

Offline Flipping

Method #4:

Simple Strategy To Earn \$1,000 Online

Offline Flipping

- You build simple websites for local business keyword phrases and get them to rank in the search engines for those local phrases.
- After the site ranks in the search engines you sell them or “flip” them to offline business owners for \$500 to \$1,500 each or more.
- Easier to do than regular website flipping because there is less competition.
- This one method can be an entire business if you focus in on it.

What Keywords?

- The keywords you would try to rank for are specific to the city and state you are targeting.
- Branson, Missouri Florist
- Chicago, Illinois Dentist
- Birmingham, Alabama Italian Restaurant
- Edmonton, Alberta Hair Salon (Canada)
- Brisbane, Queensland Wedding Planner (Australia)

What Niche Markets?

- Chiropractor
- Dentist
- Lawyers
- Plumbers
- Hair Salon
- Tanning
- Jewelers
- Wedding Planners
- Wedding Photographers
- Auto Repair
- Realtors

Other Niche Ideas

HOME FIND A PERSON MOBILE APPS ADVERTISE WITH US

Looking for someone? Search by name or number

Sign in Sign In Register

yp **CLICK LESS. LIVE MORE.™**

Find a Business » By Name » By Phone Number Find a Person Maps & Directions

Business Name or Category Chicago, IL **FIND**

See All Categories for Chicago, IL Close

EAT		PLAY		LIVE	
Bakeries	Mexican Restaurants	Bars	Hobby & Model Shops	Attorneys	New Car Dealers
Bar & Grills	Pan Asian Restaurants	Bowling	Hotels	Auto Repair & Service	Party Supply Rental
Breakfast & Brunch	Pizza	Camping & RV Parks	Live Theaters	Beauty Salons	Physicians & Surgeons
Buffet Restaurants	Seafood Restaurants	Comedy	Movie Theaters	Dentists	Shopping Malls
Chinese Restaurants	Steak Houses	Concerts	Night Clubs	Florists	Second Hand Stores
Coffee & Espresso	Take Out Restaurants	Day Spas	Skating Rinks	Grocery Stores	Massage Services
Family Style Restaurants	Top Rated Restaurants	Food & Dining	Sports & Outdoors	Hospitals	Wi-Fi Hot Spots
Italian Restaurants		Golf Courses		Mail & Shipping Services	Veterinarians

Close Popular Categories The new YELLOWPAGES.COM™

Home > Site Map > Illinois Yellow Pages > Chicago Yellow Pages

Chicago Yellow Pages >> Chicago Name Searches

Keyword Research

Google AdWords

English (United States) — English (United States) | [Help](#) | [Sign in](#)

[Report an issue](#) | [Product survey](#)

Tools

Keyword Tool

[Traffic Estimator](#)

★ **Starred (0)**

[Show](#)

Include terms



Exclude terms



All Categories

⊕ [Food](#)

[Show all categories](#)

Match Types

Broad

[Exact]

"Phrase"

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

Website

Only show ideas closely related to my search terms

⊕ [Advanced options](#) [Locations: United States](#) × [Languages: English](#) ×

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)

[About this data](#)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> ☆ chicago bakery	<div style="width: 10%;"></div>	33,100	27,100
<input type="checkbox"/> ☆ chicago bakery delivery	<div style="width: 20%;"></div>	140	110
<input type="checkbox"/> ☆ bittersweet chicago bakery	<div style="width: 10%;"></div>	480	390
<input type="checkbox"/> ☆ chicago bakery cupcakes	<div style="width: 20%;"></div>	720	590
<input type="checkbox"/> ☆ best chicago bakery	<div style="width: 10%;"></div>	720	720

Strategy

- Buy a keyword rich domain name.
 - bestchicagochiropractor.com
 - honestdallasplumber.com
 - topsacramentotanningsalon.com
- Consider using the '.net' extension for your domain names if you can't find the right name.
- Use GoDaddy or NameCheap to register your domain name.

Strategy

- Setup the website on Wordpress.
- Find a free Wordpress theme or use the new default Twenty-Ten theme by Wordpress.
- Easy for your client to manage after you sell it to them and also easy for you to work with.
- Great for search engine rankings.
- Use the All In One SEO Plugin.
- Create two or three articles around the niche market you are targeting. At least you need one keyword rich article.

Strategy

- You need to get backlinks going to your website to help it rank in the search engines.
- Outsource this task or do it yourself.
- Forum links, article links, social bookmarking, blog commenting, press releases, etc.
- Fiverr.com and type in backlinking.
- Warrior 4 Hire Section and look for backlink services that people are offering.
- Digital Point Forum
- Odesk.com, Elance.com, Freelance.com, etc.
- Build up 50 to 100 links and continue link building until the website ranks in the search engines.

Selling the Website

- Now once you rank in the search engines you will want to sell this website.
- Run a Google search for businesses in that market and use the online Yellow Pages to find businesses to contact.
- Send them a letter, make a phone call, or send them an email with details on your site.
- Take a screen shot using Jing of your website's ranking in the search engines.
- Mention you are sending the letter to their competitors as well.

Pricing & Moving the Website

- You can charge \$500 to \$1,500+ for it.
- Use Escrow.com for a smooth transfer.
- To transfer the website to the buyer contact either GoDaddy or NameCheap and they will assist you with transferring.
- To move the Wordpress site Google 'transfer Wordpress site' to get some instructions.

Making \$1,000 With This Method

- Take action and start building a few websites to consider flipping.
- One website flip could generate you over \$1,000.
- Let the business owners make an offer because you never know they may end up offering \$2,500 or more for the website.
- Selling just 2 websites at \$500 will make you \$1,000.
- Continue repeating this strategy for more profits in your business.