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The Truth About Turnkey Websites

Decide if you build or buy a moneymaking website

The attractive concept of turnkey website and the success stories existing on the Internet around it make anyone curious to find out more details about this subject. In a few words, the turnkey websites are ready-made applications usually based on a server side programming language and a database as backend. These websites are already loaded with content, like articles, news, products, ads and more. Most of these web applications are constructed on the principle of self-organization and, as a consequence, you will never have to update their content or process manually an order form in case of a turnkey online store. Practically, turnkey websites want to convince you that they are businesses managed without any external intervention. From the theoretical point of view, this is true, because these types of websites function automatically, if for example a customer buys certain products or will participate in affiliate programs existing on your website. But the first question that anyone should ask is: what traffic will have a turnkey website in the context of the coexistence of other tens or hundreds websites with the same content on the Internet. Taking into account that duplicate content is not in compliance with search engine indexing principles, these websites will not have the same visibility in search engines queries or for spiders like the ones with original content. And from that point of view, the success stories of turnkey websites owners could be considered myths. On the other hand, there is a single way to really gain money with these types of sites. As a webmaster, you can make them or if you do not have programming knowledges, you could buy them from a low cost firm. Then, you must buy a reseller hosting package. From this point on, there are two options: you just resell the turnkey websites including the web hosting cost or you host them by using various domain names and sell the entire package (web hosting, domain name and turnkey application). The best way to make more money from these types of sellings are auction websites. In conclusion, if you take into consideration all advantages and disadvantages of turnkey websites, you will be able to decide whether you will create an original website or use a ready-made one for your online business.