



## 7 Things You Can Do to Get the Best Sale Price for Your Web Business

### **1. Take your top five highest-performing pages in terms of revenue, and do conversion rate optimization.**

If you have a content site that is making money and has a decent level of traffic, this is the quickest way to increase its value. Do the same with SEO - get a tool like Clearscope or Surfer SEO, and target those top five pages. Look at keywords that are on, say, page two, or positions four to eight. Optimize them and see a boost in your revenue rate and traffic.

### **2. Sell before your business starts declining. It's best to get into maintenance mode before you sell.**

Growth is good, but maintaining performance over an extended period offers a consistent history of sales that is attractive to buyers.

### **3. Stick with white hat SEO. High-intent, organic search traffic is one of the highest-converting traffic sources you can possibly get.**

Blackhat SEO still exists. Don't be tempted. All it offers is risk, which you don't want when you're trying to sell your site. Legitimate SEO gets results, and you get to sleep at night.

### **4. Think about how you can get an audience coming back over and over.**

Whether it's monetization, site speed or ads, opt for whatever offers the best user experience.

### **5. Consider monetization platforms like Ezoic, Mediavine, AdThrive and MonetizeMore.**

### **6. Email is the most important thing you can do for your valuation if you use it right.**

People talk about email dying, but it's as solid as it was a decade ago. Building a list is a great way to increase your valuation. Make sure, however, that you actually email people. A list that brings in no revenue is of little to no value.

### **7. Once you've accelerated your email list, product creation can be the next natural move.**

When you've got a great, active list, the next question is what to sell. It could be software, it could be services, it could be e-commerce.

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