



THE PRO GUIDE TO BUYING WEBSITES

FIRST EDITION

The Pro Guide to Buying Websites

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Preface

If you've never bought a website, the prospect of handing over your hard-earned dollars for an intangible asset might seem dubious—even dangerous. After all, even experienced website buyers can be caught out in the complex, often confusing world of site trading.

That's why we've put together this guide: to help you understand what's involved in buying websites, and to give you the tips and tools you'll need to navigate the unpredictable waters of online trading.

The reality of buying websites is that it entails a degree of risk. How much risk will depend on the legwork you do before you click the “Bid” button. The advice provided in this guide aims to help you accept, manage, and reduce as far as possible the degree of risk you face in making a purchase.

Who should read this report?

This report has been designed specifically for people who have never purchased a website before, or have little experience in the field.

It will also be of value to more experienced site buyers who are new to Flippa, since it explains much about the workings of this online property marketplace.

Different buyers have different motivations for making a purchase, and different sites demand different qualities from their owners. As such, this report will stick to the essential considerations that you'll need to make in purchasing any site. For more information on buying sites of a specific type, managing their transfer, or growing and developing them over time, keep an eye on the Flippa blog.¹

¹ <https://flippa.com/blog/>

Feedback

We welcome feedback on Flippa products and services—including reports like this one. You can give us your feedback directly in the support forum² or by emailing us at feedback@flippa.com.

Special thanks

Many thanks to Justin Gilchrist from FlipFilter³ for his valued input into this guide.

² <http://flippa.uservoice.com/forums/17374-general>

³ <http://www.flipfilter.com/>

Chapter 1

Define yourself

The first step in buying a website is to define yourself—to be clear about your skills, desires, expectations, available resources, and other factors we'll discuss in the coming pages.

Once you've clarified these aspects, you'll be able to narrow the focus of your search for the perfect site. You'll save time, effort, and money, since you'll know that the sites you're considering meet the criteria you've defined. In this chapter, we'll look closely at those criteria, including:

- your motivations for buying a site
- the topics that interest and excite you
- your technical skills
- your marketing skills
- the time you have available to spend on the site
- the amount of money you have to spend
- the payback timeframe you're anticipating
- your exit strategy

Your motivations

What are your motivations for buying a website? Are you looking to develop a passive income stream that earns while you sleep, holiday, and work a day job? Are you seeking a site that you can turn into a business—an active income stream—so that, eventually, you can quit your day job to work on your site? Are you looking for a fun hobby site, or one that will provide search engine benefits to another website you already own?

Identifying your motivations up front is extremely important, so be honest with yourself about what you're genuinely hoping to get out of this exercise. While your motivations may change over time, you need to know what's motivating you now, today.

For example, let's assume that you want to buy a website to generate a passive income. It'd be nice to have a little extra cash coming in, wouldn't it? For one thing, it would make that holiday you're planning to take in Mexico next spring a whole lot more affordable, but it could also be handy after that as you save to buy a home.

As you can see, outlining your motivations as simply as this already indicates a few criteria for your purchase: you want to buy a site that's going to generate an income within the next eight months, for example. You also want a site that has some longevity, and the potential to evolve and generate an income for years to come. As we're about to see, this information will impact the other questions we need to ask.

Your interests

If you've spent any time in website-buying forums, you'll have heard people stress the importance of having a passion for the topic of your site.

What happens if you lack passion for your topic? What if you don't feel a natural connection with, or curiosity in, the subject of your site? You'll have a hard time mustering the energy to work on it, understanding the motivations of the people who use it, or marketing empathetically to your site's audience.

When you're thinking about your interests, put aside the basic motivation that we considered a moment ago. Okay, so you want to earn a passive income. Fine—that's on the list. But what are your *interests*?

