

Website Investing Done Right

Because there's a wrong way to do stuff y'all

Slides:

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About Me

- Working with content sites since 2012
- Focus on affiliate sites, infoproducts, and a few services
- Founded HumanProofDesigns in 2013, scaled to \$1.1MM in 2018
- Founded OnFolio in 2018
- Last 12 months turned \$225k into \$457k investing in websites.
- Work on my own portfolio and with investors.
- Lived in Taipei since 2008

Why Invest In Websites?

1. ROI
2. Already established
3. Affordable
4. Gains Brah

Average Site Sale Price is 30x Monthly Net Profit = 40%

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Why Not Invest In Websites?

1. Risk
2. Lifespan
3. Capabilities
4. Never truly passive

Paying 2-3 years EBIDTA (annual profit) to buy a site with less than 2-3 years history can feel illogical.

Types of Websites

- Dropshipping
- eCommerce
- Content
- Single Page
- Forums
- Infoproducts
- Services

Different Types Of Website Investing

- Flipping/Fixing/Bargain Hunting
- Buying and holding
- Buying and growing and selling later

Flipping/Fixing/Bargain Hunting

Flippers buy websites, and try to sell them for a huge profit in a short period of time.

They look for sites with unrealized upside, often sites that aren't really all that great.

Bargain hunters look for sites that are underpriced, which usually means they have some inherent issue.



It's far better to buy a wonderful company at a fair price than a fair company at a wonderful price.

— *Warren Buffett* —

AZ QUOTES

Buying And Growing

Buying and holding, or buying and growing, is much more stable.

You buy good businesses, ones where you don't need to grow them, but you try to grow them anyway.

But....How Do We Grow Them?



Donald J. Trump ✓

@realDonaldTrump

All you need to grow a website is more content,
and more links. Sad.

RETWEETS

8,092

LIKES

23,668



2:24 PM - 05 Jul 2019



262



8K

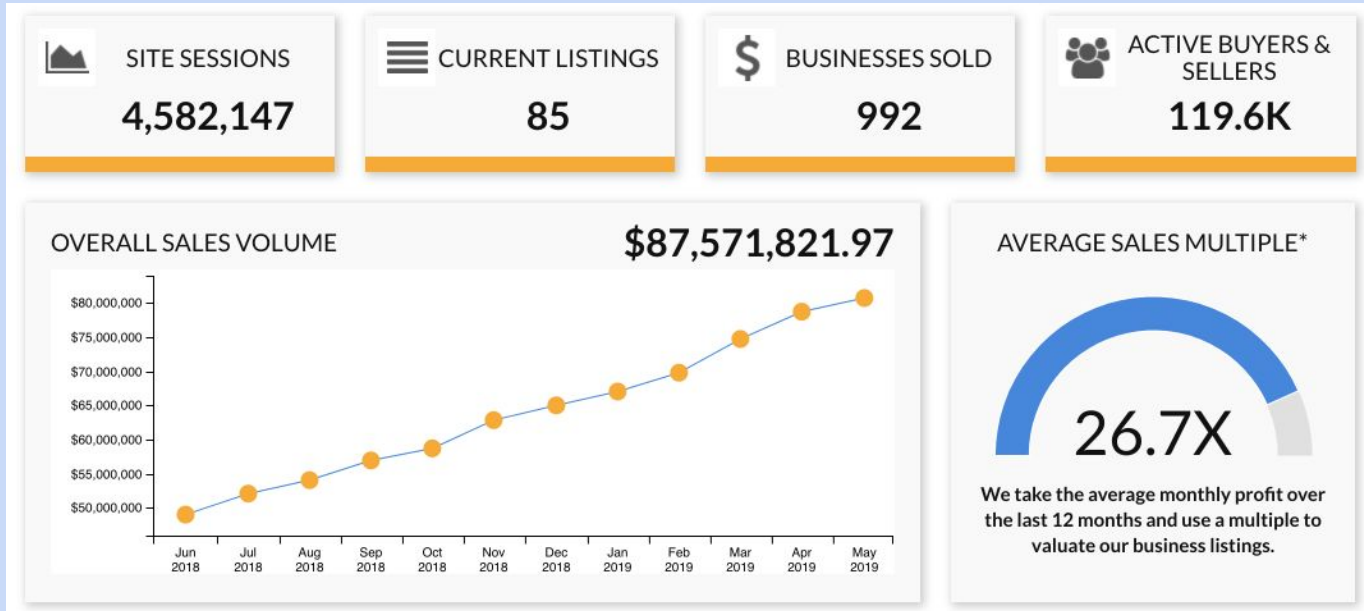


24K

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Valuations

What's a good price for a business? [Empireflippers.com/scoreboard](https://empireflippers.com/scoreboard)



“

PRICE IS WHAT YOU PAY. VALUE IS
WHAT YOU GET.

”

-Warren Buffet

#FFF

Focus On Quality

You're far less likely to get burned buying a good website, and there are still great profits to be had.

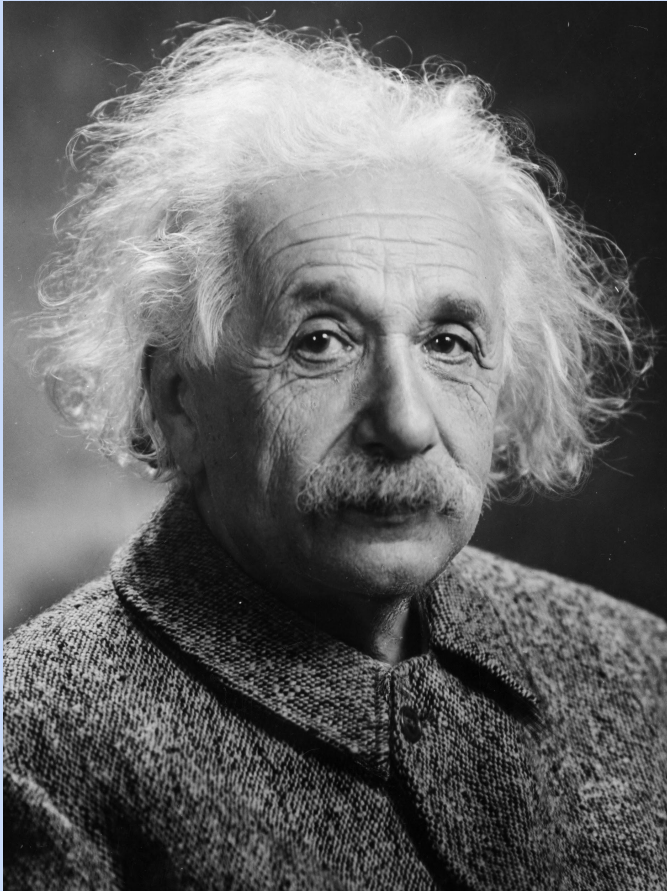
Recent Case Study

Bought a site in May for \$80,000

Added some content, changed a couple of affiliate links

Site value now: \$144,000

I paid 36x for this site.



“Some website multiples are high, but you get good quality. Other website multiples are low, but you get garbage.

All website multiples are relative.”

Albert Einstein - Theory of Relativity

Bonus Tips

- You can scale vertically better than horizontally
- Bigger businesses come with more expenses baked in to P+Ls
- Simpler businesses are often much better
- Always check for recent updates
- There are still many tricks that can be done to get quick wins with quality businesses too, it's just more about the mindset.

Q&A

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