like I do, but maybe only once or twice a week. You don't want to miss any potential buyers because the listing was only a few days long. While yes it's true, most of your bids will come in the final 12-24 hours, having those 6 days leading up to that time gets enough people interested and watching the auction and eventually bidding, even if it is at the end.

Now that you're ready head to Flippa, sign in and click the big green "Sell Websites" button on the home page.

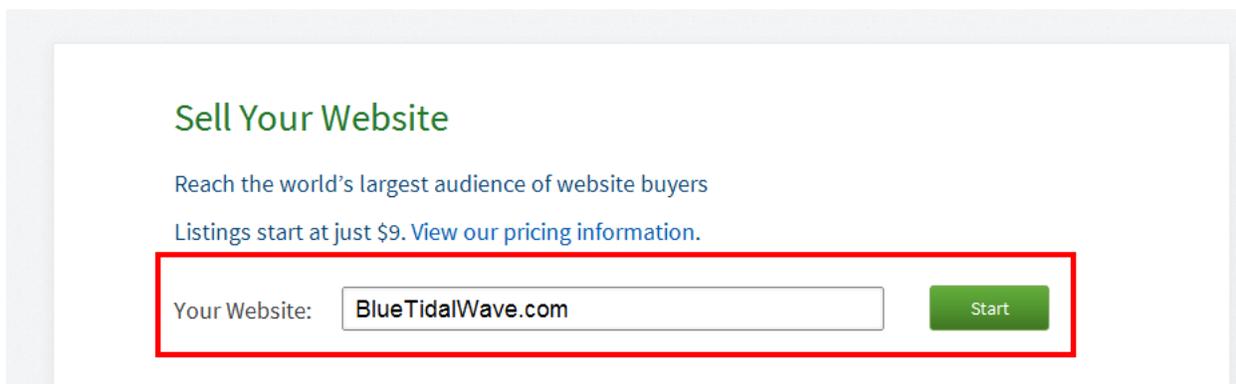


The screenshot shows the Flippa homepage with a navigation bar at the top containing links like 'Featured', 'New Listings', 'Most Active', 'Ending Soon', 'Just Sold', 'Price Range', 'Browse', 'Classifieds', and 'Sell Your Website'. Below the navigation bar is a banner for 'The #1 Marketplace for Buying and Selling Websites' with two green buttons: 'Buy Websites' and 'Sell Websites'. The 'Sell Websites' button is highlighted with a red box. Below the banner is a section for 'New Featured Listings' with two tables of website listings.

Website	Price	Bids	Ending
mfee.com	\$195	9	24 days
Opportunity to own MFEE.COM, 4 Letter .COM domain.			
meme.eu	\$400	0	3 days
Meme Generator Unique Domain Custom Script Great Potential			

Website	Price	Bids	Ending
thelis.com	\$15,000	0	4 days
best for everything and anything			
ArabicLanguage.com	\$3,310	27	41 minutes
Eminent Com \$1,000,000 Value With 15 Years Old Domain Base Rank 4			

Next you need to pop in your url – I'm going to use my example for the site I sold from the case study, BlueTidalWave.com



The screenshot shows the 'Sell Your Website' form on Flippa. The form includes the heading 'Sell Your Website', the text 'Reach the world's largest audience of website buyers', and 'Listings start at just \$9. View our pricing information.' Below this is a text input field labeled 'Your Website:' containing the text 'BlueTidalWave.com' and a green 'Start' button. The entire form area is highlighted with a red box.

Next make sure the "an established website" ratio box is checked. The pricing structure will save you money as anytime you sell a site for more than \$250 it's always more beneficial to pay the \$29 listing fee versus the \$9 listing fee as you only pay a 5% success fee versus a 15% success fee.

Flippa™ Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

1 Website

2 Traffic

3 Revenue

4 The Pitch

5 Sale

6 Payment

7 Launch

[Add A Non-Disclosure Agreement](#)

What are you selling?

an established website

a new website

just the domain

[Am I Listing an Established Website, a New Website, or a Domain?](#)

Next you want to find the correct category for your listing and the type of site. Check the **“Blog”** box and then find a related category to the type of site you created, in my case it would be **Travel -> Guides**. Next for **“When Did The Site Go Live”** mark the month the SITE went live, not the age of the domain. I am always as upfront as possible with my sites and listing and not out there to deceive anyone, the SITE went live when I posted all the content on it.