In the example we're considering, we already know two of your interests: travel, and purchasing your own home. If we drill down into these interests, we'll likely find out more. Perhaps you're particularly interested in Mexico, in Latin American prehistory, or in remote-location or extreme camping. Perhaps your family lives in Mexico and you're going to visit them. Perhaps you're traveling there on secondment from your day job. Perhaps you're going because you want to brush up on your Spanish.

As you can see, there are plenty of options—and we haven't even considered your interest in buying your own home yet! Any of these interests could help to shape your approach to buying a website. If you know Spanish and want to keep your language current, perhaps you'd consider buying a site that had potential with a Spanish-speaking readership. If you're into remote-location camping, maybe you'll look for a site that focuses on outdoor pursuits, camping, or extreme sports, in the hope that you can develop it to address your particular interest.

Considering your interests carefully can also help you begin to think about their profit potential. Take your interest in the Spanish language, for example. The Web's Spanish-speaking userbase continues to grow at a faster rate than its English-speaking counterpart, and competition in the Spanish market has been less intense. So there's considerable monetization potential for sites that target Spanish speakers, and that potential may exist in a range of categories and topics.

Now let's have a think about your interest in remote-location camping. Since it's an extreme sport, the audience for content focused on this interest is going to be smaller than that for Spanish content. However, extreme sports tend to be pretty expensive, and those who engage in such sports are usually prepared to spend money on them. So although you might share this interest with a smaller number of people, those people might be more willing to spend money within the niche—potentially through your new website.

Giving some thought to the profit potential of your interests even at this early stage can help you to make the right decisions further down the track. Of course, you'll also have interests other than the reasons why you want to buy a site, and those could help shape your choices, too. For example, imagine I want to run a site as a hobby, and toying with website code is my special interest. If that's my primary reason for wanting to buy a website, I'm lucky—practically any site I buy will let

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me indulge that interest. So I'm free to consider my other passions in choosing the site's topic. I might, for example, want to give back to my community somehow, or support a cause that interests me, and *that* interest could drive my search for the perfect site.

Think carefully about your interests and passions. Identify topics that genuinely excite you, and give some thought to their profit potential. After all, if you choose wisely, your site could be growing for years to come. You want to really enjoy it.

Your technical skills

It's crucial that you accurately and objectively assess your current technical skills, as well as gauging your ability to develop them further.

If you don't have the technical skills required to maintain and develop the site you buy, you'll either face what could be an overwhelming workload as you scramble to learn what's required, or have to pay someone else to do the technical work for you. It's best to acknowledge and accept your technical skills—and limitations—now, so you can accurately anticipate the resources you'll need to run your site in a way that meets your other expectations.



Phone a friend

Not sure whether your HTML skills are intermediate or advanced? Convinced your PHP capabilities are stellar? Double-check with a friend whose own technical skills—and honest opinion—you respect. An independent assessment of your capabilities might help you get a clear idea of the kinds of sites you should, and shouldn't, consider buying.

Make a list of all the technical capabilities you have, and rate them so that you have a clear picture of your strongest skills. This exercise will also highlight the areas where you could develop greater capability—that will narrow the field of sites to consider, and may help you choose between potential purchases when the time comes.

Your marketing skills

As we know, website marketing can take a variety of forms: advertising, search engine marketing, affiliate programs and cross-promotions, social media and bookmarking—and they're just some of the *online* possibilities. Which aspects of marketing have you had experience with? Which are you confident with? Think about your skills, perhaps making brief notes that you can refer to as you peruse the for-sale listings.

Then, each time you find a site that sounds good, you'll be in a position to assess how your capabilities might suit—and advance—the site. You'll know immediately how well your skills suit the marketing approach that's currently being used to promote the site. And if the seller can provide you with information about the success of each tactic he or she has used, you'll quickly see how your skills could enhance the site's marketing.

For example, if you've had a lot of experience with offline marketing, but little other than ad sales in the digital space, you might face a big learning curve if the site you're considering has a low search engine rank and attracts little organic search traffic. Consider boning up on the basics of SEO so that you're not relying on search advertising for the search traffic your site attracts.

