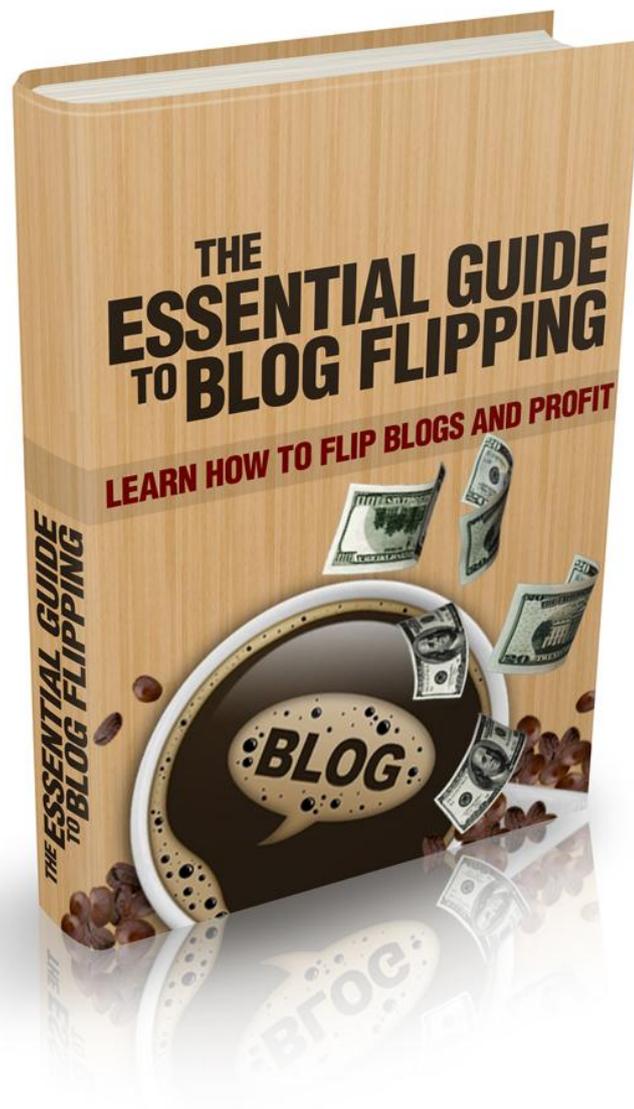


The Essential Guide To Blog Flipping



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Welcome to the world of flipping

You've probably already heard of 'flipping' websites and blogs for profit...

It's a widely used business model and though it has been around for quite a few years now, it can be still be highly profitable.

What's more, it is a wonderful way to make money online - especially if you're someone who enjoys messing around with websites and Wordpress (many people's favourite).

While it is true you can earn money fairly quick for flipping and you don't have to make much of an initial investment, you will still need to work hard and develop a decent strategy if you want to be successful with it. People have a tendency to think that flipping requires little or no effort - and that's simply not true.

Like any income method, it requires work - and generally speaking the more work you put into it the greater you'll find the reward to be.

There are however some ways to shortcut your path to success. While you can start a website flipping business with little investment capital, it is important to recognize that you will be able to reach success faster if you have extra money on hand to outsource tasks such as content creation and graphics. If you have to start with a limited budget, you will have to work harder. If you are prepared for that, then you can make a lot of money, regardless of how much you have to start.

Definition:

You probably already know what flipping is, but just to make sure we are clear...

Flipping websites is much like flipping houses. You create a website, product, or a blog, develop it a bit, and then sell it for profit, to someone else. Much like you buy a run-down house, put a little work into it, and sell it to someone else, the end result is the same: money in your pocket.

Even though it's a simple premise, there's quite a bit of process behind it because of the options available to you along the way.

The more successful the website or product is, and the more money it makes, the greater the value it has.

The more successful something is, the more you have to work for it. If you are willing to hold onto a site a little longer to develop it out more and make it more successful, there is potential for greater profit. However, flipping your sites quickly still has the potential to produce a decent return on investment, with much less work involved.

So, which option do you choose?

It depends on a few factors: how much work you are willing to put into it, your budget, the website's potential, and how quickly you want to see a return on the investment.

What sort of 'flip' should I concentrate on?

Websites, blogs, content, software packages etc can all be the base of a solid flipping business, but this report will focus on **blogs** because it is likely the easiest to get started with, and blogs have been popular for a while.

