

# 018 - Flipping and Strategic Growth with Jaryd Krause

**Jaryd Krause 0:00**

It can take some serious time to get ranked and Google just really puts you through some rigorous tests, like you said is, you know, you've got you create your content, you try to get ranked for keywords, then you've also got to make sure that you're an expert in that in that particular nation and show Google that as well, so you can build that trust with Google and also to build that relationship with the new viewers that are coming to your site. It takes some serious time. And so you basically when you buy one of these sites as you're, you're buying authority, right, you're buying something that has authority and has a proven track record, and Google's already put it through the test. And you're buying something that has been through the tests that Google saying this is valuable, this is worth us ranking and pushing traffic to it. And that's a very attractive thing because like you said, it takes a serious amount of work before you end up retrieving a return on your best winning content and SEO.

**Intro Music 0:59**

Welcome to the SEO leverage Podcast, where we talk about search, marketing, and conversion.

**Gert Mellak 1:08**

Hello, welcome. My name is Gert Mellak from SEOLeverage.com. This is Episode 18 and today, I'm really happy to welcome a special guest. Very often on this shows, we talk about how we can grow our own business and very often it's not only on our own side, how we can grow it, but it's other sites. Welcome Jaryd Krause from buyingonlinebusinesses.com. thank you so much for taking the time today.

**Jaryd Krause 1:35**

Thanks so much. You've been on my podcast a few times and I'm glad to come on yours. And we've had so many great conversations. Looking forward to this.

**Gert Mellak 1:44**

Absolutely. So am I and I'm really, really happy about about us being connected more and more, because I've learned so much about the buying and selling website space, which is definitely one of the growing industries, I think, when it comes to online businesses, making money online. We have seen sites like flippa.com, getting more and more popular, Empire Flippers, other sites out there being essentially the middleman between buyers and sellers. We see more and more people buying websites in order to get out of their day job, buying a website with some investment and, and trying to make money on a regular basis of buying a business that already exists. This is really interesting. People not do not start from scratch so much anymore as they did maybe a few years back, the idea of buying something that's already

working is definitely interesting. For the listeners who might not know you, could you give us a little bit about your background information, about your background, your backstory, how did you end up being the expert here in the industry for buying and selling websites?

**Jaryd Krause 2:53**

Sure, I won't make it a big long story. But I was the guy who wanted to get out of my job as well Gert and it's just, I used to be a plumber, right? So I used to be a plumber and I hated it. Big, big hours commuting to and from work, you know, a couple of hours a day. And I did this all. Alright, if I want to make money online and just start my own online business. And the reality is that 90% of startups fail, and I tried two startups I failed them both. And I went back to plumbing with my tail between my legs and thought, alright, I've got to work something out here. And I came across that stat that 90% of startups fail. And then I thought, Well, how do I how can I buy one of these businesses. And then I found this website flipper that you just mentioned. There's all these other website brokers like Empire Flippers and Effie International. And so what I did is I took a little bit of my money in my savings that I had in the stock market, and I bought my first website business. And I did exceedingly well. We got a 30% return on investment in the first year, and it just kept growing. And then I bought another one got a better, better ROI, and then I bought another one. And then pretty soon I had three businesses and I was off traveling around and surfing around Central America and South America. And I was on a business retreat. And I was trying to grow my businesses. And then everybody else was trying to start these on these online businesses. And people started asking me like, well hang on a second, how do you buy these and then I found that there was a real need for people wanting to purchase those businesses. So then I created a process and a system and have that community and the podcasts and all that stuff that we have today where we teach people to buy the website businesses.

**Gert Mellak 4:32**

That's amazing. So you you essentially have a membership also for listeners, if they're interested in this buying or selling websites base they can head over to buying onlinebusinesses.com and become a member of your community where you simply teach this stuff right on what to take into account. How to how to make strategic purchases sales are things like those.

**Jaryd Krause 4:54**

Yeah, yeah, sure. Like if I'm, if people want to like maybe first just go away and check out some of my content. on YouTube and on my podcast and see if you like my vibe. And then if you feel like you want my help to buy a website, yeah, I have the have the zero to hero sort of course, I initially started because I wanted to help trainees in Australia get off the tools as well. And then we started rolling over to other countries, America and Europe and the UK and stuff like that now. We yeah, we help everybody from all walks of life. So yeah, if people are interested, I can just check that out.