On the other hand, your offline marketing skills might be well-suited to the promotion of a site that's geographically targeted—for example, a site that serves users in your town or region. If you find a site that meets the needs of your local market, but hasn't been promoted offline, you may perceive solid potential for a broader marketing approach in which your skills can add real value—and significantly boost traffic and audience numbers.

Again, making a list of your marketing skills and experience is a good idea, so that you can refer to it periodically as you search for sites to purchase. By reminding yourself where your strengths lie and what aspects of marketing really interest you, you can focus on sites whose marketing will be an intriguing experiment rather than a big burden.

Your available time

There are far too few hours in the day! Underestimate how much time you have to spend running, maintaining, and upgrading your new acquisition, and you may wind up overwhelmed and overworked. That's the best-case scenario; the worst is that you'll give up on the site entirely, sticking your head in the sand and losing the value of your investment in the process.

Few of us buy a site with the intention of spending 40 working hours on it each week. For almost all website buyers, the new acquisition is a sideline either to paid work, a portfolio of existing online properties, or the other aspects of our busy lives. It's important to be realistic about the amount of time you can reasonably put into building up the site you buy.

Time isn't just about hours in the day or spots in your schedule. It's also about you forming realistic expectations of the timeframes in which you'll be able to make things happen on your new site, or reach particular milestones. There's no point setting a goal—attracting a given number of subscribers by the year's end, for example—if you only have a couple of hours to dedicate to that task between now and December 31.



How much time?

When you're adding up the hours you have available each week to work on your new site, keep in mind the fact that you'll likely have to do routine maintenance and running tasks in that time, as well as longer-term site-building activities like strategic marketing, redevelopments, and so on. So when you see a seller estimate that their site takes ten hours a week to run, don't think, "Great! I've got ten hours! This is perfect." Remember that running a site doesn't necessarily mean developing and improving it—those ten hours are likely needed just to keep the thing ticking over.

To build and improve that site, you'll need more than ten hours a week. How much more? That depends on the nature of the site, your skills, and the goals you have for it. Itemize these considerations as part of your site assessment process, and estimate how much time each might take. Then, and only then, will you have any idea how much time it may take to make the site you want to buy a real success.

Your available time will help determine what you're able to achieve with the site you buy. It should also help you to eliminate sites whose day-to-day running requires more time than you have.

Your available funds

Obviously, a key element of an acquisition is the price you can afford to spend on a website. While you may be willing to pay more for a site that meets your particular needs, it's best to come to grips with an actual figure that you're looking to spend *before* you start researching properties.

Having a figure in your head will help you eliminate offerings that are simply out of the ballpark. It will also help you work through negotiations with the seller when the time comes. A spending limit may also make you smarter about negotiating certain benefits as part of the sale package—domains, a handover period, and so on—rather than simply taking whatever the seller offers.



Should I borrow to buy?

If you're considering borrowing money to buy a site, do your homework. Most financial institutions won't lend you the money without seeing firm and detailed business plans, financial records and projections, and so on. To borrow from friends or family can be just as challenging, but in different ways. An inability to repay the debt if things go wrong can cause family tensions, damage relationships, and put people you care about in financial hardship.

Borrowing to buy website is a big risk; make sure you're aware of, and comfortable with, the potential for fallout before you commit to borrowing the money.

A spending limit can help you focus on sites that represent *value*—rather than simply having the right price. Let's say you have \$1,000 to spend. You find two sites, priced around \$400 each. Neither is very developed, but you could buy both and work on them if you wished. Then you find a site for sale at \$990. It's better developed, has a larger audience and subscriber base, and a greater potential in the immediate and longer terms. If you want to get the biggest bang for your buck, you'll most likely dedicate your time to doing due diligence for this more expensive site, since it represents better value even at first glance.