Blogs have become very common and sometimes very powerful they have been used to bring down whole Governments, overthrow Dictators, and have altered the lives of many.

Blogging today is probably one of the most popular platforms used on the net. Blogs are a way to provide fresh information FAST to users all over the world. Most major news publishing houses have blogs on their web sites. Blogpulse.com reports that there are currently 163,880,956 identified blogs currently on the net.

What is a Blog?

A blog is a short name given today to describe a “weblog”, a weblog is information that is published in date or chronological order with the newest information being presented to the viewer first.

Blogs can contain anything from a person's personal musings, to up to date hard hitting news that affects the world, and of course anything in between.

In general a blog will focus on one particular topic or “niche” these can be anything that the author wants to write about. A blogger is the term used for the author of the information being published.

You will find blogs on all sorts of topics, from recipes to religion, from handicrafts to hatred, from sports to sarcasm in fact, probably any topic you care to think of, there will be a blog out there dedicated to it.

Blogging is easy to do, there are no specialist skills involved, if you can connect to the internet and use a keyboard, you can become a blogger. Blogs are undoubtedly one of the quickest mediums to use when publishing new material to the web. No longer do you require the services of a web master or graphics designer, you simply create a new post, upload your picture, video or other files you wish to share and publish at the click of the button.

With all the great plugins that are now available you can use the blog (wordpress) platform to run anything from a Private members site to a full blown ecommerce site. If you can think of some function that you would like to add to your blog, there are coders out there who can and will make it happen for a fee.

Blogs have evolved from a static plain lists of posts to sites that “pop up” “pop out” “curl over at the edges”, “collect email addresses” “show photo galleries”, sell products on them, send newsletters from them, play multimedia files and much, much more.

Themes have been developed to cover different uses, as blogs have evolved. There are specialist themes for Internet marketers, magazine style themes for publishers, hobby themes for individuals there quite literally are thousands of themes to choose from, some free and some premium paid for themes. Wordpress.org alone has over 1,401 THEMES you can choose from.

As we again move with the times, there are now apps available for you to download so you can manage your blog from your mobile phone. “WordPress for iOS” is the app that lets you write posts, upload photos, edit pages, and manage comments on your blog from your iPhone, iPad, or iPod touch. With support for both WordPress.com and self-hosted WordPress (2.92 or higher), users of all experience levels can get going in seconds.

Blog Creation

Not only will you need to put together a blog design and structure, but you'll also need to add content to it, and implement ways to monetize it.

Before you can do any of this, you need to come up with an **idea for the blog**.

Conventional wisdom may have you believe you need to spend at least a day on researching niche ideas, but you don't need to.

Stick to niches that are popular with Internet marketers, that provide plenty of money making opportunities. Niches with a lot of affiliate products in them are a good place to start.

Some topics to consider include:

- Diet
- Time Management
- Self Help
- Internet Marketing
- Health
- Fitness
- The Outdoors
- Technology
- Sports

Though it's a general list, it's a good starting point, and it's just one of the ways you can come up with ideas.

If you're really struggling with an idea, look on **Flippa**, a popular website flipping marketplace, to see what is already selling.

Visit <https://flippa.com/just-sold> to see recently sold web properties and look at their topics.

If another person has been able to flip a site in the niche, then nothing says you can't do it too.

You can also use **Google Trends** to look and see what's popular right now.

You're not tied to online sources when it comes to niche ideas. You can use the magazine rack at your local grocery store to get great ideas, too. If you find there are a number of magazines dedicated to the same topic, then it's likely a popular one worth looking into online.

Introducing Wordpress...

Perhaps the easiest and most popular way to create a blog is to use WordPress. It's easy for beginners to learn, and it powers about one in five sites on the Internet.

Hosting

Before you get started with a self-hosted Wordpress blog, you're going to need web space. If you already have a web hosting account, you're a step ahead of the game. If you do not, or if you aren't sure your current setup will work well enough, invest in a plan that uses CPanel and Fantastico De Lux. You can install WordPress in just a few clicks, with easy-to-follow on-screen instructions. However I warmly recommend you to download from <http://wordpress.org> and install manually, spending just 5 minutes - it's more HACKER SAFE to control the name of the MySQL Data Base yourself ☺

It's also a good idea to invest in reseller hosting, so you can transfer portions of your account to other people. It basically allows you to manage multiple accounts under the same roof. If you don't like the idea of reseller

hosting, you can always require your buyer has her or own hosting and offer to assist with the transfer (or outsource the task to someone else.)

