

Rob Benwell presents...

# **Bloggers Payday**



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# What is Bloggers Payday?

If you live in the United States or Canada, or have access to the Home and Garden TV networks that air in those countries, you've probably watched one of those house flipping shows before.

One of the most popular, Flip This House on the A&E channel, lets you watch as real estate investors buy, renovate, and flip homes for a profit.

The idea is simple...

- Purchase a home in good area

- Renovate the home to increase its value

- Sell the home for a profit

Over the years, real estate investors like the ones featured on these shows have made millions of dollars finding distressed properties, fixing them up, and selling them at a profit.

... and they aren't the only ones.

If you've been online for even a short time, you've likely heard the term "virtual real estate" before.

Just like a portfolio of real estate assets, your virtual real estate empire is a portfolio of virtual assets you own and manage to generate profits.

Depending on your goals and business strategy, the VRE assets you build can be setup to generate long-term income or fast profits.

Similar to the real estate strategy of "buying and holding" properties to generate rental income, you can setup some of your VRE sites to generate residual income streams month after month.

### **What about those sites you don't want to keep?**

Just as there are homes you purchase with the goal of flipping them for a profit, there are sites you'll build to flip as well.

In fact, there are some sites you'll want to setup just so you can sell them down the road.

That's what happened to me at least...

Since I'm always testing different ways to generate traffic and make money with my sites, I seem to always have more sites and domains than time to develop them.

Instead of letting the domains and sites go to waste in the far corners of the internet, I decided to sell a few of them.

Since these sites had been collecting digital dust for a few years, I hired someone to fix them up a little bit first.

Just as a real estate flipper would slap on a new coat of paint and make repairs to the home they want to sell, my sites needed the same kind of TLC to make them more attractive.

After the guy I hired was done renovating the site, I put it up for sale on a popular website marketplace.

Even though the site didn't have much traffic and hadn't made a dime in AdSense or affiliate income over the last 2 years, it still sold for 5 times the amount I paid for it.

Not too bad, right?

... and since I had so much success with the first site, I went ahead and did the same with the others I had lying around.

For the next few months, the guy I hired stayed very busy renovating and flipping all of my old domains and I made a ton of cash in the process...

In fact, he got so good at flipping these sites that I decided to keep him on board full-time.

Since he'd already renovated and sold all of the sites I didn't want to keep, he started to buy, renovate, and flip new domains instead.

Big mistake.

Although I didn't know it at the time, the process of buying and flipping newly registered domains is an entirely different animal compared to flipping established sites.

After a few weeks flipping new domains, and only seeing half the returns I enjoyed earlier, I got him on the phone to figure out what was happening.

To my surprise, he was as confused as I was...

As you can imagine, we'd developed a pretty effective system for renovating and selling these sites... so the formula was already battle tested.

Within a few weeks after he renovated it, the site would be on the 1st or 2nd page of the search engines generating income.

... and after a few months of stable traffic and income the site was quickly sold, usually with multiple bidders fighting for it.

Although he was following the same process with these new sites as the last, the results weren't even in the same ballpark.

In most cases, it would take no more than 3 months for one of the established sites to be sold after being renovated, normally for 10x the monthly income it was generating.

... but not these sites.

No matter how hard he tried, these sites were nowhere to be found in the search engines... even months after renovations.

To make matters worse, if he couldn't get these sites to the top of the search engines my chances of selling them were slim and none... and slim just left town.

Without any traffic, the site wasn't generating income. *AdSense or otherwise.*

... and no income meant no profits from the flip either.

### ***I couldn't give these sites away***

I mean... who wants to buy a 3 month old site with no traffic and no income, right? *Or very little, if it did get any at all.*

Why spend hundreds of dollars on a site like that when you could just register a new domain for \$10 yourself instead?

... and that was the problem.

Without a stable flow of traffic and income, nobody was interested in buying these sites.

So... instead of literally giving these sites away for pennies on the dollar, I decided to hold onto them.

Although I didn't think the sites would amount to much, I figured they could make enough money over the next couple of years to cover the investment I already made in them.

Since I was just looking to cover the domain registration, hosting, and moderate outsourcing costs, I thought it was best to hold onto them rather than sell them for a loss.

*... and boy am I ever glad I did :)*

If not for that small, simple decision... I wouldn't have discovered the Bloggers Payday formula I'm going to share with you here.

While they sat in my portfolio over the next year, I kept a close eye on the sites to see how they were doing.

Almost as if they were a baby learning to crawl, walk, and then run, I watched as these sites went from a few trickles of traffic and income to the floodgates being opened.

In fact, I was so amazed by the results that I got on the phone with my outsourcer again to figure things out.

Even though I told him to stop working on the sites and gave him other things to do, I was convinced he was working on them behind my back.

How else could I explain it?

Though they were nowhere to found just a few months earlier, almost all of the sites were now on the first page of Google.

Even though they weren't making a dime not too long ago, almost all of the sites were now pulling in at least \$1 per day.

So, I asked him: "What have you been doing with these sites?"

"Nothing", he said. "You told me to leave them alone and that's what I did. I haven't looked at them in months."

Still confused, I asked:

"Then how can this site be #1 in Google for [keyword]... or how can this other site now make \$2 per day in AdSense earnings?"

"I don't have an answer for that" he replied.

"Well, we're gonna have to figure it out because I couldn't give these sites away a few months ago and now they look like they could be some of my best sellers. We need to find out what happened to these sites."

So, off he went... deep into the corners of internet in search of the answer.

An answer we soon learned was sitting in front of us the entire time.

When flipping websites for profit, there's a few key factors that influence its value; and ultimately the amount you can earn from its sale.

Although the niche, domain name, and keywords the site targets also factor into the equation, the biggest factors are traffic and income.

All else being equal, a site with more traffic will sell for more money than one with less and the same can be said of the income you earn with your sites.

Since these sites were now ranking in the search engines, getting visitors, and generating income as a results... they were desirable again in the eyes of website buyers.

But if nothing had been done to get more traffic to these sites, why were they all of a sudden showing up in the search engines.

Did the search engine gods suddenly decide to smile upon them or finally get tired of picking on these sites?

Well... kind of.

Although Google swears it doesn't exist, we soon learned the dreaded Google Sandbox was to blame.

Here's how it works...

In the endless cat and mouse game between Google and website owners looking to play the SEO game to their benefit, Google uses the Google Sandbox to penalize those sites it feels are trying to manipulate their rankings.

When a new site appears with lots of inbound links pointing back to it soon after being built, a red flag goes off at Google.

Although the aggressive SEO campaign is meant to boost the site in the search engine rankings, it does the opposite instead.

Since most sites generate inbound links slowly over a prolonged period of time, these aggressive SEO campaigns stick out like a sore thumb.

Instead of seeing the large number of inbound links as positive, Google sees them for what they really are... an attempt to artificially inflate their rankings.

Which explains why these sites weren't getting any traffic a few months after being built.

As was the case with the more established sites, we started promoting the new domains with a pretty aggressive link building campaign.

Obviously, we were a bit too aggressive and ended up in the Google Sandbox as a result.

But what about now?

What happened to these sites to turn them around?

Since we hadn't done a thing to promote them or added any kind of content other than the autoblog we setup, there was only one answer that made sense.

Google let us out of jail.

Instead of being stuck in the Google Sandbox like they were for the first few months, these sites were finally being given the chance to rank along with the competition.

... and then it hit me.

Flipping brand new domains is like owning the best looking house in a bad neighbourhood.

If you ask any real estate flipper, they'll tell you they're happy to buy the worst looking house in a good neighbourhood.

**Reason**: They know they can fix up the bad looking house and bring it up to the same level as the others in the area.

... and since they can usually pick up the worst looking house in a good neighbourhood for a pretty good deal, there's lots of room for profits when they flip it after the renovations are done.

But that's not the case when buying the best house in a bad neighbourhood.

Since it's already the best looking house on the block, they won't be able to get a deal when buying it, won't have much to renovate then flipping it, and will probably lose money when trying to sell it.

... and as I soon discovered, flipping brand new domains is like owning the best looking house in a bad neighbourhood.

Even though I could still turn a profit buying and selling newer domains, I wasn't nearly as profitable as I was when I focused on flipping more established domains instead.

... and now that I knew why it was happening, we could focus all of our efforts on those sites that generated the best results.

Armed with this information, we re-listed the sites for sale, highlighted the traffic and income they were generating, and watched in amazement as they sold as quickly and profitably as the others we sold about a year earlier.

Satisfied that we had solved the problem for good, I decided to sit down and put everything into a system that anyone could use to buy and sell your own blogs.

Introducing...

### **The Bloggers Payday Formula**

After all the trials and errors of the last few years, I've uncovered the following step-by-step system that anyone can use to generate a full-time income flipping websites for profit.

Simply put, the Bloggers Payday Formula is:

1. Uncover a hot offer or niche to target
2. Purchase an aged domain to match the offer or niche
3. Renovate and market the site
4. Sell the renovated site for a profit

Although the formula itself is very similar to other website flipping methods you may have come across, it's subtle differences are what makes it more effective than the rest.

Instead of focusing your time, effort, and energy on things that won't affect your bottom line, the Bloggers Payday Formula focuses on the 3 core areas of website renovation:

- Traffic
- Income
- Statistics

Just as a real estate flipper spends most of their time and money renovating the kitchen, bathrooms, and curb appeal of the house they want to sell, you'll do the same with the core areas of website renovation.

Before I get into all of that... let's talk about the first step you need to take in the Bloggers Payday Formula.

## **Step #1: Buy it!**

Now that you have an idea of the process behind the formula and a brief overview of the steps involved, let's get right into it.

As I just mentioned, the 3 core areas of focus when flipping blogs for profit are traffic, income, and statistics.