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Finally, having a spending limit may allow you to make practical, goal-oriented plans for the site you buy—and eliminate options that don't fit the bill. Let's look again at those two sites you can buy for \$400 each. That sounds good—and you'll still have \$200 to play with! But on inspection, you may realize that bringing those sites up to a standard you're happy with—and that puts you on a path to reaching your goals for the sites—will require technical skills you don't have. You'll need to pay a professional developer to do that work. How much? You'll have to get an estimate to find out. You also want to try using pay-per-click advertising to promote the sites, so you'll need to spend a couple of hundred dollars on a trial. Suddenly, it's looking a lot like you'll only be able to afford one of those \$400 sites, not both.

Your payback expectations

This consideration combines a number of the factors we've already looked at: your motivations for buying the site, your available time and skillset, and the amount of cash you're willing to spend on a site.

Your payback expectation refers to the timeframe in which you want to break even on the site—that is, the timeframe in which you want to make from the site the amount of money you've spent on it. If you bought the site for \$2,500, when will you want the site to have earned you \$2,500? How much of your own time are you willing to put in before you earn that value?

If you pay others to work on the site once you've bought it, add those figures to the purchase price to arrive at an overall sum you'll need to earn to break even on the purchase. You'll also likely spend time maintaining, promoting, and building the site you buy, and perhaps you'll decide that you'd like to generate a certain return on that time as well.

In the case of our example—the passive income website—we know that you intend to use that income to go to Mexico next spring. That means that you'll have to have broken even *before* spring, because you want the site to generate cash that you can use for the trip. If it only breaks even the week before you go, you'd be better off to simply save the money you're planning to spend on the site, because that would likely entail a lower risk than making this investment.

Deciding in advance roughly when you hope to have earned back the money you invested to buy the site will help you to discern between viable deals, and deals

that look good on the surface, but actually aren't all that great. Setting a reasonable payback expectation for yourself up front is one of the factors that will help you make a smart purchase decision.

Your exit strategy

Remember the first question we asked, about your motivations for buying the site? You'll probably revisit those motivations as you define what your exit strategy is.

An exit strategy basically outlines what you intend to happen to end your involvement with the site you buy. The last thing you'll want is for the site to simply waste and die—that's no way to manage an investment that will take hours of your time, as well as a sum of money, to create. Options for your exit strategy will vary depending on the reasons why you're considering buying the site. You may want to:

- sell the site to someone else for a higher price than you paid for it
- merge the site and its userbase with a website you already own
- develop the site to be self-sustaining within two years, so that it takes you no more than two hours each month to run, yet provides income for the other online ventures you're involved in
- keep running and improving the site until you die, at which point you'll will it to a relative or friend

As you can see, defining your exit strategy is valuable because it can help you to assess how appropriate various sites are to your goals. If you give your exit strategy a timeframe, as we did in the third point above, you'll be able to investigate how likely a site you're considering is to let you achieve that objective within the timeframe you've set. If the site can't be made self-sufficient within your two-year limit, you can eliminate it from your list of potential candidates.

Putting it all together

The world of buying websites is fast-paced, exciting, and heady. It's all too easy to get carried away on the spur of the moment and regret your actions later. In this chapter we've outlined a series of factors the astute buyer will define before

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searching for websites to buy. By working through the points we've discussed here, you should end up with:

- an understanding of your motivations for buying a site, and topics that interest you
- an understanding of your technical and marketing strengths and weaknesses
- time and financial investment limits
- a payback timeframe for the investment
- a timed plan for exiting your involvement with the site

You can see how each of these considerations plays into all the others. You can also see that this knowledge can help you to set specific, measurable, attainable, realistic, and timely (SMART) goals by which you can gauge the success of your efforts to run and develop the website you buy.

Rarely will any one of these factors be a deal-maker or -breaker. Most commonly, it's a combination of elements that will propel you to purchase a certain website, or eliminate it from your considerations. But knowing what you want, and why, can smooth the path to finding suitable candidate sites, and reduce not just the time you spend researching sites, but also the risk you take in making a purchase.

