

Content Strategy

Overview

Website name: Motion Invest

URL: www.motioninvest.com

Owner(s): Kelley & Jon

Website niche: Buying/selling websites to portfolio owners

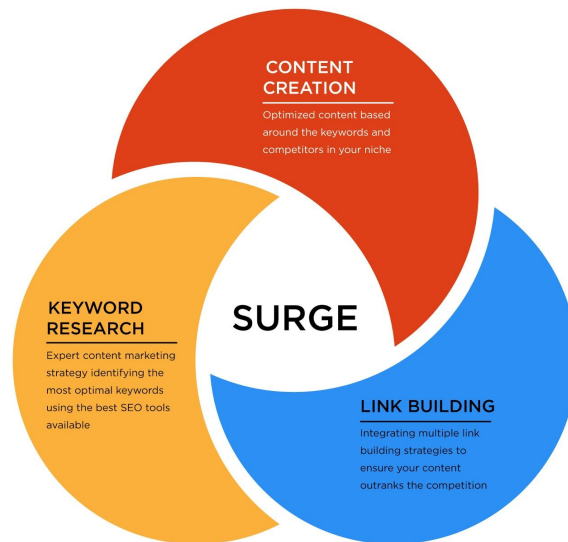
Website objective: Increase traffic and sales through the website

Disclaimer: This strategy was created together with the co-founder of Motion Invest, Kelley. Due to the detail and in-depth knowledge required to complete this article, the Content Strategy required us to lean on the expertise of the team at Motion Invest. Had we not, the article's contents and quality would have been sub-par.

Objective

The purpose of this Content Strategy is to identify specific keywords based on deep keyword and competitor analysis, develop an article outline, and identify link building strategies, in order to create a content strategy for Motion Invest.

CONTENT SURGE STRATEGY



This strategy is developed using expert analysis and research from the Content Surge team, as well as multiple SEO and keyword tools, including SEMrush, Ahrefs, SurferSEO, and PageOptimizerPro.

Within this Content Strategy, we will review the following:

1. Keyword and competitor analysis
2. Identifying the most optimal keywords
3. Identifying link building opportunities
4. The contents of the article
5. An outline for the article
6. Pricing options and next steps

1. Keyword and Competitor Analysis

MotionInvest Analysis:

The site has not gone live yet so we don't have any data on it to compare to.

Top Competitors (US):

URL	Domain ranking	Backlinks	Referring domains	Organic traffic
Trustui.com	35	409	63	5,800
Empireflippers.com	72	24,000	2,290	34,000
Exchangemarketplace.com	71	68,000	1,660	47,000
Flippa.com	81	5,490	38,300	181,000
Rapportrix.com	11	805	114	6,800
Onlinesellingexperiment.com	35	6,960	393	24,000
Quietlightbrokerage.com	47	6,410	655	2,800
Websiteclosers.com	35	1,760	256	2,800
Sellerapp.com	49	16,000	984	105,000

Overview: Based on the top competitors, the competition for MotionInvest is medium to high difficulty. There are some sites that we are listed as competitors, however we will not focus on as their authority is too high and the content of the site is outside the purview of MotionInvest.

After analyzing the competitors and understanding what the MotionInvest site will be focusing on, our suggestion is that the website owners post multiple long-form articles on a monthly basis, including aggressive and long-term link building strategies. Because the website is selling a specific service through the site, we also suggest an outbound strategy (cold email outreach, building an email list, etc).

Keyword Analysis

Potential keywords based on competitor analysis and website niche/objective:

Keyword	Keyword Difficulty	Volume
buying websites	medium	700
buying sites	difficult	300
buy sell website	very difficult	70
websites for sale	medium/difficult	5,100
website for sale	difficult	1,600
buy websites	difficult	1,300
affiliate networks	difficult	4,100
amazon business for sale	easy	350
sale web site	very difficult	400
websites for sale that make money	medium/difficult	200
buy online business	medium	800
sell my website	difficult	300
selling online businesses	difficult	150

2. Identifying Your Keyword

Based on the keyword analysis, we were able to identify a number of keywords within the niche of buying and selling websites. This is a very profitable niche to be in so the potential for attracting customers and revenue is very high. However, this niche is also very competitive and because of that, many keywords are difficult to rank for.

Our suggestion would be to start with a low to medium difficulty and continue to work on inbound marketing strategies, such as SEO and link building, in order to slowly build authority in this niche and expand the number of keywords MotionInvest ranks for. It will take time, but this first article will help build the foundation for growing your keywords and traffic.

When choosing the most optimal keyword for your first post, we took into consideration: the level of difficulty of the keyword, the overall volume the keyword receives, what competitors are also ranking for that keyword, competitors authority and content, and the relevance of the keyword to your niche.

Based on these factors, we have chosen the keyword: **buying websites**.

This keyword is medium difficulty, has good traffic going to it, and has a good clickability rating. Although there are competitors ranking high for this keyword that have high authority, there are others with low authority and low quality content, which we believe can be outranked with a high quality article and sound link building strategy.