**Gert Mellak 5:30**

Awesome. That's amazing. And today, I want to talk about, first of all, about buying websites, going to take talking about selling them afterwards. But buying websites, I think, is really interesting, for two reasons, really, from my point of view as an SEO consultant. So we have one person right now starting a site. It's a phishing site, for example, and they were planning to start from scratch. So my suggestion was to see if there wasn't an existing website in this space that could really purchase to save them or give them essentially a head start. So what happens usually in SEO is when you start a project, your site is in the so called sandbox, which Google denies access. Essentially, what happens that if it exists or not, what happens is the Google doesn't trust the new site. So they need a lot of signals around this new site, links, social signals, etc, to start trusting, decide enough to start ranking. And before it ranks on page one, you're essentially not getting traffic. So this is very often the time spent off a few months, which is what people are not really taking into account, right. So they start a startup business from scratch, spend a lot of time creating this initial content, and wait for this period for Google to start sending them traffic. And purchasing an existing site essentially is a little bit of a shortcut here. So we can purchase an existing site, even if we slightly go off the main topic the site has, it's still a site that's already ranking, and Google already trusts and if this is in our niche, this might be an interesting, interesting option. The second thing I would say is strategically saying, okay, there is a competitor, or there is a site, maybe not even a competitor, but a site that gets a lot of traffic in my industry, I want to be dominating and decide might be open, open to purchases, we just say these are these are, like, two valid reasons in this space?

**Jaryd Krause 7:27**

Yeah, the first one is, is incredible. And this is why I got started is because it can take some serious time to get ranked. And Google just really put you through some rigorous tests, like you said is, you know, you've got you create your content, you try to get ranked for keywords, then you've also got to make sure that you're an expert in that in that particular nation and show Google that as well. So you can build that trust with Google and also build that relationship with the new viewers that are coming to your site. And it takes some serious time. And so you basically when you buy one of these sites is your your buying authority, right, you're buying something that has authority and has a proven track record, and Google's already put it through the test. And you're buying something that has been through the tests that Google saying this is valuable, this is worth us ranking and pushing traffic to it. And that's a very attractive thing, because like you said, it's takes a serious amount of work before you end up retrieving a return on your investment in content and SEO. And then the second one is, the strategic biases is quite cool. Where what you're basically doing is you're buying market, you're buying a part of the market share, you're taking over particular market share when you're doing a strategic buy. For example, in I've got a client in my mastermind who owns quite a successful business in the medical niche and has a medical apparatus. And they're doing very well and they want to spend some money and buy market share. So they're looking at buying content websites that are ranking for great keywords and have a bunch of traffic have good SEO, they want to buy those types of businesses in that medical space in that medical niche with that apparatus so they can buy market share, and buy traffic and instead of like buying YouTube ads and Facebook ads and all that sort of stuff, Google ads, LinkedIn ads, Twitter ads, you can just buy traffic by buying

a website business and it's quite quite cool and quite attractive and you can still service them with the original services and the products that you can own them and then you can adapt them and mold them and then also filter people through into your main hub business or your foundation business and it's really cool. We start to see bigger brands start to do this and private equity firms do these very strategic buyers and you don't need to have millions of dollars to do it at a level. For a regular person you can purchase these business for 10,20, 30,50, \$100,000.

**Gert Mellak 10:03**

it's absolutely absolutely fascinating really, because I love that you bring up the the ads budget people spend, because very often you're going to see startups worrying, they're not getting traffic. So they spend a few 100, a few \$1,000 in the first month on ads to bring in traffic and see just moving, see the analytics moving, see the conversions, going up making maybe making a sale once in a while. But essentially, if they take this money and say, okay, I'm going to purchase more websites 5, \$10,000, it's probably and I have an asset really, that I can build upon, it might be also a fast track, but a better long term investment.