If you want to generate the greatest amount of profits in the shortest amount of time, you need to have a system for flipping sites that doesn't take a lot of time to implement.

To bypass the usual shortcomings associated with most new domains and websites, you need to point your blog flipping efforts toward those sites that are already established.

Instead of wasting time, energy, and effort trying to get Google to notice a brand new site, you can take an aged domain they already know about and renovate it instead.

*Why an aged domain?*

As I mentioned earlier, one of the factors Google uses in its search algorithm is the number and quality of links pointing to it.

Although not as important as the number of backlinks or the quality of your on-page SEO, Google also looks at the age of your site to help determine its placement in the search rankings.

So... all else being equal, you'd expect a site that's 3 years old to rank higher than one that's only 3 months old.

Which makes sense, right?

Over the a period of time as long as 3 years, the established site has lots of time to built a relationship with Google... a relationship some new site isn't gonna be able to overcome very easily.

Depending on the competitiveness of the keyword you're targeting, the number of backlinks you build to the site, and the strength of your on-page SEO... your site might not have a chance of reaching the top of the search engines.

While it is possible for a new site to rank ahead of an old one very soon after being established, it's the exception to the rule.

In most cases, the new domain will suffer in the Google Sandbox for months before being put back on the same level playing field as the competition.

... and since you want to buy and sell these sites as quickly as possible, buying an aged domain from the start will help level the playing field even faster.

If you've been online for a while now, you probably already have a few old domains you could get started with.

Just as I did, you can start by going through your own inventory of domains to see which ones you can build sites around.

You'll want to find the domains you own that were registered more than a year ago and start with those.

If you don't have own a domain that was registered more than a year ago, don't worry.

Since I quickly ran out of established domains of my own to generate more blog flipping income, I had to figure out a way to find aged domains I could buy.

... and a quick Google search was all it took.

Although I'd heard about buying aged domains before, I was surprised by the number of tools and resources available to help make the job of find them easier.

As with most things, some of the tools worked really well and others were so bad I ended up requesting a refund.

At the end of the day, there was one that stood above the rest.

... and now I only use it when I need to find a new domain.

But, it's not the first tool I use as part of the Bloggers Payday formula.

There's something else I need to do first...

### **Find a niche or offer to promote**

Before you can even think about finding an aged domain to buy, the first thing you need to do is figure out which niche you're going to target.

Are you going to build a site with information on low carb diets or are you going to target low limit texas hold'em players instead?

Only after you decide which niche you want to target can you move onto researching the niche to determine which keywords you're going to build your site around.

If you've been marketing online for even a few months, you've probably already come across a few different ways to find niche markets you can target.

If not... let me briefly tell you how I do it.

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Since it's not a core part of the Bloggers Payday formula, I won't waste the next 20 pages re-hashing information you can find for free with a quick Google search.

There's a ton of different places you can find niche markets to target... [43 Things](#), [CBEngine](#), [Amazon Bestsellers](#), [eBayPulse](#), and [OfferVault](#) are just a few.

Since I plan to eventually sell the domains after I renovate them, the one place I do like to search for niches is Flippa.

If you're not familiar with [Flippa](#)... it's an online marketplace that connects buyers and sellers of virtual real estate.

Whether to buy domains or sell established sites, Flippa is a goldmine for the serious website flipper.

... and a vast source of data as well.

[Flippa tags](#) are words that sellers use to describe their listings.

Tag	Open	Closed	Buyers	Clearance	Avg Sale
+ <a href="#">adsense</a>	129	2,909	72	68%	\$526
+ <a href="#">wordpress</a>	89	2,293	67	67%	\$467
+ <a href="#">autoblog</a>	75	1,964	55	68%	\$232
+ <a href="#">established</a>	66	782	39	58%	\$3,695
+ <a href="#">affiliate</a>	47	853	20	64%	\$700
+ <a href="#">domain names</a>	35	232	16	29%	\$246
+ <a href="#">social networking</a>	34	157	21	43%	\$10,158
+ <a href="#">clickbank</a>	32	691	38	65%	\$909
+ <a href="#">ecommerce</a>	32	228	58	59%	\$1,752
+ <a href="#">blog</a>	30	240	14	42%	\$949
+ <a href="#">website for sale</a>	26	241	11	53%	\$5,776
+ <a href="#">games</a>	25	139	25	52%	\$992
+ <a href="#">profitable</a>	24	399	32	63%	\$3,162
+ <a href="#">niche website</a>	24	352	32	64%	\$1,035
+ <a href="#">automated</a>	22	323	14	70%	\$900
+ <a href="#">make money</a>	20	453	18	62%	\$1,170

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It's kind of like Google giving you the exact keyword phrases people using to search the internet, except for Flippa auction listings instead.

... and since you're going to sell your Bloggers Payday site on Flippa anyways, what better place to find hot niches too?

Just scroll through the list of tags and take note of any keywords you think you could target with your site.

If you want to get fancy, you can sort the listing tags by the number of open and closed listings, and the number of buyers watching the tag.

You can even sort them by their clearance rate and average sale amount.

I like to sort by the clearance rate because it tells me which tags people are using to successfully sell sites.

Although most of the tags describe the listing itself or the type of site being sold, some of them can give you really good insights into the niches that sell on Flippa.

Tag	Open	Closed	Buyers	Clearance	Avg Sale
directory network	1	15	1	100%	\$373
bookmarking site	0	26	4	100%	\$256
social news	0	18	1	100%	\$278
ebay	1	26	0	96%	\$75
news and bookmarking	0	14	1	93%	\$223
no reserve	1	41	9	93%	\$342
directories	2	13	1	92%	\$126
bookmarking sites	0	13	1	92%	\$267
directory sites	0	12	1	92%	\$117
news website sale	0	19	0	89%	\$232
news and networking	1	28	0	89%	\$275
website directories	1	17	1	88%	\$121
website directory	1	17	1	88%	\$121
fishing	3	15	5	87%	\$433
link directory	3	30	10	87%	\$166
pet niche	0	15	7	87%	\$1,150
social bookmark site	0	22	2	86%	\$233
google news	3	21	6	86%	\$2,026
networking	0	20	2	85%	\$245
social bookmarks	1	32	1	84%	\$268
adsense income	4	50	2	84%	\$431
webhosting reviews	1	48	2	83%	\$99
link directories	0	12	1	83%	\$112

When you have at least 10 different niches you think you could target, you can move onto researching your keywords.

As was the case with finding a niche to target, the book on keyword research has already been written.

If you haven't read it already, here goes...

**Step 1.** Go to the Google Keyword Tool

**Step 2.** Enter a keyword related to your target niche

**Step 3.** Enter the CAPCTHA and hit "Search"

**Step 4.** Repeat Step 2-4 until you get tired of doing it :)

Pretty simple, right?

Although you can use sites other than the Google Keyword Tool to expand your keyword list, I'll leave that up to you.

As for myself...

The only thing I like to look at when researching keywords with the Google Keyword Tool is the Estimated Average Cost Per Click.

Even though I don't plan to buy traffic for the site I'm going to build, I still like to know which keywords are getting the highest bids from advertisers.

Why?

Well, if someone is willing to pay \$15 for a click... there's a good chance the keyword related to it is valuable as well.

... and if advertisers are willing to pay that much for a click, you can bet you'll see some nice Adsense or affiliate cheques from it.

## Bloggers Payday

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Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	Estimated Avg. CPC
inkjet printer cartridge uk		480	390		\$7.95
buy printer ink online		480	390		\$7.93
printers ink cartridges		165,000	90,500		\$7.86
brother printer ink		12,100	6,600		\$7.80
all in one printer ink		6,600	4,400		\$7.78
order ink cartridges		1,900	1,300		\$7.73
computer printer cartridge		1,300	880		\$7.72
printer ink cartridge uk		720	480		\$7.53
printer cartridges uk		2,900	1,300		\$7.44
photo printer ink cartridges		1,000	880		\$7.40
t0601 ink cartridge		590	480		\$7.31
printer cartridges online		2,900	720		\$7.29
low cost printer ink		590	480		\$7.28
buy printer ink cartridge		1,000	720		\$7.25
laser printer ink		14,800	12,100		\$7.23
cheap printer toner		4,400	2,900		\$7.19
solid ink printer		3,800	2,400		\$7.17
printer ink cartridges		90,500	40,500		\$7.15
discount printer toner		1,800	1,300		\$7.15
cheap toner cartridges		5,400	2,900		\$7.11
discount printer cartridges		9,900	8,100		\$7.02

After you search for the keywords that relate to the niches you found earlier, you can sort them by Estimated Avg. CPC to uncover those keywords with higher CPC than others.

Although not an exact science, you can use this little tweak to help figure out which specific keywords your site will target.

While it's one thing to know you want to focus on the "printer ink" market, it's quite another to know the exact keywords you want to target when building the pages of your site.

Looking at the above example again for a moment...

# Bloggers Payday

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	Estimated Avg. CPC
inkjet printer cartridge uk		480	390		\$7.95
buy printer ink online		480	390		\$7.93
printer ink cartridge uk		720	480		\$7.53
printer cartridges uk		2,900	1,300		\$7.44
buy printer ink cartridge		1,000	720		\$7.25
laser printer ink		14,800	12,100		\$7.23
cheap printer toner		4,400	2,900		\$7.19
discount printer toner		1,600	1,300		\$7.15
cheap toner cartridges		5,400	2,900		\$7.11
discount printer cartridges		9,900	8,100		\$7.02

You can see a few patterns emerge...

A few of the top Estimated Avg. CPC amounts belong to keywords that include the "UK" country modifier while a couple of others hope to save some money on their purchase.

