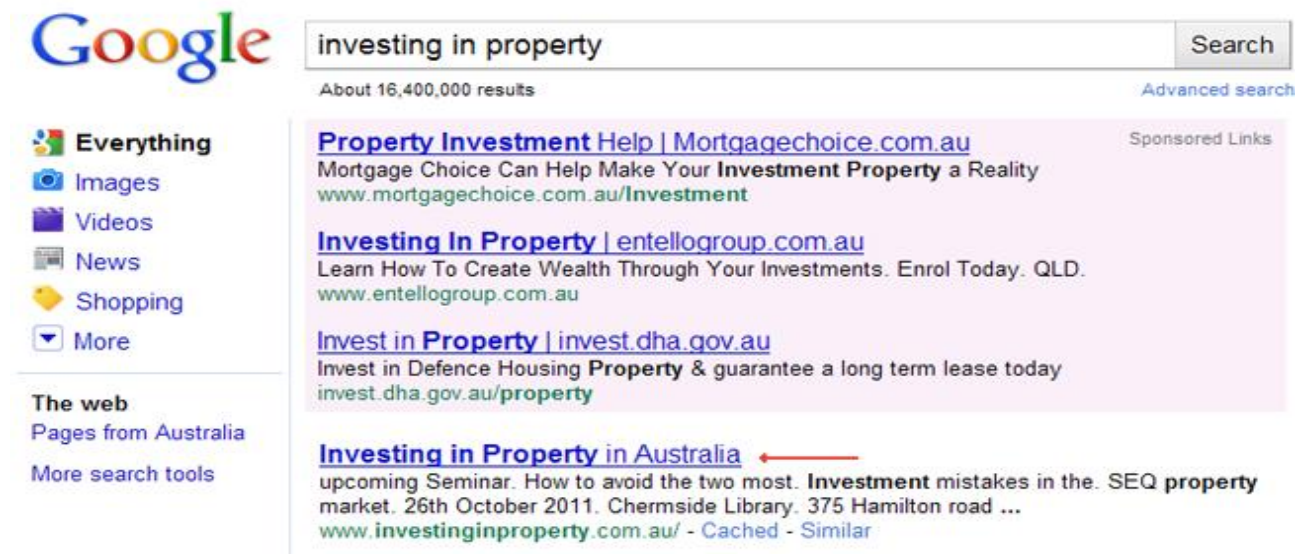


Website Opportunity www.InvestingInProperty.com.au

This website offers a chance for the buyer to instantly command a niche at the top of Google. Having worked on real estate sites the most important factor is to have a niche that is at the top of Google. Unfortunately being on page 2 on a highly sought after term is not as good as being number 1 in a niche.

#1 in Google on "Investing In Property"

Note the 3 results above are paid listings (Sponsored Links) this result is taken 2-Dec-2011



Recent sale of similar domain name breaks record in Australia

<http://www.smh.com.au/technology/technology-news/domain-name-record-smashed-after-schoolboy-error-20110915-1kb4m.html>

The domain name www.InvestmentProperly.com.au reportedly sold for \$125,000

This was for the name only not a working site or position in Google.

Please note "Investment Property" is a more popular search term in Google than "Investing In Property".

Statistics of Visitors

We can provide detailed Google Analytics data for the site.

Information includes -:

- Keywords used to find the site
- Number of visitors and duration of visit

Age is good for Google

A site that is established in Google is far more difficult to move from the top position. Since it has established trust it can be very difficult to disrupt a site that leads.

Use it to launch your venture

This site has a broad area where it could benefit ventures including -:

- Real-Estate sales
- DIY Superannuation
- Mortgage Loans and Finance
- Investing

From my perspective this site offers an opportunity with room to expand. Having created successful sites across for a variety of industries – this particular site has excellent potential because of its position in a niche.

System Changes – Further Development

When you purchase a website you do not necessarily need to keep the same system in place. This site has many back-end systems that can be maintained or upgraded (replaced).

I am particularly interested in taking on this site in the long term because I can see there is potential for growth in an area dominated by the large sites. This is a chance for a small to medium organisation to attract clients in a very competitive market on a well defined niche – “Investing In Property”.

I would be available to work on strategies to maximise the value of this site and have not worked on this site at all in the past.

About Us

Phil Hoile lectures at Griffith University in e-business advanced e-business, e-commerce, User Interface Design and other IT subjects since 2000. A web developer since 1996 specialising in programming Content Management Systems and combining Java, JavaScript, HTML, XML, databases and Flash into sites for existing clients. My interest in search engine marketing stems from a desire to improve client outcomes.

Having worked as a web developer and SEO spotting market trends, niches and establishing the real value of a website are skills I am constantly evolving. It is really about adding value to a client via their website.

Disclaimer

This document contains information presented as personal opinion. What is presented in this document is the opinion of Phil Hoile at the time of writing. Information has not been independently verified with no representation or warranty, expressed or implied.

Google is a dynamic organisation and although as an SEO I have consistently had sites at the top – there is no guarantee that future changes to Google do not change the positioning of any website.

No one can guarantee a site will stay at the top of Google.

Google also presents search results in a variety of ways – some clients do not realise that when Google personalises results you may not be seeing what others see. We try to present what the real world would see in searches.

I would receive a commission from the owners of this site for any successful sale via this proposal and am interested in the continual development of this site.

Detailed statistics and strategies are available to interested buyers.

For any further questions either about this proposal or any website strategy please contact Phil 07 55320651 or mobile 0423 926 852.