**Jaryd Krause 10:42**

It really is because when you, we're just talking about this before, is my Facebook ad account got shut down. So I'm wanting to purchase traffic, right, I'm wanting to purchase traffic, but actually can't. But if I own the traffic, it's a different story. So if I went out and purchase that part of the market share, then I could, you know, I could own that traffic. Yeah, we're still, you know, got to make sure we're ranking in Google and all that sort of stuff, but I own that traffic that's coming to that website and if Google decides to, you know, have a bit of a hiccup and change algorithm a little bit, we can alter things and change things with our SEO, Gert, but we've also got an email list that we can send traffic to our site as well. And one of your good buddies talks about owning the race course. And that's what we want to do is we want to start to own the race course and buy strategically buy traffic and businesses.

**Gert Mellak 11:39**

A big shout out to James Schramko. Here, he essentially came up with this concept. And if somebody doesn't, doesn't know the concept, it's really all about owning the properties you're leveraging for your business, you don't want to depend on a single property that could go away tomorrow. We see Australia, Google in Australia talking about leaving Australia, due to some legal restrictions. They had issues in France, we see Google can be offline for hours, we had Google drive, Google suite, being offline for almost a day, a few months ago, I think. Even big services can go away, big services can get legal or legally in trouble. So we never want to rely on one sole tender. I say this also, because also, SEO shouldn't be the only channel you guys are having your traffic on, or get your traffic from. We just had a Google update, we see we saw a few sites being hit really heavily. And this is probably something that makes potential site owners worry a little bit now. I know Jaryd, you're very big on due diligence, you have your own framework, your own processes, etc. I'm not going to ask you to put everything out there on the podcast, but are there a couple of things you could share with our audience, they, which they should be especially taking care about when evaluating a website before purchasing it?

**Jaryd Krause 13:03**

Yeah, there are there are a fair few things. I'll keep them into a condensed form and I'll talk very high level. In that framework, people can get into the nitty gritty, and quite tactical, but one of the main things is, so we've got traffic SEO, I'm sorry, traffic due diligence, SEO due diligence, marketing due diligence and financial due diligence. Now, the traffic due diligence, the SEO due diligence is very, very important. And we've even had, you know, you help us out with a purchase of ours Gert, looking at, you know, the SEO, and doing a little bit of due diligence in that area and making sure everything ticks the boxes. Now talking about traffic, we need to get access to Google Analytics, which a lot of people listening will know what Google Analytics is and probably know Ahrefs and Semrush and all these tools are. We need to go into Google Analytics, we need to be checking, you know, are all of the, is all the traffic coming from one single source just from Google organic, right? Or is it some coming from another SEO source source, which could be Pinterest, right? And then we're getting a bunch of direct and working out where's the risk within that? So a lot of sites content sites specifically, like blog sites and niche websites is, they're very reliant on Google traffic. So we need to be working out. How can we minimize slash decrease that risk? Also, when a content site has 90% of its traffic coming from Google, we need to be looking into the Google Analytics to understand where is all that traffic going throughout the website? Is there only one or two pages that bring in majority of the traffic and if so, there's coming back to own the race course is like, we don't, we've only got to ink like traffic streams, which means we've got two revenue streams because if one or two of these which say bring in, say one brings in 50% traffic, one article, one page and then another one brings in the other 50. If we lose one to Google debunking that keyword or that page, then we can lose 50% of our revenue as well, if we're using ads and affiliate links. So checking out the Google Analytics and checking out the traffic is really important, looking at the spikes, the dips and the main question I like to ask throughout due diligence Gert is, is why right, why is that spiking? Or why did it dip? And it's not just know why did a dip so I can prevent that happening again, with the traffic, but also asking why did it spike in that certain month or that certain period of time, because when we know why it's grown, then we can do more of that to grow the business. So we're looking at not just risks, but we're also looking at growth opportunities as well, at the same time when doing due diligence. Then we have SEO due diligence. So going in, putting that website that we're looking into Ahrefs and looking at the backlink profile, right. Sometimes sites have a bunch of backlinks, and they may report, they may have bought a bunch of backlinks, and they're just spammy and not very good authority, low DR, not even relevant to the niche that the site that we're looking at purchasing is, and as you guys know, yourself specifically Gert, is that Google does really dislikes this. So you could be up for another penalty from Google. So traffic SEO, sorry, traffic due diligence, SEO due diligence really important and then we have marketing. So we may be looking at into the Facebook accounts or the Google accounts and seeing what's working, and what's not working and why? Also asking, you know, what sort of results is this marketing getting? What's our cost per acquisition? Right? Can we can we predict how much is how much we're making in profit, and how quickly we can scale this business, if we know our cost per acquisition price. So then we have financial due diligence as well. Financial due diligence is very critical. A lot of people rely on the brokers and the sellers did, is send them a Google Sheet that has a bunch of figures in it. Now anybody can