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds [Sell Your Website](#)

[Preview Listing](#)

Tell us a bit about your site

[Why is this important?](#)

✓ Website

[Website Details](#)

2 Traffic

✓ Revenue

4 The Pitch

5 Sale

6 Payment

7 Launch

[Add A Non-Disclosure Agreement](#)

What kind of site is it?

Blog Forum

Review Ecommerce

Content Services

Directory App

Other

How would you classify the content of your site?

General Knowledge
Health and Beauty
Hobbies and Games
Home and Garden
Internet
Sports and Outdoor
Travel

Flights and Aviation
Guides
Hotels
Vacation, Holiday and Resorts
Other Travel

When did the site go live?

July 2013

Next

Next under monetization I always leave the AdSense box checked as I usually have AdSense ads up on the site as a placeholder and I'd recommend doing the same. We're not claiming any revenue generated through the site, however it is a monetization method.

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

✓ Website

✓ Website Details

✓ Revenue

3 The Pitch

4 Sale

5 Payment

6 Launch

[Add A Non-Disclosure Agreement](#)

What monetization methods are used?

AdSense

Amazon

Clickbank

Dropship

Ecommerce

Subscription

Ad Sales

Other

[Need help with this page?](#)

Next

Following that we have **“The Pitch”** which is your sales page! Now is when you want to paste in your sales page you spent time writing and come up with a title. When you paste in your description, ensure you bold headlines that we went over from above (Introduction, Quick Stats, Etc.) It makes it significantly easier to skim the listing or for repeat viewers to return and find any information they may need.

After formatting your listing, it’s time to get a killer title written. In the title you REALLY want to stand out but you also want to get across the important selling points. In the case of the Quick Flip it’s the fact that the site has Page Rank!

In the case of this title I wrote:

5 Year Old PR 4 Travel Site That Will Knock Your Socks Off

We got the niche across, we mentioned the domain age, the Page Rank and how awesome the site is. Spend some time crafting your title, if you’re getting stuck head over to the **“Just Sold”** category at the top of the page and brainstorm some titles. Just ensure you have the key elements like Niche/PR/Age in there.

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

- Website
- Website Details
- Revenue
- 3 The Pitch**
- 4 Sale
- 5 Payment
- 6 Launch

[Add A Non-Disclosure Agreement](#)

Why should buyers be interested in BlueTidalWave.com?

What information should be provided?

Provide a short description to appear in search results

5 Year Old PR 4 Travel Site That Will Knock Yo

22 Characters Remaining

Now provide any other details you think buyers might want to know

Welcome Welcome! I'm selling BlueTidalWave.com – a PR4 Travel site focusing on everything from traveling tips to destinations. The travel industry is absolutely massive, there is a ton of growth potential here and you can jump in now with your opportunity to own an absolutely GREAT looking website with KILLER, high quality content.

The site has some great backlinks (over 1800) and aside from posting only the highest quality travel articles,

Next

On this next screen you will want to adjust a few things depending on the day your listing your site. Again remember, minimum 7 day listing ending on a Tuesday/Wednesday/Thursday – so adjust your listing length accordingly. You can always shorten the length later if necessary although I don't recommend it.

As the opening bid always mark \$1. The reason behind this is it will get lots of bidders jumping in on the bidding action early. What that means is you have more people actively bidding and more possibility of the site ending up on the **"Most Active"** listing category. If you start your auction at say \$200 you miss out on potentially 10 or 15 bids that it would take it get to \$200. Getting on the **"Most Active"** list means even more exposure for your auction. Extremely important. For your reserve price this will depend on what you're comfortable taking as a minimum for the site. Don't set the reserve at your target price as you want it to pass the reserve price to encourage future bidding. In this case I set the reserve price at \$500 which would of meant I'd break even and made about \$100 or so, nothing great but still a profit. With the site it sold for \$1,100 (significant profit for the nominal work I put in) – Decide on your reserve price by adding up all your cost (including listing fee of \$29 and the 5% success fee) and

ensure you're at least breaking even. This way even if your auction runs cold you've only lost the time you put into the site, not any money. You can also choose to set a higher reserve price if you don't mind holding onto the site and relisting it if the auction doesn't pass the reserve price.