Given this information, you could create an entire site dedicated to cheap and discount printer ink keywords...

cheap printer cartridge  
cheap printer ink  
cheap printer ink cartridge  
cheap ink toner  
cheap printer toner  
cheap printer ink toner  
cheap laser printer cartridge  
cheap toner cartridge  
cheap ink cartridge  
cheap printer ink refill  
cheap inkjet printer cartridge  
cheap laser cartridges  
cheap laser toner cartridges

discount printer cartridge  
discount printer ink  
discount printer ink cartridge  
discount ink toner  
discount printer toner  
discount printer ink toner  
discount laser printer cartridge  
discount toner cartridge  
discount ink cartridge  
discount printer ink refill  
discount inkjet printer cartridge  
discount laser cartridges  
discount laser toner cartridges

... which is exactly what I'd do if I was targeting this niche.

After your research is done, you'll want to find at least 10 keywords you want to target before moving onto the next step.

... and they don't all have to be keywords with a high Estimated Avg. CPC.

As long as you can find at least one high Estimated Avg. CPC keyword to target as the main keyword for your site, the rest of them can be related keywords that help support it.

Even though keywords like "cheap printer ink toner" and "cheap laser printer cartridge" have small Estimated Avg. CPC rates, they support others like "cheap printer toner", "cheap ink toner", and "cheap printer cartridge" that don't.

So... don't make the mistake of overlooking a keyword simply because it doesn't have a high Estimated Avg. CPC.

You'd be surprised how useful these kind of keywords can be when used to support the main ones you want to target.

Speaking of which...

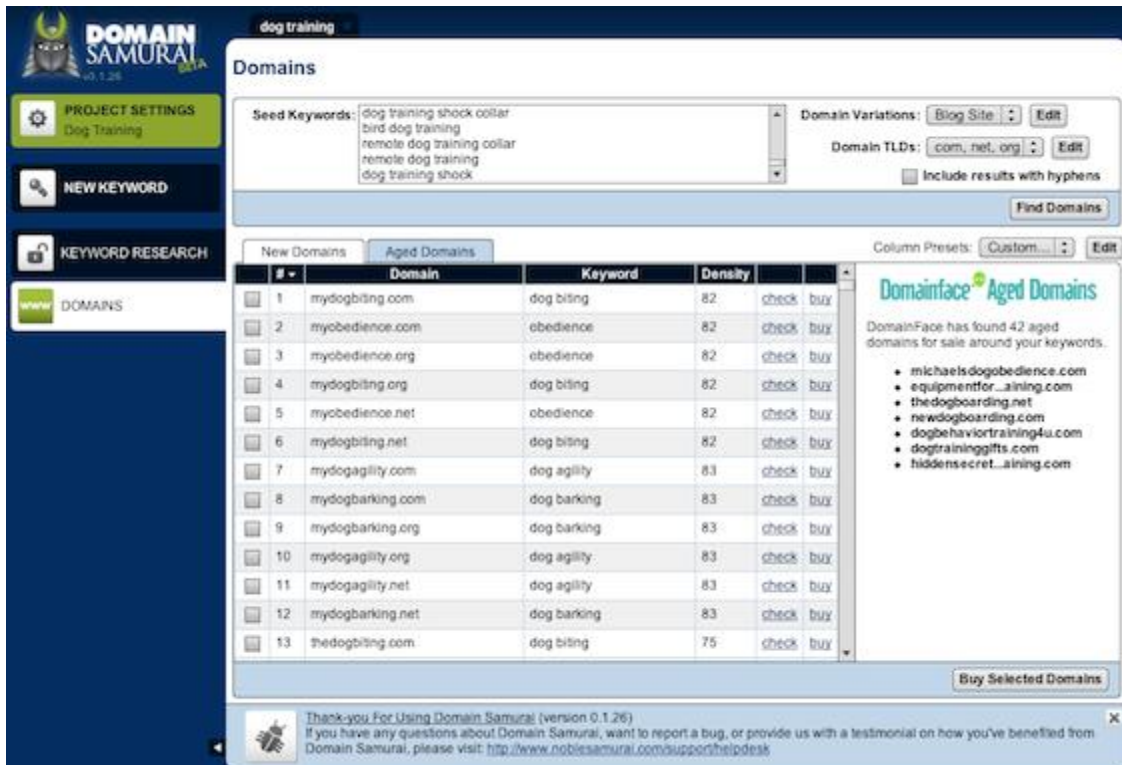
You're probably wondering how I decide which keywords to target and how to build my site to target them.

To be honest, I don't really worry about it at this point.

Even though I'll eventually figure out exactly which keywords I'm going to target with my home page, category, and article pages, I won't worry about it until I have to build the site.

Now that I have a list of keywords I want to target, I need to find an aged domain to buy...

Although I've used a few different sites and tools to find aged domains in the past, I recently came across a free software tool that put the rest to shame.



The screenshot displays the Domain Samurai software interface. The main window is titled "dog training" and shows a search for domains. The "Seed Keywords" field contains: dog training shock collar, bird dog training, remote dog training collar, remote dog training, and dog training shock. The "Domain Variations" field is set to "Blog Site" and "Domain TLDs" are set to "com, net, org". A "Find Domains" button is visible. Below this, a table lists 13 domains with columns for #, Domain, Keyword, Density, and actions (check, buy). The table is as follows:

#	Domain	Keyword	Density	check	buy
1	mydogbiting.com	dog biting	82	check	buy
2	myobedience.com	obedience	82	check	buy
3	myobedience.org	obedience	82	check	buy
4	mydogbiting.org	dog biting	82	check	buy
5	myobedience.net	obedience	82	check	buy
6	mydogbiting.net	dog biting	82	check	buy
7	mydogagility.com	dog agility	83	check	buy
8	mydogbarking.com	dog barking	83	check	buy
9	mydogbarking.org	dog barking	83	check	buy
10	mydogagility.org	dog agility	83	check	buy
11	mydogagility.net	dog agility	83	check	buy
12	mydogbarking.net	dog barking	83	check	buy
13	thedogbiting.com	dog biting	75	check	buy

On the right side, there is a "Domainface Aged Domains" section with a list of 42 aged domains for sale, including: michaelsdogobedience.com, equipmentfor...aining.com, thedogboarding.net, newdogboarding.com, dogbehaviortraining4u.com, dogtraininggifts.com, and hidensecret...aining.com. A "Buy Selected Domains" button is at the bottom right. A footer message says: "Thank you For Using Domain Samurai (version 0.1.26) If you have any questions about Domain Samurai, want to report a bug, or provide us with a testimonial on how you've benefited from Domain Samurai, please visit: http://www.noblesamurai.com/support/feedback".

Armed with [Domain Samurai](#) and a free account from Domainface, you can quickly and easily find aged domains that match the keywords you want to target.

If you haven't already, take a moment to download Domain Samurai and create a free account at [Domainface](#).

Once you've downloaded and installed Domain Samurai and entered the details for your Domainface account, you can copy and paste your keywords to find aged domains you can buy.

Continuing with the "printer ink" example from earlier, you can see there are quite a few keyword-rich aged domains related to this niche.

## Domains

Seed Keywords: printer cartridge, printer ink, printer ink cartridge, ink toner, printer toner

Domain Variations: Blog Site, Edit

Domain TLDs: com, net, org, Edit

Domain Filters: No Filter, Edit

DomainFace account: metrikzmarketing@gmail.com, Find Domains

New Domains | Aged Domains | 32 existing domains listed!

Column Presets: Default, Edit

Domainface Aged Domains Want unlimited access to Domain Face? Upgrade To A Full Account Now

Domain	Keyword	Density	Age	PR	Index			Backlinks			Whois		Purchase		View/Buy	
					G	Y	B	G	Y	B	Created	Expires	A	Price/Bid		Expires
printerinkcartridges.com	printer ink cartridge	83	1	0	N	Y	Y	0	2	2	2009-08-11	2010-08-11	Y	69 USD	2010-10-31	<a href="#">View/Buy</a>
canonprinterinkcartridges.com	printer ink cartridge	76	1	0	N	N	Y	0	0	14	2009-10-06	2010-10-06	Y	0 null	2010-11-03	<a href="#">View/Buy</a>
discountinkjetprinterinkcartridge.com	inkjet printer cartridge	67	5	0	Y	N	Y	0	0	3	2005-08-10	-	N	15 USD	2010-11-01	<a href="#">View/Buy</a>
everypriercartridge.com	printer cartridge	76	3	0	N	N	N	0	0	0	2007-09-23	2011-09-23	N	9 USD	2010-10-31	<a href="#">View/Buy</a>
fabprinterink.com	printer ink	77	1	0	N	N	N	0	0	0	2009-08-06	-	N	15 USD	2010-10-28	<a href="#">View/Buy</a>
inkspotprinter.com			1	0	N	Y	Y	0	74	7	2009-08-10	-	N	15 USD	2010-10-31	<a href="#">View/Buy</a>
printerinkman.com	printer ink	77	1	0	N	N	Y	0	0	3	2009-08-11	2010-08-11	Y	69 USD	2010-10-31	<a href="#">View/Buy</a>
ginkoprinters.com			1	0	N	N	Y	0	0	2	2009-08-12	2010-08-12	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
geekprinterink.com	printer ink	71	1	0	N	N	Y	0	0	2	2009-08-13	2010-08-13	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
printerinkfinder.com	printer ink	63	2	0	N	N	N	0	0	0	2008-08-12	2010-08-12	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
theinkspotprinter.com			4	0	N	Y	Y	0	1	2	2006-08-15	2010-08-15	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
lexmarkinkjetprinter.com			2	0	Y	N	Y	0	0	9	2008-09-23	2011-09-23	N	9 USD	2010-10-31	<a href="#">View/Buy</a>
discountprinterinkcentive.com	printer ink	40	1	0	N	N	Y	0	0	1	2009-08-11	2010-08-11	Y	69 USD	2010-10-31	<a href="#">View/Buy</a>
tonersinks.com			1	0	N	N	Y	0	0	1	2009-09-21	2011-09-21	N	5 USD	2010-10-31	<a href="#">View/Buy</a>
elitetonrandink.com			3	0	N	N	Y	0	0	1	2007-08-13	2010-08-13	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
nassauinkandtoner.com	ink toner	47	1	0	Y	N	N	0	0	0	2009-08-13	2010-08-13	Y	69 USD	2010-11-01	<a href="#">View/Buy</a>
inktonerdelivered.com	ink toner	47	1	0	N	N	Y	0	0	2	2009-08-16	2010-08-16	Y	0 null	2010-11-03	<a href="#">View/Buy</a>
inkandtonerproject.com	ink toner	44	2	0	N	Y	Y	0	2	20	2008-08-07	-	N	15 USD	2010-10-29	<a href="#">View/Buy</a>

Didn't find what you were looking for here?  
Would you like DomainFace to email you when new domains matching this criteria become available? [Add Notification](#)

The question is: **How do you know which one to buy?**

As you can see in the image above, Domainface provides you with a ton of information you can use to figure out which one you should buy.