Now that we've spent a little time looking inward, it's time to look outward, at the market in which you intend to buy.

Chapter 2

Define your search

You know what you want. But where will you find it? The answer lies in carefully defining the kinds of sites you'd like to buy.

In the last chapter, we defined a set of criteria that reflected your needs and expectations, and should have helped you clarify what you'd consider "success" in buying and improving a website.

In this chapter, we'll take those criteria and transpose them into actual search parameters that you can use to find properties for sale that might suit your needs. The key parameters we'll define are:

- the niche
- technologies
- your budget

Let's get started.

Defining the niche

In the first chapter, we defined your interests and motivations. Look at those, and you should be able to apply them to a niche fairly easily.

If you recall, we imagined you wanted to run a site that generated a passive income, since you work full-time, and you were hoping to save some extra money to go to Mexico next spring. A passive income site is one that generates income on its own, without your having to constantly work to update its content or offerings. That means that some types of sites won't be appropriate for you. You may not want to buy a forum site, for example, if it needed ongoing, regular administration in order to keep visitors coming back, and revenue coming in.

The other aspect of defining your niche is, of course, to look at your interests. We considered a range of interests that you might have in the previous chapter. Now it's time to look at the market niches they might represent.

Let's say that your interest in visiting Mexico next spring stems from your abiding passion for Latin American prehistory, and camping, and that you've made various friends on past camping trips to the country. As we saw above, you also know Spanish. You feel excited by the idea of running a site that relates somehow to these passions. The kinds of niches you might consider include:

- travel in Latin America
- camping in Mexico
- Latin American history
- Latin American archaeological sites
- traveling in Latin America for Spanish-speakers

You have a number of niches here. Rather than immediately setting your heart on one or another, try to keep your options open.

To get an idea of the potential of each niche, you'd search for those keywords on Google (to get a feel for the kinds of sites that already operate in the niche) and undertaking a little keyword research using the Google AdWords keyword research tool.¹ As you can see in the figure below, the tool offers two services: a Keyword

¹ <https://adwords.google.com/select/KeywordToolExternal>

Tool that indicates phrases that resemble the keywords you've entered, and a Traffic Estimator that tells you the number of searches logged for those keywords each month around the world. For this example, we've entered the search phrase "travel in Latin America" and selected English and Spanish as the search languages that we're interested in.

The screenshot displays the Google AdWords Traffic Estimator interface. The search term "travel in latin america" is entered in the "Word or phrase" field. The location is set to "United States" and the match type is "As entered". The summary section shows an average estimated CPC of \$0.68 - \$1.26, 0 total estimated clicks, and a total estimated cost of \$0.02 - \$0.09. The results table shows 3,600 global monthly searches and 1,600 local monthly searches for the keyword "travel in latin america".

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
travel in latin america	3,600	1,600	\$1.07	1.5	0	\$0.05

Figure 2.1. Using the Google AdWords Traffic Estimator to research a niche

As you can see, this phrase is currently attracting 3,600 global searches monthly, 1,600 of them locally. The phrase "travel in Mexico" logs 135,000 global monthly searches and 90,500 local monthly searches. This might encourage you to narrow your niche to focus specifically on Mexico—or to swap "Mexico" in that search phrase for some of the other Latin American countries whose history interests you. Next, you might research the niche topic of historical sites in Mexico, and possibly other Latin American countries, to see what the competition and search traffic is like for those niches.



AdWords values

This tool also provides you with estimates of the amount you'll pay if you buy AdWords advertising for the keywords you're searching on. This can be really handy if you're thinking of generating an income for your site using online advertising.

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By a process of trial and error, you'll gain a feel for which types of information are in greatest demand. Do some web searches in those niches and you'll learn who else is operating in that space, and what they offer. You may also get ideas for techniques you could use to generate a passive income from your site—affiliate products you could offer, advertisers you could approach, and so on.