give you a Google Sheet with a bunch of figures in it. That does not mean the business is making that actual amount of money. You need to be able to get access to the business's merchant account, or they're using AdSense, their account or their affiliate account. Now you don't have to have admin access, right, you can just have you as access like you would get with Google Analytics. So those four things are really, really critical, you need to be out of there, you need to be in a verify a lot of the things throughout due diligence, and I could go on and talk for hours, and hours and hours and get into all these different things within that with in and under SEO, traffic, marketing and financials. But we don't have time for that.

### **Gert Mellak 17:51**

And I think I think you have been sharing much more than I than I expected you to share here openly. I really like to just say, to ask why this is. My team, probably when they listen to this they, they're probably going to laugh because I am more focused on that train people in SEO and more focused on the why, something is important, than really on the how because the how, we can figure this out have our internal processes step by step. But if I have a person that doesn't understand why we need to optimize a meta title, why we need to put in an alternative text, why we do internal linking and link a certain page to another one, we have a really, and this is where very often when when I take out sites from flipper for for myself or or some of your sites or in general a site that seems to be doing really well. I tried to ask why are they there. And sometimes we see sites, and they have just have been auditing many, many sites in after the last December update. For example on Google that had a drop that came to us then to audit the site and see what needs to be fixed. I have to say that many of them did not deserve the traffic they had. So the question of why does this get this traffic? And if it can really justify it, honestly and say, 'Okay, this site is amazing, on another site, one of your sites be checked out to as I look at the site is amazing. You never know if it's going to drop a bit, right? Because Google just shuffles the cards, and then might bring it back up a few weeks later because they got something wrong, etc. You never know if it's going to drop or not. But the really heavy, heavy drops I've seen where people lose 50, 60, 80% of the traffic, essentially with an update, they could have seen the early warning signs. And this is where our ERICA framework essentially starts where we just revisit the entire situation every couple of weeks and sometimes it's me telling the client, 'Look, this page is ranking well but I don't think it's going to rank well for too long because it doesn't deserve to be there'. Let's find a way to make it better to make it more valuable, make improve the user experience, improve the content, connected more to the rest of the page, so we can really rely on more on this page being around. it's definitely important to ask, why do the spikes happen. We also had a project, I think, on a site that had a very nice growing tenancy from October, November, December more and more traffic more and more traffic, they were going to sell this page, and then it dropped in January. And it turns out, it was only Christmas related. So there were was one page ranking very nicely for Christmas related, Christmas related traffic. So the overall Google Analytics looked exactly as you want. This isn't site is only going upwards from October to December more and more and more and more and more. But then it really took an earlier and a deeper analysis, like you say, wait a second, what is what are the URLs that are really bringing in traffic, you asked why you see this as a Christmas URL. And you know the why. And you can then say, okay, apart from the Christmas URL, everything else is below 2% traffic, and you have a very good feeling of what the real

value might be. Or it can at least give you a leverage when you negotiate with this with this seller and say, Look, nice progression. But we know what you already know that this is only Christmas related, for example. So I think this is this is a really good, a really good point on traffic in general. On backlinks, backlink profile analysis is a little bit tough. I think, very often it takes specialized tools, and probably some SEO help to really dive into into backlinks a little bit more, but we can see some some things are just really, really obvious. So if they get links from completely unrelated sites, it might be a red flag, right?