Let me quickly review them for you...

In case you decide not to keep Domainface beyond the free trial, I'll also tell you where else you can get the lowdown on this info.

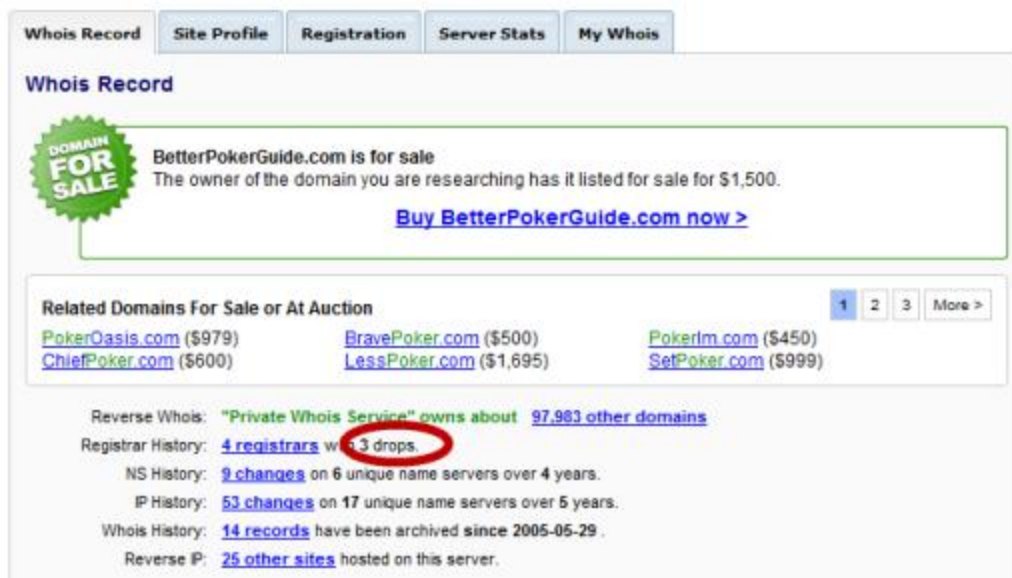
**Density:** This measures how much of your keyword appears in the domain name. All else being equal, aged domains with a higher density are more viable than ones without.

This feature is available beyond the free trial period.

**Age:** This tells you how old the domain is. The older, the better.

If you want to check the age of a domain on your own, just head over to [Domain Tools](#) and enter it's URL into the search box.

While you're there, you should check to see whether or not the domain has been dropped at any point.



Whois Record Site Profile Registration Server Stats My Whois

**Whois Record**

**DOMAIN FOR SALE** BetterPokerGuide.com is for sale  
The owner of the domain you are researching has it listed for sale for \$1,500.  
[Buy BetterPokerGuide.com now >](#)

**Related Domains For Sale or At Auction**

<a href="#">PokerOasis.com</a> (\$979)	<a href="#">BravePoker.com</a> (\$500)	<a href="#">PokerIm.com</a> (\$450)
<a href="#">ChiefPoker.com</a> (\$600)	<a href="#">LessPoker.com</a> (\$1,695)	<a href="#">SetPoker.com</a> (\$999)

Reverse Whois: "Private Whois Service" owns about [97,983 other domains](#)

Registrar History: [4 registrars](#) with [3 drops](#).

NS History: [9 changes](#) on 6 unique name servers over 4 years.

IP History: [53 changes](#) on 17 unique name servers over 5 years.

Whois History: [14 records](#) have been archived since 2005-05-29.

Reverse IP: [25 other sites](#) hosted on this server.

**PR:** If the site has existing PageRank from Google, Domainface will display it here.

Otherwise, you can use [PageRank Checker](#) to find it. Just don't forget to check whether or not the PageRank is fake.

A quick Google search will do the trick.

Using the info command, you can check to see if the domain is being redirected to a different domain with higher PageRank.

Just search info:www.domain.com and if the URLs listed in the search results you get are anything different than the aged domain you're thinking about buying... you know the PageRank is being faked.

I can't tell you how many times this simple check has saved me from buying a lemon.

**Index (G, Y, B):** If the site has been indexed by Google, Yahoo!, or Bing you'll see a "Y" indicator below their respective letters.

You can even go a step further to see which pages they have indexed using site:www.domain.com on Google to find them.

**Backlinks (G, Y, B):** If the site has any backlinks in the Google, Yahoo!, or Bing databases, Domainface will display how many there are in their records.

To check the number of backlinks manually, you can see how many there are with [Yahoo! Site Explorer](#).

Just enter the URL of the domain you want to analyze and Yahoo! Site Explorer will tell you how many backlinks exist in the Yahoo! database.

**Whois (Created, Expired):** Domainface gives you the exact date the site was originally created and the next date its set to expire as well. You can use this to verify the age of the site.

If you don't stick with Domainface, you can use [Domain Tools](#) to get this information along with the rest I mentioned earlier.

Even though all of this information is a good start, there are still a few more things you need to check out.

**History:** Thanks to [Archive](#) you can see exactly how any website looked during its time online.

If you don't get any pages returned when you run your search, you can safely assume the domain has never been hosted and made available on the internet before.

If the domain has been used to build a website, Archive will let you see what it looked like on the days the site was indexed.

**Statistics:** If the site was hosted on the internet before, you can see if [Compete](#) or [Alexa](#) have any information on them.

Although it's not the same as getting access to the backend website statistics for these sites, you can get a lot of great information from them.

**DMOZ/Yahoo:** Since these two directories are probably the most popular by a long shot, due in large part to the importance Google places on them, it would be nice to know whether or not the domains you want to buy are already listed in them.

If the site hasn't been hosted online before don't bother with this step, but otherwise...

Simply visit [DMOZ](#) and the [Yahoo! directory](#) and search the URL of the domain you're thinking about buying.

When you do, you'll see which category the site has been put in if it's been submitted to the directory before.

Then it's a matter of figuring out which ones to buy...

In the best case scenario, you'd find a domain that's more than a year old with good density, lots of PR, backlinks, and indexed pages, been submitted to DMOZ and Yahoo, as well as a long history available through Archive.

If you find a domain like that... I wouldn't hesitate to buy it for anything less than \$100 because I could even sell it on Flippa right away if I wanted.

**Domain Arbitrage:** Although I haven't tested this too much yet, you can make a good income with this.

It's a pretty straightforward process.

Instead of building a site on the aged domain and getting traffic to it, you can just bypass step #2 and #3 to skip right to selling the domain.

Armed with the auction listing outline I'm going to give you in the last step, you can highlight all the benefits someone could get from developing the site.

*If the person interested in buying the domain isn't sure how to develop it, you can even promote Bloggers Payday to them through your affiliate link if you want to make some extra income.*

Since you'll be using the huge Flippa marketplace to sell the domain, there will be more people interested in what you have to offer... especially when armed with the auction listing outline I'm going to give you - it converts like crazy!

Regardless of how I'm going to develop the site, after I've found a domain I want to buy I'll just follow the steps required to buy it.

*It's different depending on which site has the domain available.*

## Step #2: Renovate it!

After you complete the purchase of the domain, you can move onto transferring it to your domain registrar account at [GoDaddy](#) and setting up hosting for the site using [HostGator](#).

If you've already gone through the process of transferring a domain before, you can follow those same steps to transfer the domain you just purchased.

If you haven't transferred a domain before, you can [follow the instructions GoDaddy gives you](#) in their help section.

Although some people will tell you to keep the domain with the same registrar as the person who previously owned it, I haven't found any problems transferring it and I find it easier to have all of my domains in one place.

The fact GoDaddy is probably the most popular domain registrar available today doesn't hurt either.

More than half the time, the domains I buy are already registered there. When that happens, you just have to [accept the domain name using an account change](#) rather than transfer the domain.

Depending on the registrar, it can take a few days to complete the transfer.

But when it's done you can move onto setting the domain up on your hosting account.

If you already have a hosting provider you've used and enjoyed over the years... keep using them.

I don't need to tell you the value of a good hosting provider as I'm sure you've probably had to get something fixed quick and were impressed by the service you received.

That's why I'll never use anything other than [HostGator](#).

The first time I had an issue with one of my sites, I contacted their support and the problem was fixed within the next half hour.

Even though I sent a support ticket rather than getting on the phone, the problem was still solved very quickly.

... and I've been impressed with the phone and web chat services when I've had to use them as well.

Not that I've had many problems to deal with...

When you're buying and selling sites as often I as do, it's nice to know you can pick up the phone and have almost any problem solved within the hour.

You don't get that piece of mind with every hosting company out there, so if you're not 110% satisfied with your current pick you should seriously consider moving everything over to HostGator.

