

How To Buy An Existing Website The Right Way

With Special Guests Liz and Matt Raad

By: Ilana Wechsler

How It All Fell Into Place

Liz and Matt started their careers as Zoologist. And in search for a more desirable lifestyle, the pair turned entrepreneurs which eventually led to the online space and their website acquisition business.

First Thing First...

The two main things Liz and Matt live and breathe by when acquiring a website is based on profit and traffic. Their due diligence revolves around checking and verifying the profit and traffic of the website they're going to buy.

The pair recommends Flippa.com for website ad listings for its wide range website you can choose from. And if you're looking to create another income stream or wanting to buy a complete online business that makes you money, be open to anything, focus on profit and traffic, not on topic.

Negotiation Process

Flippa.com has an auction process for a lot of the listings. It's like eBay. Make sure you've spoken to the seller before you bid. You want to know who you are

buying from as you will be working and negotiating with this person over the coming month or two.

Factoring Site Age and Ad Accounts Linked To The Website

Liz and Matt consider a website established and a good acquisition if it has consistently generated profit for the last 5 years. And the pair generally don't buy websites where the traffic is generated mostly from Paid traffic.

When Renovating A Website

The three areas to focus on for a renovation job:

- **Profit** - Are users finding the offers? Are the offers presented well? Is there any better offers they can put on there?
- **Conversions** - making sure those people that are finding the offers are able to click to access them and seamlessly travel through the sales funnel.
- **Traffic Acquisition** - Perform an SEO audit, make sure that the site is clean and tidy, no broken links and has nice on-page SEO. Do keyword research to add more content and create a content schedule out to grow the website.

Don't Make These Classic Mistakes!

- Getting overexcited and believing the good word of the seller. Do your due diligence, verify the traffic and profit of the website you are buying.
- People go big too quickly, start small. Don't spend a heap of money buying a website. Start with something as small as \$500, then build it from there.

Learn More From Liz and Matt

Visit their website, ebusinessinstitute.com.au or their Facebook

“[MattandLizRaad](#)” to learn more tricks and tips in purchasing a profitable website.