Choose a domain for your blog

The domain name you choose for your blog is critical, because the domain can add a considerable amount of value to it.

Consider this when selecting a name to register.

- Length - it should be short
- Extension - .com is the best, but you can consider others if the .com is taken and others are available
- Keywords - it can be a good idea to choose a domain name that contains your blog's main keywords
- How catchy is it? Catchy names are easier to remember and can attract more buyers
- Stay away from words that are confusing or hard to spell.

Since so many domains have been purchased, many of the best ones will not be available. You'll need to be creative, but you can consider hyphens, creating a new word of your own, or purchasing a .net instead of a .com.

Installing Wordpress

With most hosting accounts, you can install WordPress from the CPanel within a few clicks, but if you are not sure how, your hosting company should be able to help.

If you happen to have a host that doesn't allow for "automatic" WordPress installation through your interface, the manual installation process is fairly simple.

Learn more about how to install WordPress at the official website:

<http://wordpress.org>

After WordPress is installed, you'll see a standard default theme.

The theme changes the look and feel of the blog, to allow for a more customized design.

Since the default theme is boring, the first thing you should do is change it.

The great thing about WordPress is, there are thousands of themes to choose from, both free and premium. You can find something to suit any design, in any niche.

You can see the free themes in the WordPress theme directory here:

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

If you've got the money to invest in a commercial, premium theme, check out <http://wordpress.org/themes/commercial>

It's often worth investing in a good looking theme in the first place because it cuts down on the work. Whatever theme you choose, you're going to want to customise and change it - but it's a much easier task if you're starting with something that looks pretty decent to begin with.

Choosing the right theme

As you select a theme, keep in mind your choice of theme will greatly affect the value and desirability of your blog.

The theme you choose is nearly as critical as your domain, and it certainly isn't a place you can skimp. Rather than spending hours trying to find the

perfect free theme, it is worthwhile to spend money to make sure you have the right theme.

Your choice needs to be a combination of eye-catching design and professionalism.

Consider the layout of your theme, because you want your blog to be easy to use, while also leaving you plenty of room for content alongside your advertising.

A two or three column theme that uses a top navigation tends to work well because you have a main column for your content, with one or two for widgets and advertisements.

Stay away from things that have quirky or unusual designs. They may look good in theory, but in practice, the theme's usability is often compromised.

As you browse themes, consider that many themes make it easy to change colours and graphics, whereas changing the layout is more difficult. Pay more attention to the layout rather than the colours.

Take some time to browse what's available. There is no right or wrong answer to your theme choice, so you're just going to have to decide what works. After you get into a groove, test several possibilities until you find what works best for you. In fact, a single theme framework can easily be adapted to suit a large number of websites, so you may be able to build everything off one or two of those core frameworks, such as Thesis, Headway, or Genesis.

Installing the theme

After you've chosen your theme, you need to install it.

Installing your theme is incredibly easy, and if you have trouble, many premium themes come with documentation to help you.

Download the theme to your computer, and unzip the folder. Once you have downloaded the theme to your computer, you firstly need to unzip the folder.

Use an FTP program to upload the theme folder to your wp-content/themes directory on your web host.

From here, you should be able to login to your WordPress and see it in the admin area. Login to your WordPress by visiting: <http://yourdomain.com/wp-admin>, where yourdomain.com is the domain you just installed WordPress on.

Once logged in, go to Appearance > Themes. Select the theme you want to change to, and click “Activate.”

Customising it

Even if you have the “perfect” theme for your project, it will likely still require some customization.

At a minimum, you should change the logo and the header to one that matches your niche and blog title, so that it fits in nicely with the theme’s design.

Unless you’re handy with graphic design, you may want to consider outsourcing this to a professional designer.

Remember that a unique looking blog will usually be worth more than one that looks like a million others!

Other customizations

The majority of people who are looking to buy a blog will be doing it so they can earn money from it. Adding **built-in monetization** features will enhance the blog's stability.

If you can get the blog making a certain amount of money before you sell it, you can sell it at a higher price, because the buyer won't have to do as much work to get it producing income.

You can do this with plugins and widgets, such as Google AdSense, or a plugin that will show related Clickbank products. This will attract more buyers because they don't have to search for ways to make the blog earn money.

Other essential plugins:

Akismet will help filter the spam comments away from your blog. It comes pre-installed on all WordPress installations, so all you need to do is activate it.