Trust me... you don't want to wait until there's a big issue.

The other great thing about HostGator is how easy it is to install Wordpress onto your domains.

If you've used Fantastico before, just log into your HostGator account and install Wordpress within the cPanel of the domain.

If you have done it before, you can [watch this Installing Wordpress via Fantastico video](#).

After you've installed Wordpress, you'll need to find a theme you can use as the design for the site.

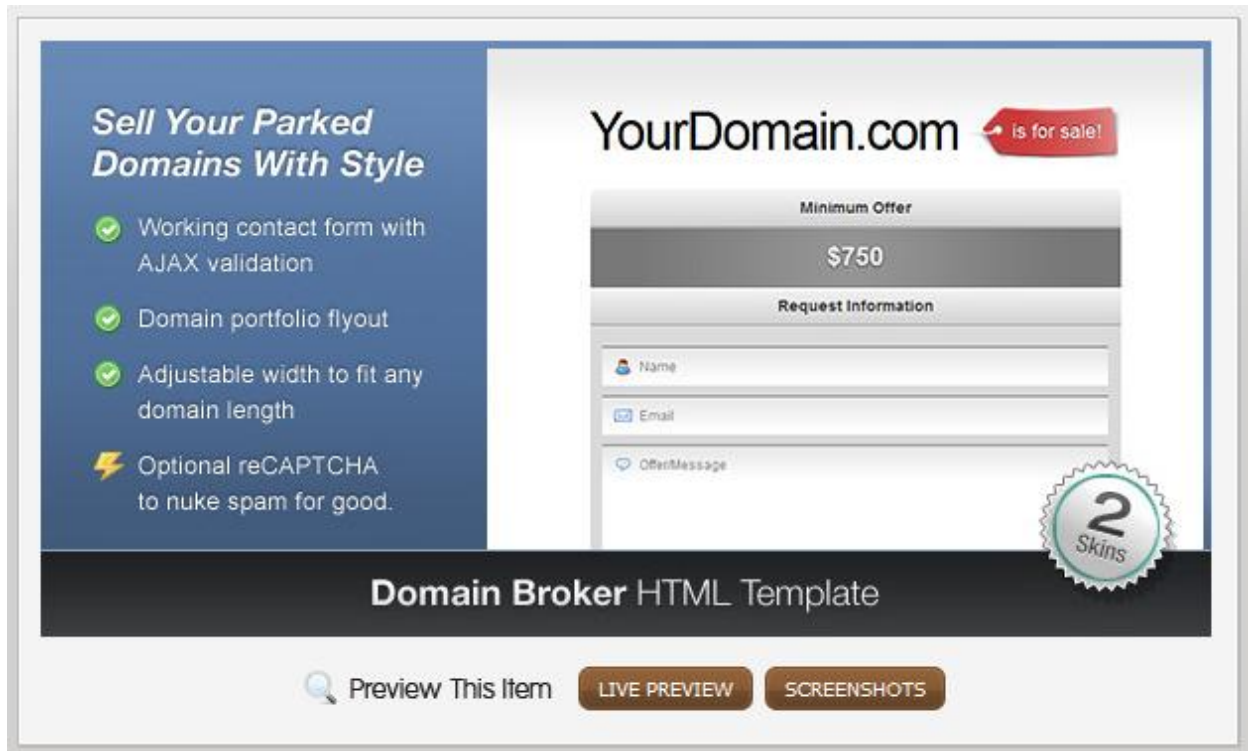
There are a ton of free themes available and you're more than welcome to search the many directories to find one.

Just search "wordpress theme" or "wordpress theme directory" or "free wordpress theme" and you'll find a ton of them.

For myself thou... I like to buy one from [Theme Forest](#) instead because it's filled with cheap, easy to use themes.

When I decided to flip a few domains using the domain arbitrage method I just told you about, I found the [Domain Broker theme](#) for \$4 on Theme Forest.

As you can see... it was perfect for the job.



The image shows a screenshot of a product page for a 'Domain Broker HTML Template'. On the left, a blue sidebar contains the text 'Sell Your Parked Domains With Style' and a list of features: 'Working contact form with AJAX validation', 'Domain portfolio flyout', 'Adjustable width to fit any domain length', and 'Optional reCAPTCHA to nuke spam for good.' The main content area displays a preview of the template, which includes a header with 'YourDomain.com' and a red 'is for sale!' badge, a 'Minimum Offer' section showing '\$750', and a 'Request Information' form with fields for 'Name', 'Email', and 'OfferMessage'. A circular badge in the bottom right corner of the preview indicates '2 Skins'. At the bottom of the page, there are three buttons: 'Preview This Item', 'LIVE PREVIEW', and 'SCREENSHOTS'.

After you've found a theme you can use for your site, it's time to move onto building the site itself.

If the domain you bought was previously hosted online, the first thing you need to do is install and activate the [Redirection](#) plugin.

Since it will take a while for the search engines to realize what's happened with the domain, you want to help them along.

If any of the pages that existed on the old domain are still getting traffic (or still have juice from the links pointing to them), you want that traffic to redirect to the new domain.

Otherwise you're wasting half the value of an aged domain.

Let's say your domain used to have a page on it that ranked #4 in Google for one of the keywords you wanted to target.

Since you're not going to re-create every page of the old site on your new one, you need to manage where visitors are taken if they try to access an old page that doesn't exist anymore.

... and you'll do it using the [Redirection](#) plugin.

That way, when someone tries to visits a page on the old domain like `www.domain.com/page-a.html`, the Redirection plugin will redirect them to whatever page you want.

So instead of losing the traffic and backlinks you can get from the old site, you'll capture it and redirect it to your new site instead.

Unless you have somewhere else you'd like to redirect them, you can send all of your redirected traffic to your home page.

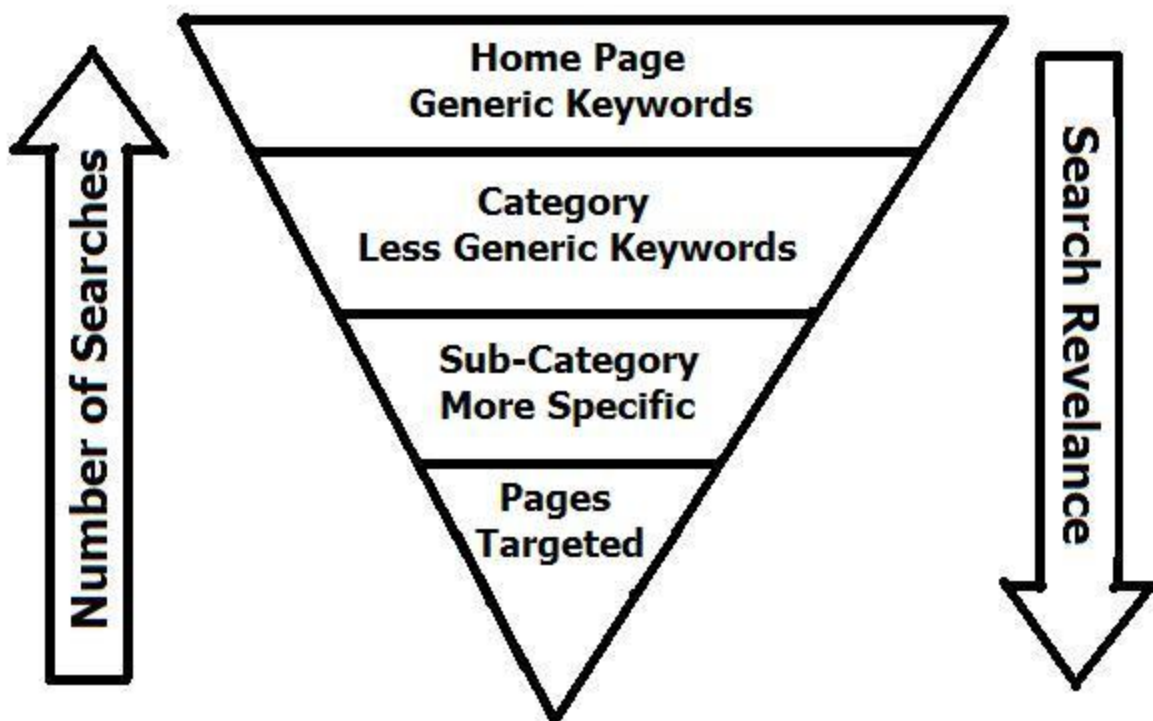
... and just so it's not the only page on your site...

Once you have the Redirection plugin setup, you can start to build the other pages of your site.

Earlier I mentioned that I don't worry about how I'm going to structure the site to target different keywords until it's time to build it.

Now that I have the domain name bought and hosted on my own account, I can put other piece of the puzzle together.

Here's a birds-eye view of the basic structure I use for every site:



At the top level of your domain (home page): Broad, generic keywords with lots of searches and little relevance.

Using our example, this would be a keyword like "printer ink".

At the bottom level of your domain (pages): Specific, targeted keywords with fewer searches and lots of relevance.

Going back to the example again, a keyword like "cheap inkjet printer ink cartridge" would be a good example of the type of keyword you'd target with your individual pages.

From this basic idea presented in this diagram, I create a blueprint that structures the site like a tree.

The trunk of the tree is the main theme of the site, the branches are the categories and sub-categories, and the leaves are the individual pages.

Depending on how the keyword groupings work out when I'm building the blueprint, I could end up leaving some keywords aside and using them for another site instead.

I want to keep the theme of my sites tight, so instead of making a bigger site that targets both the cheap printer ink and discount printer ink keywords together, I'll build 2 sites instead.

One will target the "cheap printer ink" keywords and the other will handle the "discount printer ink" ones.