**Jaryd Krause 21:42**

Oh, yeah. I mean, if if, say for example, you've got one referring domain that's just so non relevant to that particular niche of the site that you're looking at buying and that they've got a lot of links from that main referring URL. They somebody could have just bought that link and just say, Can we get all of these links, and just make it look like it's got a lot of links, but a lot of links doesn't mean more traffic and more authority. It's, you know, we we often hear the less is more, right? If you can focus on less, but better, you can get a better result. And it's it's easier to so yeah, you're spot on. I love that you talked about the Christmas, you know, it started that content started scaling up throughout October, November and December, then it has dipped straight after. And I'm a part of a program of an ad network called Ezoic and Ezoic is helps people put ads on their site and they really use AI to make sure that better ad placements for these particular sites. And they have so many users and so many websites linked up to their database. And on our last call, I think it was a month ago, they showed the average trend old traffic, all the sites that are linked up to that ad network. And you could see that January is always the lowest month in traffic and ad revenue. And December's always the highest. And there's always a steady, steady incline and steady growth. And it's been like that for the last three, four years. And so when you're thinking about purchasing a business, that can be a quite a strategic thing to understand. And also when you're thinking about selling a business as well, you know, like that person was wanting to sell that business and they come to sell it in January. Well, it's like, well, how come the whole, most of the back end of last year was really good, but now it's not. And some people just go, well, maybe it's a Google thing and they don't actually understand that that's the cycle that a lot of these websites go through.

**Gert Mellak 23:50**

Absolutely, absolutely. I think that's a very, very important point. So the other the other thing I really liked was predictable profit through marketing, I think this is something most people are not taking paying attention to is that, if a porter decides Flippa, Empire Flippers, FE International, they all usually show what or tell you what the revenue is or the site owner's telecard from what their monthly revenue is. But obviously the relevant revenue depends on a lot of things and essentially on the rankings decide already get and the rankings then again, depend on backlinks etc. We have seen examples not sure if this happens too often. But we have seen examples where a site suddenly after right after being sold, lost a few links where you could kind of tell it probably the seller probably rented a few a few really good links to to increase ranking, sold a site and then stopped stopped those links being ranked in a lot of links that suddenly stop pointing to a site are probably not the best thing you can you can get from Google. So due diligence, I think is extremely important. I think it's extremely complex. So

having a good framework where you really analyze all the steps before you make any major investment. I think it's definitely something that's really, really interesting. Where do you see the affiliate space go in general? So I'm well, and the reason I'm asking is because I've seen very typical affiliate sites. And when I see typical affiliate sites, I'm talking about a site that has no contact page that has no about page that has no phone number, where you have no idea who is behind it, it's just full of offers product comparisons and links to Amazon. Where do you see these sites go?

**Jaryd Krause 25:30**

Nowhere, I see them going, going, going, going, going gone. I think it's only a matter of time until Google, as you know, is gonna just say, Look, how can I present this to our users, when they ask a question over something that's far superior, that set where somebody has an established brand in that niche, and they're the author of this site, and they've got accolades and certificates and stuff like that, how can I actually produce this put this in front of a user against against that person with a good brand and a good DRM, that sort of stuff that, what scares me is that a lot of people are stuck, like, there are a lot of people that just start website businesses, and then sell them, they start them to sell them. And that's their business. That's their business model. That's how they make money. And they it's very easy to start websites rank for certain products that they can see in a particular niche, and just do the 10 best of things. And I actually saw a fair few times last year that there was like, best 10, best of whatever.com, 10 best of this niche.com, 10 best of this, and you know, even just the 10 best of technology and it could be something from all the way from TVs down to smartphones and Apple watches. And that's super broad, it's too broad. And when you've just got a site that's just reviewing the best of things, then how can you actually have trust in the person that's reviewing it. And that's what's really important, I think, not just for Google, but for the user now. So I can definitely see that these affiliate sites are gonna be left behind. And I'm really glad because that means a lot of people that are starting these websites to sell will no longer be able to do that method, right, create those types of businesses. Overall, online businesses are going to get better, especially in the affiliate space, especially in the ad space. And I'm really excited about that, because I like to tell people not to get a good deal on a business. But I like to follow what Warren Buffett says he says, it's better to buy a good business at a fair price than a fair business at a good price. And we don't just want to get a deal. We want to actually find something great. And the sites that are just logging any affiliate product and not great with out, you know, you can't hide behind a screen anymore. And I'm really, I'm really glad about that. Because when you can hide it, hide behind the screen as a website owner, or a business owner, then nobody can be accountable. Right. Nobody's accountable to that to that entity. And that's just not good for us as consumers or website traffic at all. And I'm really glad that we're gonna be left behind.