All In One SEO Pack - This will help you do search engine optimization (SEO) tasks on your blog, so you can get it ranking higher, faster.

Google XML Sitemaps - This will automatically generate a sitemap and submit it to Google so your blog will be indexed faster. It works so well that even brand new blogs appear to be indexed within a few hours.

Google Analytics - This will allow you to see how many people are visiting your blog, where they are coming from, etc. It can provide great insight into what your audience is doing, so you can create content that caters to them.

ShareThis - This plugin will add social sharing buttons to the bottom of your posts to make it easier for your readers to share your content.

Twitter Tools -This plugin links your blog to your Twitter account, and then automatically tweets whenever you post something new. It will also update and show new tweets on your blog itself, if you have recent tweets in a widget.

Getting the content right

The content on your blog is important - and even more important than your blog's design.

Sure, the fact that it looks pretty may invite them to sit down and read a while, but what people really come to your blog for is to read it. Without decent content, people don't have a reason to stick around, or to come back again.

You have to build content on a site you're flipping, as if it were a site you're keeping, or else there will be little interest in it from a buyer's point of view. Luckily, you have a few options for how to get the content.

Autoblog Content

Autoblog content is the easiest way to add content to your blog.

There are several autoblog plugins available for WordPress. Basically, once you install the plugin on the blog, it finds relevant content across the web, and then posts it to your blog automatically.

Some buyers may like this because it means after they buy the blog, they don't have to worry about new content creation. They can leave it running on autopilot if they want to. Most people who want to make money online want to do it with minimal effort, so if you can make it do all the work itself, then you're likely to attract more buyers.

The caveat here is that your content will not be unique. It will be on many blogs out there, so there will be no added value from the content. The content posted on the blog may not top quality, or even directly relevant, which can cause traffic to suffer.

While autoblogs have their place because they can be flipped quickly, it's something I recommend leaving alone, unless you are desperate to make a quick profit. Keep in mind; the profit you do make will be low.

What about PLR?

This content is not unique until you rework it, or outsource it to a writer to rework for you.

PLR, or private label rights content, starts out as original writing, and then gets distributed to people who use the content however they want.

PLR allows you to get ideas for what to write, using what is there for the basis for the content. Once you re-write it, you get the same basic idea, but you've created unique content for your blog.

If you use PLR content, don't just slap it on your blog without making any changes. It's not a good idea in terms of SEO, which will detract potential buyers.

The best option - Unique content

Unique content is the most valuable time of content. You can use PLR as your starting point, re-writing everything, or you can write something fresh from scratch.

You can either write the content yourself, or you can pay someone else to handle it for you.

If you're trying to get a start while keeping your costs down, you should write your own content. Though it will take time and effort, you can do it for the first few blogs you build. Once you start making some money, you

can start outsourcing that part of the process, so you can build more properties, faster.

Even though outsourcing your content will cost you money, the ability to create more properties will allow you to earn more money overall, quicker than you would if you were doing everything yourself.

If you do plan to outsource your content, make sure you hire someone who is experienced and knows what they are doing. Hiring a quality writer is important, because if you don't, you could face getting poorly written content that you have to re-write anyway.

Before you hire a freelance writer, take time to look at previous samples of their work, and references from current and former clients. This will help you determine the quality of content you can expect.

Always ask the freelancer about their knowledge and expertise with the subject you want them to write about.

If I'm creating a blog about cooking, ideally the writer I am going to hire has experience in writing about it, and a working knowledge of it... or at the very least, passion about it.

However, any subject can be researched. The best writers will be able to confidently write about something they have no knowledge of, but it is still something to consider as you make your choice.

Also consider what you're paying. If the quote sounds too good to be true, it probably is. If you expect someone to produce content at \$.50 per 100 words, the resulting quality will be incredibly poor.

You are better off paying more to writers to ensure you get good quality content, so you have to do little to no re-working when you get it back.

So...

Those are your options for content, but what you choose depends on many factors, such as the type of blog you want to create.

If you want to flip your blog for profit within a short amount of time, then you may want to consider creating an autoblog, or one that uses PLR with little re-working.

If you're looking for the most profit, you'll want to produce 100% unique and original content.

Getting visitors to your blog

Yes, you can flip a brand new blog, but you won't be able to do it for a lot of profit compared to one that is established with traffic.