Since my sites will get lots of new content and pages from the autoblog I setup, I don't worry about having much more than the 5-10 pages of original content and the required business pages I setup using the [WP Policies](#) plugin.

To fill the 5-10 pages with original content, you can either write the articles yourself or outsource the task to someone else.

When they're ready, just post them to the site in their own category.

I usually setup a new category, call it "{keyword} articles", and post all of the articles in their own keyword-based sub-category within it (as shown in the diagram on the last page).

Then I'll setup another category, call it "Blog", and setup an autoblog to post to it.

If you've read my [Auto Blog System X](#) manuscript, you already know how powerful an autoblog can be for your site.

Although I reveal a system for building and profiting from sites that are 100% autoblog in that blueprint, that doesn't mean you can't add an autoblog element to these sites too.

One of the things Google and the other search engines like to see is a site that's constantly being updated with new content.

Although they'd prefer if the content was unique, they'd still rather a site with fresh, automated content than none at all.

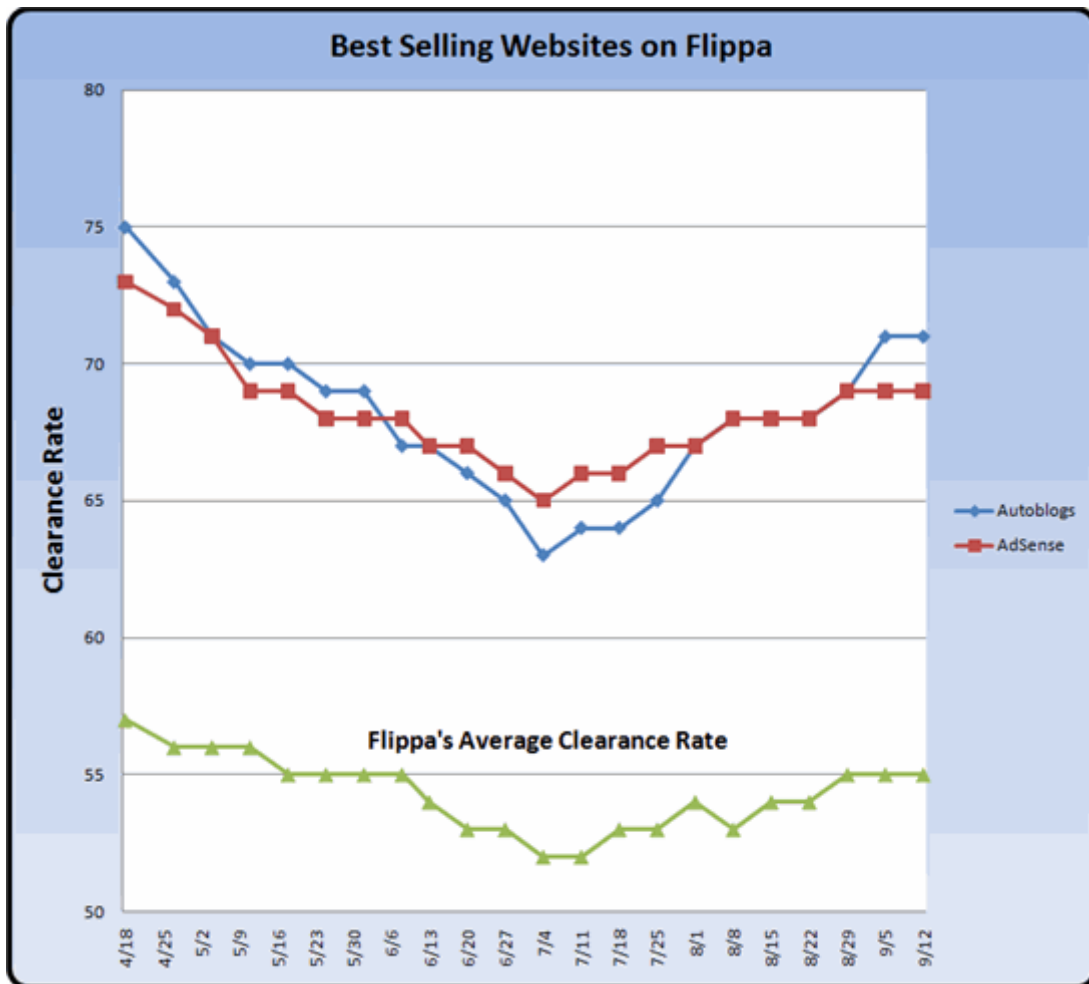
... and thanks to the social web boom, there's a ton of user-submitted content from places like Yahoo! Answers, YouTube, and eZine Articles you can pull into your autoblog.

Using a plugin like [WP-Robot](#) or [Multipress Autoblogging](#), you can automatically feed this content into your sites.

Just enter the keywords you're targeting with your site, select the sources you want the autoblog plugin to search, and they handle the rest.

From that day forward, your site will constantly be feed with new content the search engines will follow and index.

... and even though you'll have to pay to use the full versions of those plugins, they're worth far more than the price you'll pay.



As you can see in the graph above... auction listings containing the "autoblog" tag have an average clearance rate almost 20% higher than the average among all sites that are sold.

That's not a fluke.

Website buyers know they can continue to get traffic from an autoblog without having to put in any additional effort promoting or managing the site.

As a result, they're more than happy to snatch up any site they can find with an autoblog on it.

... same goes with Adsense sites.

As you can see, the clearance rate for Adsense sites is just as good as those sites with an autoblog tag.

**Translation:** Flippa listings with both the "Adsense" and "autoblog" tags sell like hotcakes.

Speaking of which...

If you want to sell the site for top dollar, you need to show that it's already generating income.

Buyers want sites that are already making money.

If they wanted a site that wasn't already making money, they'd register a domain and build one themselves.

The whole point of building an established site is bypassing the time and effort needed to build it.

Once they have the site in their portfolio, the website buyer wants to get the most money out of the least amount of work.

They don't want to spend hours building backlinks and optimizing the site to make money, that's why they're looking to buy an established site in the first place.

If you sell them a site with those bases already covered, you can easily command an asking price that's 5-10 times the monthly income the site generates.

As you have with the rest of the site building process, you can use a few different Wordpress plugins to help manage everything.

**All-in-One Adsense & YPN:** This is the plugin you're going to use to display Adsense and Yahoo! Publisher ads on your site.

Just input your AdSense ID into the plugin, select the position and ad color of your ad, and the [All-in-One AdSense & YPN](#) plugin will automatically generate and insert the ad code needed to display the ad as you've chosen.

Since the code is automatically generated and inserted into your pages, the [All-in-One AdSense & YPN](#) plugin is a great tool to use when you want to display ads on the pages of your autoblog.

Although I've tested using them on the other pages of my site, I've found I get the best results when I restrict my AdSense ad blocks to only be displayed on my autoblog pages.

**Advertising Manager:** If you want to use banners you get from CPA networks or affiliate programs you've signed up to promote, you can use the [Advertising Manager](#) plugin to handle everything for you.

Using Advertising Manager, you can rotate a bunch of different banner ads to test which one perform the best.

When you find the best one, you can test different placements by using Advertising Manager to display the ads in your blog posts, sidebar, or both.

**Pretty Links:** If you're going to promote CPA or affiliate offers, you can use the [Pretty Links](#) plugin to shrink, track, and share any URL on the internet from your Wordpress installation.

Similar to bit.ly, Pretty Links let you create clean, nice-looking links that track each hit on your URL; providing a detailed report of where it come from, the browser used, operating system, etc.

**Amazon Link:** If you're going to promote Amazon products on your site, you'll want to install and activate this plugin.

Using the [Amazon Link](#) plugin, you can quickly and easily add affiliate links to Amazon products by entering the ASIN number of the product you want to sell and the text you want to appear as the anchor text for the keyword itself.

Since I usually setup my AdSense ads to be displayed on my autoblog pages, I'll use the other plugins on my featured content pages to help them generate income.

If I'm promoting a physical product like an Apple iPod, I'll use the Amazon Link plugin to display affiliate links to Amazon products listings for the Apple iPod and let the plugin do the rest.

Same goes when using the Pretty Link or Advertising Manager plugins to setup affiliate links to the CPA or Clickbank offers I promote as well.

After you've renovated the site and setup the money-making plugins I just told you about, you can move the next step...

## Step #3: Market it!

Now that you your site is built and ready to start getting traffic, you can move onto one of the most important parts of the Bloggers Payday formula.

To sell your site for top dollar, you need to show potential buyers that it's already getting a healthy amount of traffic.

Although you could use paid traffic sources like pay-per-click and banner advertising to generate that traffic, I wouldn't suggest it.

When a potential buyer figures out you've been paying for all of the traffic your site is getting, they're going to re-think their decision to buy it.

Having to pay for and manage ads can sound like too much work to most Flippa website buyers, so you're better off putting your time and energy into generating natural traffic instead.

... and when it comes to natural traffic, the first thing you want to do is boost the on-page SEO of your pages.

When the search engines visit your site, it's your on-page SEO that tells them what the site or page is about.

To be sure you're doing everything to boost your on-page SEO as much as possible, there are a few essential plugins you must install and activate on your site.

**All-in-One SEO Pack:** Armed with the [All-in-One SEO Pack](#) plugin, you can control the title of your home page, it's description, and the keywords you want to associate with it.

You can do the same with every page on your site too.

**SEO Search Terms Tagging 2:** This is such a great little plugin... I can't believe it's still free. Here's how it works...

When someone visits your site from the search engines, [SEO Search Terms Tagging 2](#) records the URL of the page they visited and the keyword they used to get there.

SEO Search Terms Tagging 2 will then display the keyword in a sidebar, automatically creating a site-wide internal link to the page using the keyword as the anchor text.