Also ensure you tick the **"Automatically accept most bidders"** box – even though it says not recommended, I've only had a problem with a non paying bidder one time in my years of Flippa experience.

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

✓ Website

✓ Website Details

✓ Revenue

✓ The Pitch

4 Sale

5 Payment

6 Launch

Add A Non-Disclosure Agreement

Just a few questions about the sale process:

How can I optimize my auction?

Auction (recommended)

Private Sale

What do you want as the opening bid?

\$ 1

What's the lowest price you'll accept to sell the site?

\$ 500

How long should your listing run?

7 days

We recommend 5 days to get the best price for your listing.

Automatically accept most bidders (not recommended)

Next

All that's left is the payment. There are some upgrades you can choose to pay for and none are worth it for this site EXCEPT the front page feature. Don't choose to do the front page feature when you launch though, I'd recommend saving that for later in the auction. Scroll down and hit **"Checkout"** and process your payment. After doing so you'll need to go back to Flippa and verify your ownership of the site. To do so click **"Launch"** and then click **"Add a meta tag"**

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

- Website
- Website Details
- Revenue
- The Pitch
- Sale
- 5 Payment
- 6 Launch**

Add A Non-Disclosure Agreement

You must verify you own the site before proceeding

[How is ownership verified on Flippa?](#)

Upload a File
Ownership verification via file upload is simple and only requires two easy steps

OR

Add a meta tag
Ownership verification via adding a meta tag to the site

Next copy the code in the box:

Flippa Buy and Sell Websites

Featured New Listings Most Active Ending Soon Just Sold Price Range Browse Classifieds Sell Your Website

Preview Listing

- Website
- Website Details
- Revenue
- The Pitch
- Sale
- 5 Payment
- 6 Launch**

Add A Non-Disclosure Agreement

You must verify you own the site before proceeding

[How is ownership verified on Flippa?](#)