I've already said the most valuable blogs are the ones that are getting traffic and making money. I've covered how to build money-making opportunities into your blog, so now, we'll cover how to build traffic.

Ranking in the search engines

Sites such as Google are looking for sites that give users fresh, useful content. It is their job to connect users with the content they are looking for, therefore they give priority to sites and blogs which provide users with useful, relevant information and which are constantly updated. Google doesn't really want to point users to a blog where there hasn't been a new post in 12 months.

How to let the search engines know you have a new post

This is known as "pinging" your blog. There are two ways you can ping your blog. If you have a self hosted blog you can add the sites you would like to ping directly in your dashboard.

Pings help you promote your blog by automatically notifying online services when you publish a new blog post.

Here is a ping list you can use on your self hosted blog.

<http://www.a2b.cc/setloc/bp.a2b>
<http://api.feedster.com/ping>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://www.blogdigger.com/RPC2>
<http://blogsearch.google.com/ping/RPC2>

http://www.blogshares.com/rpc.php
http://www.blogstreet.com/xrbin/xmlrpc.cgi
http://coreblog.org/ping/
http://mod-pubsub.org/kn_apps/blogchatt
http://www.newsisfree.com/xmlrpctest.php
http://ping.blo.gs/
http://ping.exblog.jp/xmlrpc
http://ping.feedburner.com
http://ping.syndic8.com/xmlrpc.php
http://rpc.blogbuzzmachine.com/RPC2
http://rpc.blogrolling.com/pinger/
http://rpc.icerocket.com:10080/
http://rpc.pingomatic.com/
http://rpc.technorati.com/rpc/ping
http://rpc.twingly.com
http://rpc.weblogs.com/RPC2
http://www.snipsnap.org/RPC2

Just copy and paste them into your Wordpress installation. Go to Settings, Writing, Update Services and add the list to the box at the bottom of the page.

For sites that are not self hosted, you can use an online service called Ping-O-Matic. Just add your sites blog details and select which services you want the update notification sent to.

The specialist services don't need to be selected by most users who have standard blogs. <http://pingomatic.com>

Having a Sitemap is very important if you want Google to be able to crawl, find, and index your posts. Google XML Sitemap Generator plugin makes the process of setting up a sitemap really simple.

Submit your XML sitemap directly to Google via Webmaster Tools.

If you don't have a Google account, just sign up for one - it is free.

By submitting your XML sitemap Google will crawl your new site and index it within a day or so.

Encourage your readers to share/bookmark or email your posts - on a self hosted blog you can use one of the many popular plugins that add a "Share/Bookmark/Email Button" to the bottom of your blog posts. This makes it so easy for your readers to share, save, bookmark, and email your posts and pages using any service, such as Facebook, Twitter, Digg, Delicious and over 100 more - sharing sites.

Blog commenting

This is one of my favourites because of how easy it is to do... and it's the perfect way to start the traffic flow.

It's simple: Find other blogs in your niche and leave thoughtful comments on them. Don't leave generic comments, because those will get marked as spam.

On most blogs, you'll have the chance to link back to your own website, and this is what will help drive traffic. Plus, the additional links to your website will give you some extra SEO benefits.

Solo ads

If you want quick traffic to your blog, then buy a solo ad to send traffic. This can be a great way to get the traffic flow started, but you'll need to have money in your budget for this. However, if you've monetized the blog correctly, running the ad can bring the traffic you need to earn some of the money back.

You will end up with an instant surge of traffic, typically a certain number of guaranteed clicks, so you know how much traffic is going to come to your blog. This method makes it possible to get several hundred visitors to your blog in just a few hours.

Viral reports

Going back to free traffic generation methods, creating a viral report can be an excellent method to use.

If you're looking for more free methods to generate traffic, creating a viral report is a good option. Simply create a report that's closely related to your blog's subject, and insert links to your blog in the appropriate places. Then, you distribute it as far and wide as possible. How-to style reports tend to work best.

This can be an added bonus for your flip, because you can provide the new owner with the report, so he or she has a way to build traffic to the blog a regular basis.

If you want to start building an email list, which is another added bonus for flipping, you can put up an opt-in form and give the report away as a freebie for subscribing.

Social media

In today's society, if you want a blog or website to be successful, you cannot ignore social media.

Create a Twitter account for the blog, and post links back to your blog. Consider using a plugin to automate that process. Make sure that you're sharing other relevant material and engaging with followers, or else your tweets will get lost in the shuffle and be ignored. Link to the Twitter account from your blog so you can start building followers.