**LJ Longtail SEO:** If you thought the last plugin was cool... wait until you hear about this one. Here's how it works.

Similar to the SEO Search Terms Tagging 2 plugin, [LJ Longtail SEO](#) tracks the keywords and landing pages of every single incoming visitor to your site.

The difference between them is: LJ Longtail SEO will also research the current ranking of each keyword and start promoting the ones it finds ranked on the second page of the search results.

When LJ Longtail SEO finds a page that ranks on the second page of results (between positions #11 to #20), it will place the target keyword for that page into a widget that links across the site.

Doing so will reinforce the link between the search term and your landing page, improving its rankings, and boosting it up onto the first page of rankings as a result.

Once LJ Longtail SEO notices the ranking has improved, it will automatically drop it from the widget and replace it with another keyword that could use the boost from page 2 to page 1.

**Internal Link Building:** Since you're going to setup an autoblog on your site, one of the things you'll want to do is setup a system for automating your internal linking structure.

Using the [Internal Link Building](#) plugin, you can assign keywords to given destination URLs so that every time keyword appears on your site it's automatically linked to that page.

This works especially well with the autoblog you setup earlier.

Whenever the content that's pulled into your site through your autoblog contains one of the keywords you setup with the Internal Link Building plugin, the keyword will automatically be converted into a link to the destination URL of your choice.

Regardless of how many others I setup, the first couple of automatic link relationships I'll setup are the ones pointing to the Featured Articles on my site.

Since you want those pages to rank well in the search engines, you can use the Internal Link Building plugin to automatically create keyword-rich anchor text links from all of the other pages on your site, especially the autoblog pages you setup earlier.

After you have those 5-10 link relationships setup, the Internal Link Building plugin will manage everything else for me.

... which is something you'll get with the [WP OnlyWire Auto Poster](#) plugin too.

Although it doesn't build internal links, the [WP OnlyWire Auto Poster](#) plugin does a great job building external links from the 20+ social bookmarking sites included in its database.

Instead of having to manually bookmark and submit your pages individually, the [WP OnlyWire Auto Poster](#) plugin simplifies the process to just a few mouse clicks.

Once the plugin is properly setup and activated, your blog posts will be automatically syndicated to over 20 social networking sites each and every time they're posted to the site.

You don't have to do anything else.

Just post and publish your content as you would normally while the [WP OnlyWire Auto Poster](#) plugin works silently in the background build hundreds, and thousands, of backlinks for you.

When you have your on-page SEO house in order, you can shift your focus to the off-page SEO side of the equation.

Like two sides of a coin, your on-page SEO efforts require some off-page SEO work to really get a boost in your natural search rankings.

While your on-page SEO efforts will help optimize the content on your pages, your off-page SEO efforts will focus on optimizing the links that point to your site instead.

... and that's not very difficult to do.

If you want to rank in the natural search results for "keyword a", you just use that keyword, and others that are closely related to it, in every link that points back to your page.

So... a page about "cheap printer ink" would have backlinks with "cheap printer ink cartridge" and "cheap printer ink refills" as the anchor text.

As far as how you'll build those backlinks?

Well...

There's a ton of different ways to build backlinks.

Whether it be article marketing, video marketing, social bookmarking, or some other method... you've probably around come across a few different ways to build backlinks.

... and they're the exact same methods I use to build backlinks to these sites.

The only difference between most other methods and the way I promote these new sites is how everything is used together as part of a complete marketing and promotion system.

Instead of just writing a few articles and submitting them or uploading a video to some video sharing sites, I like to use all of them together to create a multiplier effect.

Here's how I do it:

1. Rewrite each of the featured articles posted to the site
2. Submit the rewritten articles to article directories like [eZine Articles](#) and [ArticlesBase](#)
3. Rewrite each article a second time and use it to build a web2.0 page on sites like [Squidoo](#) and [Hubpages](#)
4. Convert each rewritten article into slides and submit the final presentation to slideshow sites like [Slideshare](#)
5. Add transitions and animations to the slideshow and record yourself presenting it using [CamStudio](#)
6. Submit the video recordings to video sharing sites like YouTube using [TubeMogul](#)

After you've gone through those steps once, you can continue to use them again and again to build more backlinks to your site.

Although it may seem like it's too simple a process to produce any real results, I haven't used anything more than that to promote all of the sites I've sold.

... and since some of those sites have sold in the 5-figures, I don't plan on changing anything too soon.

If you have some more backlink building strategies you like to use on your own sites, you can go ahead and implement them here as well.

But like I said... you don't have to do much more than the on-page SEO I told you about earlier and the 6 step promotion plan I just gave you to see some pretty high rankings in a short time.

Speaking of which...

One of the most important, and often overlooked, parts of marketing and promoting any website is tracking.

Without the right tracking in place, you'll have no idea which pages are getting the most traffic, which keywords have the highest rankings, and where your profits are coming from.

To solve that problem, there are a few different plugins you can setup on your site to manage everything for you.

Not only that... these plugins will also help give you the edge over the competition when the time comes to sell the site too.

Since I added one of these plugins to my site and started using a screenshot of it in my auction listings, my average sale price has increased almost 20%.

So... which plugins do I use and how do I use them?

**Wordpress.com Stats:** After being installed on your site, the [Wordpress.com Stats](#) plugin will begin collecting information about your page views, which posts and pages are the most popular, where your traffic is coming from, and what people click on when they leave your site.

... and since all of the data is hosted by the plugin developer, you don't have to worry about these calculations being computed on your site and hogging all of your bandwidth in the process.

Whenever I sell my sites on Flippa, I like to include at least one screenshot from this plugin... usually of the main dashboard so I can show potential buyers which posts and pages are the most popular on my site.

**Ultimate Google Analytics:** Although you'll get a ton of valuable information from the last plugin I told you about, the industry standard is still Google Analytics.

To make the process of adding the Google Analytics code to your Wordpress blog easier, the [Ultimate Google Analytics](#) plugin lets you copy and paste the code onto every page of your site without having to edit your template pages.

Since most Flippa buyers prefer auction listings that include Google Analytics data, this plugin will come in handy a little later when you get around to selling your site.

**Google Positioner:** This is the plugin I was talking about earlier.

Since I started to add a screenshot from this plugin to my site auction listings, my average sale price has skyrocketed.

Armed with the [Google Positioner](#) plugin, I can easily track the performance of my site in Google for the keywords I'm targeting.

This way I can see exactly where my site ranks for each of the keywords I'm targeting.

More importantly, potential buyers can see this as well when I add the screenshot to my auction listings.

Since they know a good search engine ranking is worth its weight in gold, I've seen a substantial increase in the number of bids I'm getting and the final sale price for my sites.

It's become an invaluable tool in my arsenal and I strongly urge you to install and activate it on your own sites.

**Blog Link & Traffic Analysis:** Similar to the Google Positioner plugin, the [Blog Link & Traffic Analysis](#) plugin helps both myself and potential buyers see the performance of individual posts and pages on my site.

With an easy-to-view presentation of the data, the plugin will show you the following for each and every single post or page on your blog:

- post date, author, and title
- number of page views in the previous 3 months
- number of inbound links (according to Yahoo!)
- number of visits from Google bot and date of last visit
- number of visits from Yahoo! bot and date of last visit
- number of visits from MSN bot and date of last visit

As with the others, you can take a screenshot of this plugin and include it with your auction listing to help boost your sale price.

In my experience, the more credibility you can put behind your claims, the better your listing will sell.

Using the data you get from the [Blog Link & Traffic Analysis](#) plugin is just another way you can put yourself ahead of the competition.

In fact... I had one buyer tell me it was the screenshot of this plugin that convinced him to buy the site.

Although he knew he could check the number of backlinks himself, he was happy to see I'd saved him the time and effort by including the information in my auction listing and proving it with the screenshot of this plugin.

Other than these plugins, the only other stats you'll want to track and take screenshots of as proof are your earnings.

Since you're already using All-in-One AdSense & YPN, Advertising Manager, Pretty Links, and Amazon Links to manage your money-making links you can take screenshots of each to show the number of clicks you're getting.

You can also take screenshots of your AdSense, Clickbank, Amazon, and CPA accounts to show how much income you're generating from those clicks.

Sometimes I'll find there are a few links or banner ads that perform better than others.

Whether it's because they have a higher payout for each click or target a keyword that converts to sales well, I can leverage it even further by sending more traffic to it.

... and to do that, I'll use the [Redirection](#) plugin to redirect traffic to that page rather than the home page as it was setup before.

## **Step #4: Sell it!**

After you've build your site and started to drive traffic to it, you can start thinking about whether or not it's ready to be sold.

As I said earlier... if you want to get top dollar for your domains, your site needs to have a steady amount of traffic generating a stable level of income.

Since I don't know which niche you're going to target, how many searches the keywords you're targeting get each month, and how much money you make for each click or sale, I can't really say you shouldn't sell a site until it has X visitors or makes \$X dollars.

What I can say is... don't sell a site until you're ready to let it go.

Although you can make up to 10 times the monthly income when you sell the site, it won't amount to much if the site only makes a little bit of money every month.

For myself, I usually build backlinks to the site for 90 days and then wait until the site is making at least \$100 per month before I'll entertain the idea of selling it.

Before that point, I'll do everything I can to build the traffic to a level where it can generate that much.

Only after spending at least an extra 90 days trying to get better results and failing will I sell a site that makes less than \$100 per month.

Although I probably won't get 4-figures in return for it, I won't continue to spend time and effort promoting it.

In my experience, if a site doesn't start averaging \$100 per month after 6 months of it being live on the internet, it's probably never going to reach that level.

So I'd rather drop an underperforming site, get whatever I can for it in return, and focus my time, money, and effort building and promoting another one that I hope will do better.

When it's time to sell the domain, I'll turn to my favourite website marketplace, [Flippa](#), to sell it.

