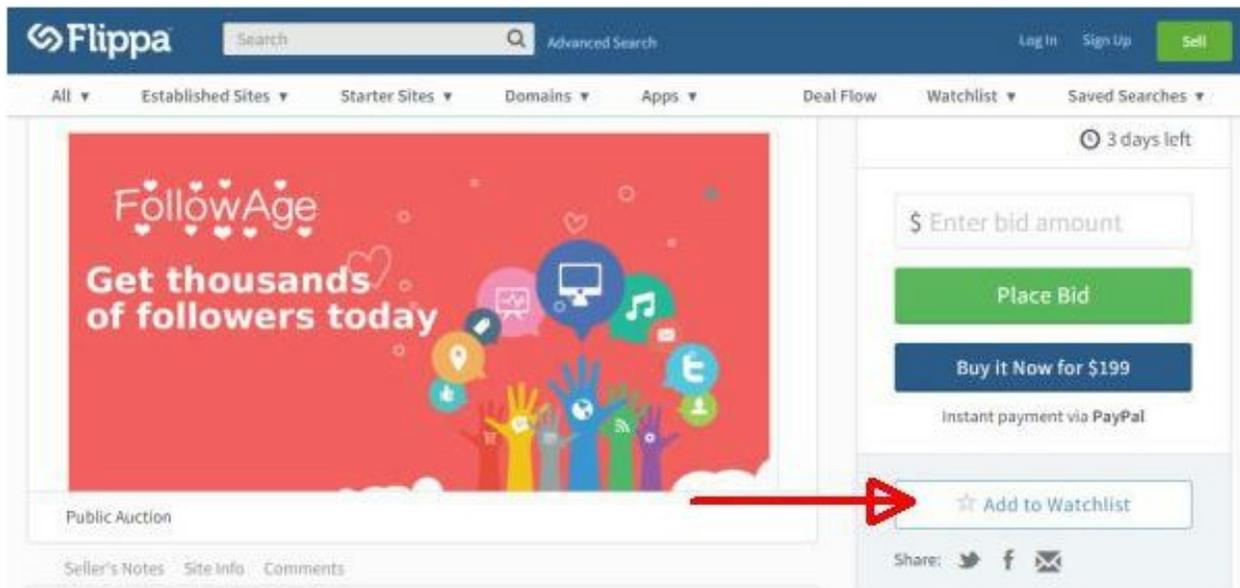


SIDE HUSTLE ACADEMY

5 Step Checklist to Buying a Website on Flippa.com

□ **Step 1: Start Searching**

The first step is to just start searching on [Flippa.com](https://www.flippa.com). From here you can add sites to your watch list so you can go back and review them later.



□ **Step 2: Do Your Research**

The next step is to research each individual site on your watch list. Here are a few basic things you can do.

- **Review the Current Traffic.** First look at how much traffic the site is getting. One thing to pay attention to is where the traffic is coming from. Some sellers like to inflate the site with paid traffic from foreign countries like India, and Pakistan. If this is the case you

may want to avoid this listing. Also stay away from sites that have had sharp drops in traffic. This could be a clear sign the site was hit by a Google update and may have been penalized.

- **Review the Current Income.** Next you'll want to look at the income the site is earning. Again you'll want to stay away from sites that have inflated sales as well. Some people will make it look as if they are getting a lot of sales but once you buy the site you'll likely be left holding the hot potato.
- **Do a Basic Backlink Audit.** From here I like to do a basic backlink audit to see what kind of links are pointing to the site. You can do this by going to [Open Site Explorer](#) and just typing in the URL. If the site has a bunch of spammy backlinks this could spell trouble later and cause you to get hit by a Google penalty later.
- **Do a Search in Alexa.** If the site has passed the first three steps the next step is to do a search on Alexa.com to see what you get back. Alexa will show you all kinds of info however it will also show you an Alexa score, the lower this score the better.
- **Ask The Seller Questions.** Finally, if everything is looking good at this point my next step is to ask the seller questions. If the site is going for a lot of money I usually like to request a walk through on the

analytic's and earnings just to make sure. In the end it comes down to a gut decision, if you're just not feeling it move on to the next site.

□ **Step 3: Place Your Offer**

If a site makes it through the research phase the next step is to place a bid. Most sites require a minimum bid to be hit before the site can be sold.

There are all kinds of strategies you can use to place your bid but it's important to know how much you're willing to go up to and if it goes over that amount to stop bidding.

Side Note: Don't worry if someone places a bid at the last minute as this will add an extra hour to the auction. This way the auction will never end due to time but rather to highest bidder.

□ **Step 4: Buy The Website**

If you didn't end up getting in a bidding war with someone else and you've bought the site it's time to pay up. Once you've won the auction you are bound to the terms to pay up. If you don't pay up you could face legal action.

There are 3 ways to pay for your site on Flippa.

- PayPal
- Escrow.com
- Flippa Escrow

SideNote: It's up to the seller to determine which of these 3 options they want to offer.

□ **Step 5: Move Your Site**

Finally, the last step is to move the site. Some sellers like to promise you free hosting and domain name however you should consider moving the site to my own hosting account.

I suggest this because it will give you complete control over the entire web property. This will require you to have your own hosting account.

I recommend Bluehost as one of the most dependable shared hosting companies out there. You can [learn more by checking them out here](#).

(affiliate link)