Create a Facebook fan page for your blog and link back to it on your website. Share your links and other relevant material there, too.

When you sell the blog, you can transfer the Twitter and Facebook accounts with it, thereby creating additional valuable assets.

Actually that last point is pretty crucial. When people are looking to buy a blog one of the key things they will be looking for is that the site already has a presence on social media. A lot of potential purchasers marketing strategies will revolve around social media, so it is usually a must.

Flipping your blog for profit

We've finally come to the best part!

If you're building a business as a website flipper, then naturally the point of building your blog is to maximize its value and then sell it for a profit.

So, when it's time to sell it, where do you go, and what do you do?

The best place to sell your websites is Flippa. It is one of the biggest domain and website marketplaces on the Internet.

Look now, and I know you'll see thousands of websites, apps, domains, and other products for sale at a time. The great thing about Flippa is you'll get a lot of exposure. This will increase the chance that you'll be able to sell your site at the right price without a lot of advertising effort.

When it's time to sell, you have several things to consider, all of which can significantly impact how successful your auction is.

1. The starting price

The starting price can greatly affect your final selling price.

Go against your gut and start with a lower start price than what you think your website is worth. Typically, this will attract more bidders. As they compete with each other, this can drive the price up.

When you start your auction at a low price, you can often sell at a higher final price than if you had started your auction closer to the price you were looking for.

Since you don't want to risk selling your hard work and effort for a mere dollar, you can set a reserve price. This is the minimum amount you're willing to sell the site for. If your auction doesn't hit it, you are under no obligation to sell the site to the winning bidder.

2. The quality of your listing

This is the single most important aspect, because it is what allows bidders to become interested in what you have to offer.

The more information you can include in your listing, the better.

1. **The blog URL**- Allow people to check it out for themselves. Screenshots are a good option, but they do not tell the whole story.
2. **Traffic history** - Include screen shots of your traffic history so people can see it for themselves. The higher your traffic volumes, the more your blog is worth, so this information is vital.
3. **Details of earnings** - If your site is already making money, this is your main selling point, and should be highlighted in your listing. Describe where and how the site is earning, and show screenshots for proof to support your claims.
4. **Details of the theme you have used** - This will let people know about the customization of your site, so people can tell whether it's a ready made theme, a custom theme, or how unique the graphics are, etc.
5. **Details of the type of content contained on the blog** - Is it custom and unique? Is it PLR? Is it autoblogged? These are details sellers want to know, and will impact the bidding/selling price.

Find the main selling feature of your blog, and focus your listing on that. You should always be honest about the site, and include as much information as possible. If bidders ask questions, answer them to the best of your ability, as soon as possible. If you need a little help, check out other Flippa listings to see how they're doing it.

Transferring the blog over to the new owner

After you sell the website, you'll need to give everything to the buyer.

Here's how:

1. Create a new folder on your desktop and call it something like "Blog Files"
2. Log in to your C-Panel, scroll down to where it says "Files" and then select "Back-ups"
3. Scroll down to where it says, "Download a MySQL Database Backup" and select the blog database to download.
4. Take the zip file you just downloaded and put it in the folder you made in step 1.
5. Open your FTP program (e.g. FileZilla) and login as usual. Go to the root folder of your blog domain (www) and download the following files and folders to the folder you create in step 1 - '.htaccess' 'wpconfig.php' and 'wp-content.'
6. Zip the folder on your desktop, and send it to the buyer to upload on his or her own hosting.

You'll also need to transfer the domain to the buyer, but this process varies from registrar to registrar. In most cases, you'll have the buyer create an account with your registrar and "push" the domain to them there. If you need help, talk to your domain registrar.

A few final words...

Flipping blogs is a great way to make money online - and I hope that this report has inspired you to go out and do this for yourself.

Flipping blogs is an excellent way to earn an income online, and I hope this report has given you the inspiration to go out and get started on your own.

You have two strategies: Build quickly and new, to set fast for low profit, or build slowly and develop for months, or even years, to sell at a higher profit margin.

No matter which option you choose, blog flipping can be both an interesting and profitable venture.

The keys to success?

Developing a good looking blog that's driven by quality content, and marketing it with good advertising.

If you can take the time to build the property into an income producing blog, it will increase in value. While you can be profitable flipping a blog quickly, the real profit comes from using a long-term approach.

Good luck!