If you've never used Flippa before, it's basically eBay for websites.

Whether it be a domain, script, Facebook application, or established website, you can pretty much buy and sell any kind of online property available today.

... and just like eBay, it's the most popular and the #1 place to put your site in front of the most potential buyers - especially when you know how to dig into the Flippa Goldmine of data.

While eBay has eBay Pulse and Amazon has its Bestsellers list, Flippa has tags.

As I mentioned earlier when we talked about finding a niche, each tag used to identify an auction listing is another keyword that you can target when posting your own sites for sale.

Except, instead of looking at the tags to find niches you can target, you want to look at them to find tags you can use to list your domain.

Once again, you can sort the tags by the clearance rate to find those keywords being used on listings that sell.

You can do the same with Buyers Watching.

*That's the number of people who are "subscribed" to this tag so they're updated whenever someone uses the tag in their listing.*

As you can see... there are all kinds of buyers who want sites for sale using adsense, amazon, wordpress, niche website, affiliate, established, autoblog, and profitable in their tags.

Logic would say that you should probably use those tags when you setup your own listing, right?

You bet.

... and that's just the beginning.

Since you're aiming to sell the site, it would probably be wise to look at which tags have the most closed listings.

Oddly enough, the 8 tags I talked about a moment ago are at the top of that list too.

Once I saw that, I knew I had to use them in my listings...

Tag	Open	Closed	Buyers	Clearance	Avg Sale
 adsense	137	2,923	72	68%	\$524
 wordpress	93	2,300	67	67%	\$466
 ecommerce	34	227	58	59%	\$1,759
 autoblog	76	1,978	56	68%	\$233
 established	59	792	39	58%	\$3,673
 clickbank	36	688	38	65%	\$914
 dropship	3	58	37	48%	\$941
 profitable	22	395	32	62%	\$3,162
 niche website	20	351	32	64%	\$1,034
 health	16	118	32	53%	\$346
 clickbank ready	9	218	28	70%	\$233
 hosting	4	27	27	41%	\$1,457
 twitter	19	123	26	51%	\$1,299
 games	28	140	25	52%	\$984
 forum	12	63	25	54%	\$2,613
 software	8	78	23	33%	\$1,352
 ebook	8	98	22	70%	\$6,003
 membership site	8	53	22	38%	\$5,100
 social networking	32	157	21	42%	\$10,305
 affiliate	45	854	20	63%	\$703
 make money	23	447	18	62%	\$1,165
 amazon	20	385	18	62%	\$264
 travel	6	45	18	47%	\$343
 dating	4	48	18	33%	\$2,416
 web hosting	2	20	18	45%	\$1,906

There's a few others I use for different reasons, but I'll get to them in a minute.

Before I get into the actual listing tricks I picked up along the way to make my sites sell faster for more money, I want to talk about the structure of your auction listing.

Rather than beat around the bush, let me tell you exactly how to structure your auction listings if you want to get the best results possible...

**Headline:** Since you'll be selling an established site, there's actually a formula I use with these kind of listings.

Since buyers are most concerned with the amount of traffic and revenue the site is getting, you'll want to highlight both of them in your headline.

... and you should do it in order, too.

Don't ask me why, but for some reason the headlines take a nosedive when I put the traffic ahead of the revenue.

Other than maybe that's what they're most interested in...

Anyways, back to the headline formula I was talking about.

**Headline = Revenue + Traffic + Ranking/PR + Niche**

Although it may look complicated, it's a pretty simple equation.

Revenue = The amount of money the site earns each month.

Traffic = The amount of traffic the site gets each month.

You can highlight others like RSS subscribers and email list if they're impressive enough.

Ranking/PR = The PageRank of your site or the place your site holds in the search rankings for a popular keyword.

Niche = The niche your site is targeting.

When you have the headline ready to go, you'll need to take that momentum you've built and channel into the next section of your listing...

**Description:** A brief description of your site topic, its market, and the history of the domain.

**Google stats:** To help buyers see the traffic potential of the niche, you can highlight some of the data you found when you visited the Google Keyword Tool.

**USP:** Tell potential buyers what's special or unique about your site to set your auction apart from the rest.

If your site has the #1 spot in Google for 3 keywords that combine for more than 500 monthly visitors... say it here.

**Statement of Income:** List the revenues and costs for your site, including any those associated with domain registration, hosting, paid traffic, email autoresponder services, et cetera.

**Buy It Now Bonuses (only if using BIN pricing):** Provide a short description of the bonus you're going to give to someone if they pay the Buy it Now price for your site.

If you're going to offer hosting as an upsell to those who buy your sites, you could offer a free month or two if the buyer pays your Buy It Now price.

Your bonus could also be consultation or training where you give the buyer guidance on how to continue with the site.

**Other information:** List where you've registered the domain and which hosting company you're using.

After you've written the listing using the structure I've just given you, you'll need to upload your proof elements.

As I mentioned earlier, you'll want to take screenshots of the tracking plugins you setup, as well as screenshots from your Adsense, Amazon, CPA network, and Clickbank accounts.

These are your proof elements.

Although you'll provide a lot of the information within the auction listing itself, potential buyers want to see attachments they can view to see it for themselves.

So don't be afraid to add 4 or more attachments to your listings... I've even had success with as many as 6 attachments.

It makes sense though...

Since each attachment only helps to prove the results I've claimed in my listing, people become more comfortable placing a bid when there are many attachments rather than a few.

Speaking of which...

That reminds me to tell you about the listing strategies I use to get top dollar for my auctions.

Tip #1: Start your listing on a Wednesday or Friday and list it for 3 days.

Tip #2: Don't setup a reserve, or use a very small one.

Tip #3: Set your BIN price at 7x monthly income.

Tip #4: Use the 8 keyword tags from page 51.

After you've proof-read your listing, you can send your payment and activate your listing on Flippa.

Over the next few days, your auction listing should get a lot of attention.

Since the listing is only going to be live for 3 days, you'll want to be close to a computer so you can quickly respond to any questions that might come up.

If someone does ask a question or post a comment on your listings, you should respond to it as quickly as possible.

Why?

Well.. because doing so can help build trust with potential buyers who are interested in the site. That's why.

Be as polite as possible and make sure you take the time to read the question and give a sensible answer to the question.

After the site has been sold, you'll need to back it up, transfer the domain, and send the site files to the new owner.

If the new owner has a GoDaddy account, you'll just have to push the domain to their account.

It's much like the process I talked about earlier, except this time you'll [move the domain out of your account](#) into another.

If the new owner of the site wants to recreate it, you'll also need to backup the files of the site and sent them to him.

A plugin like [WP-DB-Backup](#) can do everything for you, especially if you don't want to fuss with using phpMyAdmin to do it instead.

After the domain and site contents are transferred to the new owner, you can turn your attention to the next site you're going to build.

... and that's the beauty of the Bloggers Payday formula.

Now that your pockets are a little bit fatter from the sale of your site, you can't help but want more.

Just head back to the beginning of this book and follow the steps again from the beginning.

The only thing you might do differently is let the last buyer know you have another site for sale after listing it.

In fact... it would be a wise idea for you to setup a mailing list that potential buyers can get on to be notified whenever you list a new site for sale.

Just the same as any other business, the lifeblood of your blog flipping enterprise is going to be the people who buy your sites.

Without people who are willing to buy your sites, the entire formula breaks down.


So if it's not already, you want to make finding and keeping potential buyers your #1 priority.

Since you've already done a good job finding potential buyers by creating the listing as you have in the last few steps, it's a matter of keeping in contact with potential buyers that makes a difference.

... and thanks to autoresponder services like [Aweber](#), you setup a nice-looking, but simple, landing page like this one to get people on your mailing list.

# TrustedSiteSeller.com

Flippa.com's leading website broker.



**G'day serious website buyer!**

Are you looking to invest in **lucrative, premium websites** but feel nervous about doing business with "unknown" sellers on flippa.com?

...have you ever wondered which earnings and traffic claims you can actually believe?


...have you ever **worried the website you're buying will turn out to be worthless** once you receive it? (you know, when "\$200 Automated Profit Per Month!" suddenly becomes a \$0 per month pain in the ass...)

...or even worse, have you ever felt anxious that you might lose your money completely to the scammers lurking out there?

Buying websites is a lucrative business, but **WHY does it have to be so difficult to find a buyer you can trust...?**

My name's Christopher Parker and I'm a website seller on Flippa.com (username: [abisko](#)), where I've personally sold or brokered the sale of **tens of thousands of \$\$\$ worth of high-quality, high-earning websites.**

### Seller Details



[abisko](#)

Trust:	+14
Feedback:	100%
Telephone Verified:	Yes

Whenever you have a new site available, just send a quick broadcast message to your list including the link to the auction where they can buy it for themselves.

Depending on how fast you build and sell your site, you can end up selling most of your sites privately rather than having to go through Flippa every time you want to sell it.

## Final Thoughts

Well... there you have it. The Bloggers Payday formula.

Over the last 50+ pages I've revealed to you the precise system you can use to become profitable flipping blogs.

Whether you want to make a few extra bucks every month, or can't wait to quit your job and start working on your websites full-time, you now have the tools and knowledge required to succeed as a website flipper.

In all honesty, the information you now have in your hands has only been shared once before with a very small group of my closest peers.

Even though they begged me not to share it with you, I couldn't keep it a secret any longer.

Since there are so many aged domains out there right now, I don't have to worry about the competition.

So... I hope you take the time to absorb what you've just read, refer to any notes you've written, and then come back to it again a second time.

Only after you've gone through these materials twice should you have a good enough grasp on how to implement it.

From there it's simply a matter of putting everything into action.

Start from the first page and keep working until you start reading these words again. I'll see you in a bit :)

- Rob Benwell