**Gert Mellak 28:35**

And definitely this year, in the same way. I think we talked in on your summit about E.A.T., expertise, authoritativeness, trustworthiness, we're not going to go into detail here. But it's just really important to know that when you have a website, whatever niche it is, really, first of all, you need to say who is behind the niche? Why do you have the authority to talk about these



things? Why do you have the experience, if a user has questions, they need to have a form to contact you. And a way to contact you. And I think I also think and this is what I'm seeing that anonymous affiliate sites have an expiry date that's going to be random in months, then years, we have seen huge drops of these kinds of sites. And many of them have clearly been built with the intention to sell them. So this is essentially the flip side of all the other other products right so we we recommend buying an existing business because you save time others focus on on building something from scratch to sell it as soon as possible for some some profit to get rid of it before it drops. So you definitely need to do our due diligence. I want to touch upon one more aspect. I think that could be interesting for our audience. Most of my clients, most of our audience are site owners and business owners, they want to grow their own business. They have a site and Google is one of the main traffic sources and one of the main maintainers were to get leads and sales from. But at some point, I also talked sometimes to people who kind of lost momentum on their website and would want to move on. And then the question of whether their asset, the asset they have been building over many years can be really sold and how to go about this. So I was wondering if you could speak a little bit to that particular case. And ultimately, everybody wants to get the highest price for their, for their work, essentially, for their business, when they sell it? Are there any things they should, that are really going to drive the price up, they could pay attention to ahead of time and say, Okay, I want to sell this business in during this year, but we are in March, are there any things I can do to increase the value of my business until I'm ready to sell it?

### **Jared Krause 30:56**

Yeah, there's so many things you can do. I don't know where to start. But let's start with the not actually growing your business. So I know that sounds counterintuitive. A lot of people like I want to grow this business as much as possible in the shortest timeframe so I can get a really good sale price. If you take your, if you take that energy you have towards growing that business to sell it, you could still make as just as much money, if not more money by de-risking the business. So sometimes people say, Jaryd, I want to buy this business, I want to go out this way, I say that you could you could flip a business, you could buy it at x price and all you need to do to sell it at a higher price is just takes take away some of the risks. So for example, if your site has a lot of traffic coming from one single source, right, or, you know, say two of those keywords, make sure you can get some more keywords ranked right, not only are they going to help you grow, but it's also going to de-risk the business and the less risky a business is, the higher the higher, somebody's going to be able to pay for it, right? Like I said before, what Warren Buffett says it's better to buy a good business at a fair price than a fair business that's got risks at a fair price. So what I and a lot of my clients are looking for is really good businesses that have very little risk. So you don't really need to focus on just the growth strategy alone. But often, the risk minimization strategies are going to end up being the growth strategy anyway, and it's going to help you get a higher price for your business. There's also a fair few other things you can do as well. One is something that you we talked about and alluded to previously is that if you know that you've got a seasonal business, then sell it at the right time, sell it when it's going through the season and before that season actually ends because then that person who is purchasing the business knows that they're still going to make a bit of ROI quite quickly, and you can sell it for quite a decent price. Another thing a lot of people would like to do when

they're selling a business is they decrease the expenses. Right? Now, I'm not talking about what you were saying before is renting backlinks for a certain period, and then just stopping that and decreasing that expense. That's not a good evergreen strategy for business at all. And so what I'm talking about is that if you've been ramping up content over six months, and you want to sell your business after another six months, after you've finished ramping up content and slowly roll out and decrease the amount of hours that your team is doing. Right, you can decrease the amount of hours that your team is doing, which can minimize expenses, and you can remove some of the tools that you don't need. So a lot of people that are selling content websites in a particular niche, they may have had two or three days writing content, keyword research, doing some backlink building and some outreach. What they'll do is they'll just stop using them for maybe six months and they'll value the business over a six month period without those expenses, and they'll achieve a higher price of the business when they sell it. So that's something to think about as well.

