Article #6

Why do people buy turnkey sites?

Just in case you're unaware, turnkey sites refer to websites that are operational but have very little content and have absolutely no traffic. In other words, they are virgin websites. They're very similar to a car you drive off the dealers lot. It hasn't been operated for an extended period of time. If it's a delivery truck or delivery car, it obviously hasn't made money yet.

That's how turnkey websites work. You may be thinking given how spare and basic these websites are, why do people buy them in the first place? You have to understand that putting together a website is not a simple matter of getting the right design, right graphics and putting together some content and slapping it all together.

It would be great if that's all it took. But you have to find the right domain. You have to install Wordpress. You have to install the right theme. You have to upload everything. You have to input the content. You have to tag it the right way. You have to format it. You have to also add pictures. So on and so forth.

There's a lot of work involved. I wish I could tell you that that's all the work that it requires. Actually, there's something more fundamental to all of this. You have to pick the right niche. In other words, you have to pick the right subject matter for this website to make money, theoretically.

Believe it or not, this is actually the hardest part about setting up and running an online business. You have to be in the right field. Otherwise, you are just wasting your time and will end up spinning your wheels contenting yourself with chump change. Sounds harsh? This is reality.

The whole idea of the website is that it targets certain categories of information. People looking for that information will see the content on this website and if its SEO is set up properly, it will attract those people. When those visitors see that type of content, they would also see ads and when they click the ads, that's when this website can possibly start making money.

That's a lot of work. That's a lot of advanced thinking. That's a lot of planning. These are the things that people buy. They're not just looking for a website that's been slapped together. If that's what they're looking for, they can do that themselves. There are all sorts of “what you see is what you get” type of automated websites out there.

Basically, they would fill out a form and then just keep pasting stuff on to a dashboard until they click a submit button and out comes a fully operational website. Well, people who buy turnkey sites know that it's a complicated process. They know that niche selection is no joke.

This is why it's a good idea if you are thinking of making money off Fiverr to sell turnkey assets like turnkey sites instead of selling your services directly. To figure out how to do this and to get a clear understanding of the advantages and disadvantages as well as the steps you need to take, click here.