Camping in Mexico may seem like a narrow niche, but it's important to remember that while that's the niche you want to operate in, it's not necessarily the niche in which you want to search for properties. You might set up a search for sites that are for sale in the travel, vacation, holiday, and camping niches. In fact, a search for “camping” on Flippa turned up 108 results at the time of writing.

Defining the technology

In the previous chapter, you listed your technical skills, and perhaps rated them so that you had an objective idea of where your technical strengths lay. As you define your search, it's a good idea to drop those technologies into the mix. This way, you'll avoid trawling through search results for sites that use .NET if you're a PHP whiz, for example. And if you're planning to use a developer to help you work on the site, include the technologies they're proficient with among the search terms you set.

If your technical skills are minimal, and you'd like to restrict searches to sites that, for example, use a standard content management system and interface, such as WordPress, keep that requirement in mind as you review the results of your search.

Don't let a lack of technical capabilities lead you to think you don't need to list any technology-related search parameters. Instead, define the content management, ad management, and other systems you *do* want to use.

Defining the budget

We set a spending limit for your purchase in the previous chapter. Most website listing sites will encourage you to enter a price range to refine your search, and you may consider entering a maximum price that's slightly higher than your spending limit if you're confident of your ability to negotiate potential sellers down to your level.

On the other hand, as we saw earlier, your spending limit may represent the total of the funds you have available to spend on the site in the immediate future. This means that you'll have to deduct any other expenditures—on development, redesign, marketing, or other activities—that your purchase will require from that overall sum. In that case, a decision to spend all your funds on the purchase itself would only be wise if you yourself could handle any extra work you needed to do to optimize or improve the site in the foreseeable future.

The lower end of the price range you enter is also important. Look around at sites on offer in the lower price ranges, and you'll soon identify a rough price point at which the listings begin to reflect the level of site you're after. Make this the lower end of your price range. Otherwise, you risk wasting time and energy reviewing sites that don't meet your needs for the other criteria you've defined for your purchase.



Is my budget reasonable?

Spend an hour researching the sites for sale in your niche, or related niches, and you'll be able to glean a fair picture of what you can get for the budget you have available. This is the best way to adjust your expectations to a reasonable level. Try not to be swayed by bargain-basement-bonanza stories about buyers who have landed incredible sites for rock-bottom prices. Instead, focus on developing reasonable expectations about what's fair, and what you can, and want to, get for your money.

Using search tools and alerts

Now that you've defined the three key criteria you'll use to search for available online properties—the niche, technologies, and budget—it's time to plug that information into a search tool.

Let's look at the Flippa search tool as an example.

By default, this tool lets you enter a keyword (reflecting your niche, or a related niche, perhaps) and provides preset searches based on price ranges, revenue figures, and PageRank, for example. But this tool also lets you refine your searches on a number of important variables, including the listing type (auction or private sale), the website type (established sites, new sites, domain-only listings), and so on. If

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you click on the parameter you want to use to refine your search, you'll be able to specify your preferences for that parameter. Of course, you can also add specific keywords to restrict your search further. A detailed post on the Flippa blog explains these refinements in detail.²

So for the site we're searching to buy, we might select a price range of \$500–2,000, and select new and established sites (leaving domain-only sales unchecked), as shown below. We could also refine our initial keyword search, for “camping,” to also include listings for “vacation,” “outdoors,” and so on.

The screenshot displays the 'Refine This Search' interface on Flippa. The left sidebar contains several filter sections:

- LISTING SPECIFIC**
 - Listing Format**: Includes 'Include Auctions' and 'Include Private Sales', both checked.
 - Property Type**: Includes 'Include established websites', 'Include new websites', and 'Include domain-only listings'. 'Include established websites' and 'Include new websites' are checked.
 - Auction Status**: Includes 'Still open' (checked), 'Ended in the past week', 'Won Only', 'Exclude Won', 'Ended Only', 'Ends in less than [] hours', 'Featured listings only', and 'Include archived auctions (slow)'.
 - Auction Price**: Includes 'Between \$ 500 and \$ 2000', 'Reserve price has been met', and 'Has a Buy It Now price'.