**Gert Mellak 34:11**

Absolutely. I really love that. So risk is definitely something you need to minimize when you buy it. And whatever you can see that minimizes that risk is going to help you make a positive purchasing decision and it comes back to things really like checking out how many URLs you rank how many keywords does this rank for? Is this relying on one or two URLs ranking well and Google might drop them? Or does this have a big portfolio of URLs with great user experience etc. and it's in a safe place. Mentioning user experience here probably could be something also if we talk about de-risking of business increasing the user experience should not impact rankings you have on negatively rather rather positively so styling formatting, structuring, adding tables of contents and things like those, we really like these days to navigate from a mobile phone, mobile optimization, etc. I think all these things are definitely things that can be the focus, and ultimately also going to grow the traffic because Google is going to give you the benefits for, for an increased user experience, faster site, etc. And it doesn't necessarily be more more content or more links just to drive those rankings. There are other things that you can do to automatically de-risk this, this aspect. So I think we got a lot of learnings here. So starting from strategic purchases, purchasing sites to increase market share, so we don't always have to build something on our own site, we could purchase a site and connect this to our affiliate network and get leads from another site. Or we can merge them we can purchase a website and then decide, 'Do you want to? Do we want to redirect articles from that site to our articles on our site? Or do we want to keep the different different brands alive, but strategic purchases, something I think only big investors think of, but sometimes even for smaller businesses, it might make sense to spend five or \$10,000 on an existing business is already ranking for 20 queries where we want to rank and save us countless hours and, and money on link building on team etc. to build up this asset. We talked about due diligence, where the big Why is really the big things that we want to ask why do I not see the full history of the traffic? For example, and only the last few months? Or, or why's did this tape? Why did this? Have a spike in traffic?, use the tools get some expert advice, take a look at the marketing is there a predictable strategy does it only rely on SEO or other other marketing channels that are also driving traffic here. And also in terms of financials, trust the seller, but verify, I would say trust them the data but ask for verification, ask them for it's probably fair to at least ask for a screen

share where they show you the the affiliate account or showed you the Google Search Console etc. on a screen share. And you can verify if the things they state as really, really relevant. And then when it comes to selling your own website, I think it was excellent advice to lower the risk rather than aim on on growing it a bit more. And the thing is, is also something that relates a little bit to the brands or whatever you can do for your brand in this period to be stronger, be more well known, maybe more searched for if the brand of the website gets a lot of search hits. It just ultimately speaks to the brand and Google seems to have a very strong shift towards bigger brands or bigger or well known brands. I remember Gary, I think it was Gary Vee I heard years ago saying ultimately with all the Google changes, artificial intelligence and all the competitors, etc. It's going to be the brand that really counts. And I think I'm happy to see that also, in the website flipping space, this starts to be a thing. So forget about the anonymous website that make a few \$100 every, every month, try to build a real business you identify with where you provide real value. And this seems to be a long term strategy as we have learned. I really want to thank you, Jaryd for your time. I think this was excellent advice. If somebody wants to get in touch with you what would be their best way.

**Jaryd Krause 38:28**

Thanks so much for having me. It's been a pleasure. I've really enjoyed talking. So if you want to find out more about me just go to [buyingonlinebusinesses.com](http://buyingonlinebusinesses.com) and you can contact me there as well. Just my email [Jaryd@buyingonlinebusinesses.com](mailto:Jaryd@buyingonlinebusinesses.com).

**Gert Mellak 38:43**

perfect. Well, thank you so much. If you're listening to this show, and you're interested in getting into the buying or getting more information, definitely check out your podcast, there's gold in there in every single episode. So definitely take a look at this if you think you are about to purchase a website also count on SEO Leverage to maybe help you with a due diligence. Jaryd has an awesome framework. We sometimes work together on checking out the SEO part of things and can definitely help especially things like backlink analysis, etc. Needs specialized tools we have as an agent agency, and it really pays off to be aware of the potential risk you're essentially confronted with before you purchase make a purchasing decision, especially on higher ticket size. Thank you so much, Jaryd. This was Episode 18. If you want to read the show notes, listen to this again, head over to [SeoLeverage.com](http://SeoLeverage.com) slash podcast, I'm Gert Mellak. Thank you so much.