3. Article Content

This article will be mainly informational, providing readers with a full guide on how and where to buy and sell a website. Although this seems counterintuitive for a website that is selling a service for buying/selling sites, the objective of this article will be to bring sales and traffic to MotionInvest.

By creating an informational guide, readers will be more likely to read, share and even bookmark/come back to this guide for help. The purpose is not only to provide a guide to readers, but to give them a very long and arduous process behind buying and selling sites, with the objective being that they instead come directly to MotionInvest to buy or sell a site.

When a website or online business has long-form posts providing a lot of information on a topic, readers are also more likely to work with that business, as it shows their expertise and knowledge in that niche.

This post will be approximately 15,000 words in length, contain multiple resources and images/infographics, and plenty of information for readers and portfolio managers to use.

4. Article Outline

1. Introduction - short background and where to start with buying or selling your site
2. Why buy an online business?
3. How much money to invest in an online business?
4. Connection between time and capability to build a business
5. Where to buy sites
6. Brokers and marketplaces
 - 6.1 what is a broker?
7. List of sites and brokers/marketplaces
 - 7.1 Empireflippers
 - 7.2 Flippa
 - 7.3 Trustiu
 - 7.4 [list another 5-10 brokers/marketplaces]
8. Benefits of working with brokers
 - 8.1 Inventory
 - 8.2 How to find the right one
 - 8.3 Deal closing
9. Risks of working with brokers
 - 9.1 Incentives not aligned
 - 9.2 Buyer beware
10. Tips for working with a broker
 - 10.1 Building a relationship with the broker
 - 10.2 Do your research
 - 10.3 Understanding the seller
11. Build a money making website yourself
12. How to create a website
 - 12.1 Finding a niche
 - 12.2 Website creations
 - 12.3 Content creation
 - 12.4 Training
13. The benefits of building a website yourself
 - 13.1 Building fundamental capabilities
 - 13.2 Save costs
14. The risks of building a website yourself
 - 14.1 Time and earnings
 - 14.2 Market value
15. Direct deals
 - 15.1 Benefits of direct deals

- 15.2 Risks of direct deals
- 16. Due diligence services
- 17. Buy-side broker or representation?
 - 17.1 What is buy-side
 - 17.2 List of companies
 - 17.3 Benefits/risks
- 18. Starter site service providers
 - 18.1 Benefits/risks
- 19. Profit share operator
 - 19.1 Benefits/risks
- 20. Website due diligence checklist
- 21. Income verifications
- 22. Analytics verification
- 23. Backlink verification
- 24. SEMrush verification
- 25. Ahrefs verification
- 26. Content quality check
- 27. Phases of a deal
 - 27.1 Process of buying a site
- 28. Growing your site
- 29. Deal structures
- 30. Q&A
- 31. Conclusions

5. Link Building Opportunities

Based on our analysis above, we believe the best link building opportunities for this piece of content would be a combination of Skyscraper link building and Broken link building strategies.

Skyscraper Link Building:

This article is going to be mainly informational, providing readers with a strategy and guide on how to buy and sell websites. Because of this, the opportunities for including important data within this niche is very high. When we include this type of informational data, it is easy to implement a skyscraper technique and have other sites linking back to your post. The benefit to being in a competitive niche is the opportunity for link building is much larger.

Not only will there be ample opportunity for informational data to link to, but because the post will be, in itself, very informational to its audience, having others simply linking directly back to your guide will benefit their audience, giving you a high chance of building backlinks.

Broken Link Building and Keyword Clusters:

Based on our research and the competitiveness within this niche, finding broken, expired, and outdated links on high authority sites is another opportunity we can take advantage of. Similar to Skyscraper link building, this article will be able to fill it's content with updated and new information in the world of buying and selling sites, which will bring in numerous links from referring domains.

Execution:

Creating a large piece of content with multiple updated sources within it in order to acquire links.

1. Find sources of information (infographics, data sheets, etc) that are currently being linked to by competitors in your niche.
2. Create a list of those referring domains.
3. Recreate the information with updated statistics in the article.
4. After publishing, reach out to the list of domains asking them to link to our source, which is up-to-date, provides more information, and is an overall better link for their content.
5. Acquire multiple links through this strategy

Although there is a lot of content to cover, there was limited content that was squarely focused on helping someone looking to buy a content based website go through the entire process, including advanced due diligence. We believe there are no articles that match a searcher's intent of looking to educate themselves on the website buying process better than what we knew Motion Invest was capable of creating.