The right sidebar shows a list of search results:

- <http://www.FitnessMuscleBl...> EST F
- Rare Buy! \$500/mt Poter**
<http://www.SportGuideOnlinr...> EST F
- Hair Loss Niche Blog, \$1**
<http://www.TopTreatmentsF...> EST J
- Camping Outdoors Nich**
<http://campingagenda.com/> EST J
- Rare Buy! 2 AUTOBLOC**
<http://www.OnlineCampingC...> EST J
- Hair Loss Niche Blog, \$1**
<http://www.TopTreatmentsF...> EST J
- Rare Buy! \$500/mt Poter**
<http://www.OnlineCampingC...> EST J
- 4 Amazing Niche Adsens**
<http://Yurthomes.org/> EST J
- FAST SALE! Lucrative O**
<http://www.gpoutdoors.com> EST M
- Camping Outdoors Nich**
<http://campingagenda.com/> EST J

Figure 2.2. Refining our search for properties on Flippa

² <http://flippa.com/blog/advanced-search/>

Once you've set the preferences for specific search variables, click on the "Update Search" button to see all the listings that meet your needs. Most website listing sites and services operate similarly to this basic model, though their individual search facilities may vary. Like most sites, Flippa displays a "Save Search" button that, if you click on it, will save that search to your Flippa account (you'll be asked to log in first, if you haven't already done so). This way, you can easily check listings that meet your chosen parameters, any time you visit the site.

But what about the times when you're not logged into Flippa? A handy tool that ensures you never miss a website listed in your category is automated alerts. Again, most website listing sites will offer automatic updates via email or RSS; at Flippa, you can request automated RSS alerts by clicking on the "Subscribe to this search" link shown in the image below to subscribe to an RSS feed. These alerts let you know whenever a new listing appears that meets the criteria you've set, and they're a good way to stay on top of the sales activity in your niche, and those related to it.

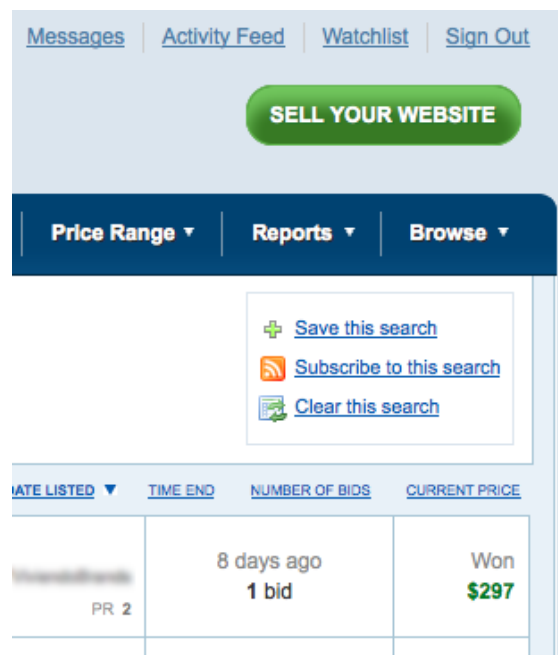


Figure 2.3. The automated alert options on Flippa

Putting it all together

In this chapter, we've turned your dreams of website ownership into actions. We've transposed what might have seemed like nebulous concepts—your interests and

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motivations, among other things—into real-world search criteria, and we've used them to create and save searches on Flippa. We've also subscribed to automated RSS updates from the site, which will take all the hassle out of your website search.

As we explained, any website listing site worth its salt will offer similar search functionality that makes it easy for you to access website listings that meet your criteria. Now, you can sit back and wait for the listings to come rolling into your RSS feed. Easy!

Well, sort of. The adventure is only just beginning. Having website alerts sent to you is one thing; wading through them is another. And actually identifying gems among the everyday listings is something else entirely. This is what we'll look at next.