# Buying and Selling Websites for Profit

August 21, 2023

As many people say, selling is the oldest form of trade. This can be proven by history. Since the beginning of time people would sell and buy everything that has value. Even now people are still at it – selling clothes, food, used items, and now with the Internet, they even buy and sell websites.

That's right, website trading. There are people nowadays that make money from trading new websites, old websites and even abandoned websites. Just like a hot item in the market, people are biting off a big chunk in this new industry. Why do people buy websites and not just make them. One reason is convenience. Sometimes people don't want to go through the hassle of making a website so they just look for a person selling one then change a few things and voila, new website.

The buying and selling business is attractive but given the towering costs of making the acquisition it is fairly tricky to start, particularly as young capitalist. If you go about it wrong, you may end up loosing a bundle of money. Actually, you want to be sure of your desire and have no doubts about your skills and abilities before investing.

The Internet is still new and the entire online business industry is continually establishing advertising practices that work. Quite frankly, the majority of the people running businesses online have dreadfully poor websites. A lot of communities running well liked sites are not taking advantage of their traffic by monetizing it – this could be by preference or lack of knowledge. An e-commerce site might use search engine advertising or similar to do the trick. Better still, monetize, optimize, associate and up-sell for the most gain – make use of all the advertising tricks at your

disposal.

If people do some analysis of search engine optimization techniques, it would be understood by very few and implemented well by even smaller number. Search engine optimization is fetching mainstream success and without a doubt, as the web continues to grow, people will learn, experiment and build better websites.

What this spells is “business opportunity.” For people with the knowledge on how to buy and sell websites, the energy to employ and a tad bit of money to buy the sites there are huge gains to be made. What makes it even more tempting, particularly for young or new entrepreneurs, is the price – we are talking about a lot less finances than it would take to put in stocks, buy assets or acquire a traditional business. Websites can go for as little as a few hundred dollars.

The advantage of buying and selling websites is that one doesn’t have to establish an audience and wait for the site to be indexed within search engines. Most webmasters, even those that don’t know their SEO from their XML, will understand the benefit of link exchanges. Even the most poorly managed sites should have some form of back-link network developed and return a result in the major search engines. It may not be a top ten search result but it will be a result ready for you to optimize and improve.

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# A Website Model That Makes Money

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I would like to share with you a simple strategy in creating

income with your own website. This is just one method out of millions you could create for yourself. Remember, the internet provides no limits. This is one example that does work for me and may give you an insight into a nice website model, that you may like to put into action for yourself. Affiliate marketing and/or sales of any kind on the internet, requires a real commitment as I am sure you already realize. The internet is really one of the greatest training grounds in the world for sales. You can try and fail many times, until you find a system and approach that will work for you. But the commitment that you show in meeting this challenge will be a lesson that you will always remember. Success is always achieved in whatever you do, through hard work. There is no easy path to success but when you achieve the success you are after, there is no greater feeling. So lets begin. In this example I will give you the exact profit breakdowns.

I treat all of my affiliate products as purely residual income, much like AdSense. AdSense itself generates cash for me on this website on average around $2 per day. I also use various other companies affiliate products which generate around $200 per month. Also, within the website I sell e-book informational products which I own the full resale rights for, which generate around $700 per month. Here lies the answer to making money onlineregardless of what you sell. The products that generate the most income are the ones that you will own yourself. Certainly I should be making more from the affiliate info products that I sell. However, I lose commissions through simple affiliate url tampering. Commissions that are stolen or lost are a real pain. You can try every method in the book to protect your affiliate codes but after the hard work is all done you still lose that income. The people who sell the original affiliate product know this, which is mostly why a high percentage of the sales price is offered to an affiliate to begin with. When they realize that a high percentage of sales will give them all the profit. The reasons why people change affiliate product codes etc, could run into pages. Lets

just say it is inevitable. This is the reason why I treat all my affiliate based products as purely residual income.

As you can see in my example clearly where the highest return on investment lies. It’s in the products that you actually own. You can purchase resale rights for info products easily and it is very inexpensive, most products are available for under $50. Or, if you have the time and patience to search the internet, you can find amazing e-books that have free resell rights and the information they contain is very valuable. You will find these types of treasures occasionally and the lights will start flashing in your eyes when you do. The information that you have just discovered is of value and that is a real key to success. This is why I strongly emphasize the importance of this one principle. Only sell products that you feel strongly about and you know that will be of great value to the person who may purchase it. That includes products you have bought the resale rights for or a free product you have discovered with resale rights.

If you sell strong products with real informational value consistently you will succeed. Your customers will return quite simply because they know where the value of the information they seek is the greatest, …on your website! Always remember to put yourself in your visitors shoes. Ask yourself the question? Would you buy the products you are selling? Answer this question with a “yes” and you will be on the path to online success!