Verify via Meta Element

Copy the meta tag below, and paste it into the site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="verifyownership" content="b48957cd1eab5ac7886cee71e0882573" />
```

[Verify Meta Tag Now](#)

And login to your Wordpress site again. After doing so on the left click **“Appearances”** and then click **“Editor”** and then click **“Header.php”** on the right hand side – add the code under the opening <head> tag and then scroll down and hit **“Update File.”**

The screenshot shows the WordPress Admin interface. On the left sidebar, the 'Appearance' and 'Editor' menu items are highlighted with red boxes. The main content area displays the 'Organic Structure: Header (header.php)' editor. The code editor shows the opening <head> tag with a meta tag for 'verifyownership' highlighted in red. The 'Update File' button at the bottom is also highlighted in red.

Now go back to Flippa and click **“Verify Meta Tag Now”** and you’re done! You’ll have the option to launch your listing or set a timer for the listing to start.

The screenshot shows the Flippa website interface. The top navigation bar includes 'Featured', 'New Listings', 'Most Active', 'Ending Soon', 'Just Sold', 'Price Range -', 'Browse -', 'Classifieds', and 'Sell Your Website'. The main content area displays a message: "You must verify you own the site before proceeding" and "Verify via Meta Element". Below this, it says "Copy the meta tag below, and paste it into the site's home page. It should go in the <head> section, before the first <body> section." A code box contains the meta tag: `<meta name="verifyownership" content="b48957cd1eab5ac7886cee71e0882573" />`. At the bottom, the "Verify Meta Tag Now" button is highlighted with a red box.

Now all there is to do is sit back and wait for the auction to finish! That being said you do want to pay attention to a couple things.

#1 Keep Up With Comments – Answer all comments thoroughly and truthfully. Give full descriptions, nothing short. Explain everything about the site as requested by commenters. If people ask about the domain versus site age or the tactics, no need to lie about it – take this example from my case study:

The screenshot shows a comment thread on a marketplace. The first comment is from a user named 'sachinjai' with a 100% rating and a bid of \$455. The comment asks if the site is an expired domain with new content. The second comment is from 'snowy' with a rating of - \$1.1K, replying that it is indeed an expired domain and a PR4 travel site with good content and monetization potential.

#2 Buy It Now Pricing – When it comes to your auction the Buy It Now price can be a huge psychological determining factor on people’s willingness to bid. If you’re BIN price is too high, it will be a huge deterrent, if it’s too low you can end up selling your site for significantly less than you’d of gotten otherwise.

I’d recommend adding a buy it now price to the auction that is somewhere on the high side of what you think the site will get as you can always drop the buy it now price. I’ve sold sites just like the one in the above case study in the high \$2,XXX range – this particular one I stupidly had ending on the 4th of July and it STILL sold for \$1,100 – nothing to scoff at considering my time commitment in the site was nominal. This is something you’ll have to experiment with as you continue building and selling sites. When it’s your first sale I’d recommend focusing primarily on getting your first profit locked down and scaling up accordingly.

#3 Front Page Listing Promotion – You can pay \$50 to get your site promoted onto the front page of Flippa. I highly recommend this upgrade to your auction. There are countless studies showing the benefits are well worth it for the exposure your site will gain from the front page. The best time to

promote the site is about 48 hours before the end of the auction. Expect your site to stay on the front page for 12-24 hours so time your promotion accordingly. In the past I've even done the front page promotion twice, it cost \$100 but has always paid off in spades when the auction timer winds down.

I would HIGHLY recommend doing the front page promotion twice. While \$100 may seem like a lot to invest, consider the returns, it could mean your auction going from \$700 to \$1,100 or even more. I usually do a front page promotion 12-36 hours after the auction going live, then another one with about 24 hours left in the auction.

I always watch how many followers of the auction there are. I've noticed great final sale prices when my auctions have over 30 followers – so you can use this as a measurement for potential success. While it isn't scientific, I went back and looked at my best performing auctions and they all had over 30 followers. If you don't have a good deal of followers on your auction, front page promotion will help with that exposure!

After the site sale is complete lock down your payment and then it's time to transfer the site!

What If My Site Doesn't Sell!?

It happens to the best of us. I cannot say you will sell absolutely every site, every time, no matter what. My sale success rate is over 80% which is great, but that still means 1 in 5 sites doesn't sell. The reality of Flippa is it can run hot and cold and many times by no fault of your site it just doesn't sell. The good news is you can relist your site for half the price, the bad news is it may not sell even then! I would always recommend relisting the site and giving it another go. Countless times I've sold sites on the re-listing for twice what the original listing price received.

Keep watching how many followers the auction has, as previously mentioned, having more followers means more potential for a successful and profitable sale. Also note that if the site doesn't sell, you can contact your highest bidder and negotiate a post auction sale.

If all else fails and you've relisted the site and the site STILL doesn't sell – try to focus on building up traffic sources for the site and selling the site with traffic down the road. With all the value in the domain and then adding traffic, you'll have even more selling points.