Additional Content Assets to be Included

- Infographic - As the landscape in the online buying/selling world has gotten more complex there was a need for a map of all t
- SOP for Due Diligence - provides readers with an asset they can take away from the article as well as an email opt-in for Motion Invest to grow their email list and capture reader information

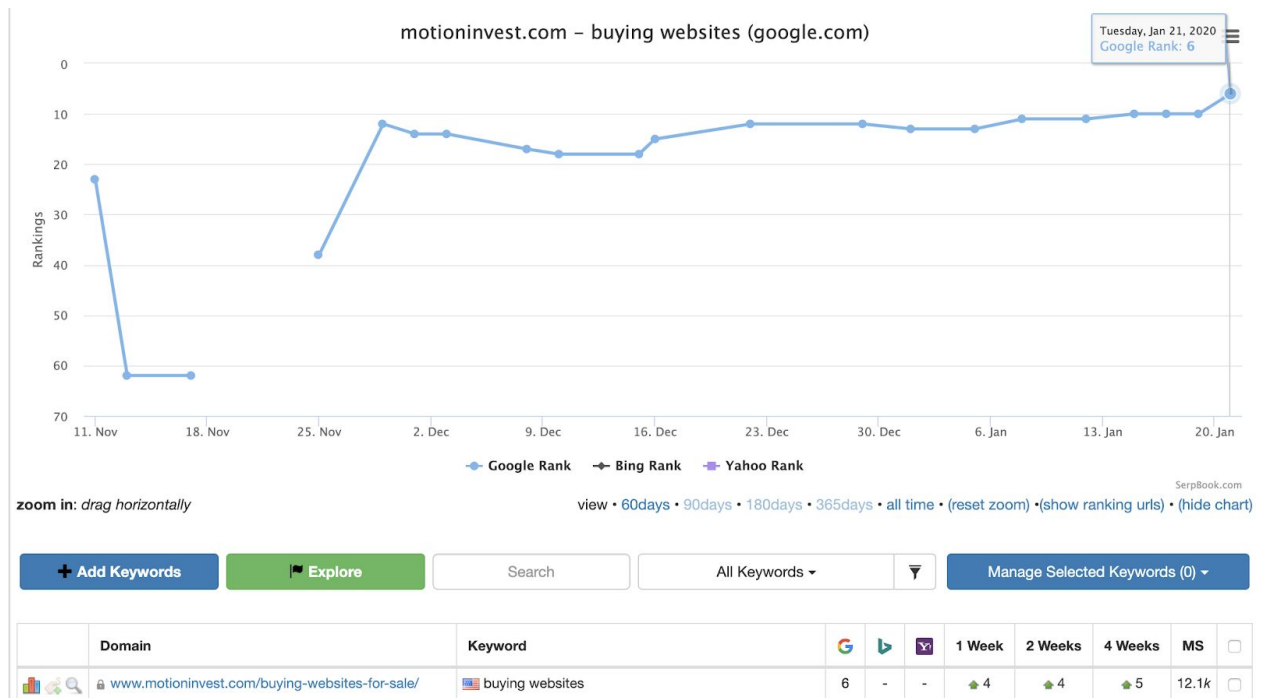
Progress and Results To Date:

Below are some of the outcomes of our Content Strategy. By using the optimal keywords, analyzing competitors, and link building techniques outlined above, Motion Invest has been able to significantly see an increase in traffic in a very short period of time.

Here is the MarketMuse data, which illustrates the quality of the content:

Content Score 76	Average 32 Target 57 0  100
Word Count 17426	Average 2,474 Target 5,851 0  5851

Results: page 1 rankings in under 90 days based on the ideal target keyword with 12,000 monthly searches and growing!



Here are some additional results for backlinks acquired and Ahrefs rankings:

Ahrefs Rank ⁱ

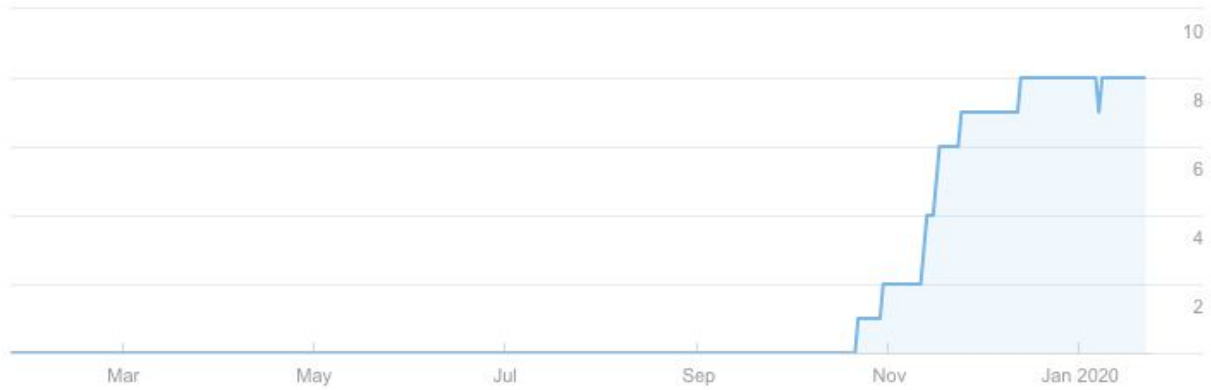
Today	19,409,812	↓ 44,199
avg 7 days	19,386,505	↑ 200,498
avg 1 month	19,476,893	↑ 142,117
avg 3 months	21,372,831	↑ 82,916,846

Past 3 months



Referring domains ⁱ [LIVE LINKS](#)

[All time](#) | [One year](#) | [Last 30 days](#)



Referring pages ⁱ [LIVE LINKS](#) 23