This course is not on building up traffic sources as our focus is quickly flipping websites however if I can quickly make a recommendation it's utilizing StumbleUpon to find (popular) related blogs to your niche and contacting them for guest posting opportunities. Guest posting can drive large streams of traffic (I've turned blogs into powerhouses with just a couple well placed guest posts.)

If you're interested in building up assets such as this, you can look into the full Flipping Paradise All Access course as it focuses exclusively on building and selling trafficked web assets (details regarding that course are at the end of this course.)

Transferring the Site

Site transfers ALWAYS scare people away from selling sites. I'm not going to get into details about how to transfer sites here primarily because that's not directly pertinent to the method and on top of that, giving information for every specific scenario (i.e. godaddy to godaddy, hostgator to hostgator, blue host to godaddy etc etc) would be complete overkill. Instead I'm going to recommend you use a service such as Tweaky (which has a discount for flippa users found here: <https://flippa.com/deals>) wherein you can get the site transferred for around \$15. Leverage your time and don't waste it transferring a site if you don't know how, you just profited on the sale, it's time to put that money to work. You can also find outsourcers all over the web (like oDesk) who can handle website transfers for you.

If you're transferring the site yourself, you can also use YouTube as a reference for transferring a site, there are countless videos detailing this process, just as there are for setting up hosting and Wordpress. Again I didn't want this guide to be super technical – I wanted it to be practical proven theory you can repeatedly use to MAKE MONEY.

Scaling Up

After you've successfully made your first flip it's time to scale up. You can easily turn this method into a great additional stream of revenue, if not create full time revenue from the method. The great part is everything is extremely easy to do and doesn't require a huge time commitment. I would recommend outsourcing certain aspects which I'll outline below. Other aspects of the process I'd recommend doing yourself.

Domain Hunting & GoDaddy Auctions: The domain hunting process should be done by you or a trained outsourcer you trust with access to your GoDaddy auctions account. I would recommend doing this yourself as I do. It takes very little time every day to hunt for and bid on domains, ensuring only top quality domains get found and bid on is something I'd recommend doing yourself as it's also developing a useful skill in the post panda/penguin SEO world.

Or again you can use <http://www.PRDomainScout.com> and grab your domains quickly!

Content: I would never recommend writing your own content unless you're on a serious budget. It simply takes too much time. If you're going to outsource only 1 aspect of this method, outsource the content, everything else takes a fraction of the time compared to writing content. If you're going to outsource the content with iWriter, outsource and approve content yourself unless you have an outsourcer or employee who is fluent in English and understands the differences in content quality.

Site Creation: The site creation process is second to outsource behind the content writing. This is an extremely easy task for anyone proficient in wordpress, stress the quality standards for images and overall site aesthetics. Show the outsourcer the example site at BlueTidalWave.com and make sure they understand that they need to do more than just post content, that they must pay attention to the overall website aesthetics.

Flippa Sales: This should be handled by you. The sales process is the most important process – you’ll be answering questions and talking with bidders. The transfer process however should be outsourced as the price is nominal.

The key for scaling is to develop a few “looks” for your websites then you can have your outsourcers merely copy those looks. When it goes to selling sites that “look” similar (same wordpress theme, different niche) cycle through themes and niches for your sales. Don’t sell 2 travel sites in a row on the same theme, cycle through. Once you’ve built a few sites, ensure you take screenshots and create those references for your outsourcers. By setting up 3-5 sites yourself, you can make each in a new niche and with a different theme, your outsourcers can then merely copy the aesthetics of the site for the new niche.

Conclusion

Selling quality sites is the key to this method. The most important aspect of the course is utilizing the pricing discrepancies between GoDaddy auctions and Flippa – but it is also imperative that you find the right domains. Don’t rush in and buy the first domain you find, get the right domain with quality page rank and backlinks. That will show down the road when you sell the site and can mean the difference of selling a site or not selling a site. If you’re wanting to jump in without the wait of hunting down the domains, bidding and waiting for the auction to end and then the domains to drop in your account, you can buy domains from me directly here:

<http://www.PRDomainScout.com>

Buying a domain directly from me means that within hours you can be on Flippa and profiting and while your site is listed you should be out scouring for your next domain and setting up your next site. Buying your first few domains from me can help you scale up and sell more sites quicker while automating the entire process.

Side Note on Flipping Paradise All Access

If you’re not yet a member of Flipping Paradise All Access I’d encourage you to look into it as this resource as well as many others are part of the entire course and your 1 time payment will entitle you to all future Flipping products!

Take a look here:

<http://www.warriorforum.com/warrior-special-offers-forum/797166-flipping-paradise-all-access-video-series-bonuses-templates-giveaways-coaching-more.html>

Thank you for your purchase – if you have any questions you can email me at Info@FlippingParadise.com