

# How Much Is Your Website Worth?

**Date:** October 6, 2009 9:01 AM

**Author:** [Artem Gassan](#)

**Source:** [velvetblues](#)

**Tags:** [b2b](#), [business](#), [google](#), [search engines](#), [web 2.0](#), [web marketing](#)

**Permalink:** [\[null\]](#)

If you are interested in selling your website or domain name, it is a good idea to be able to determine how much it is actually worth before setting a price. Unfortunately, there is no quick rule to help you determine its worth, however, there are various things that you should consider before listing it for sale. These include:

- Quality of the Domain Name
- Level of Traffic
- Revenue
- Industry of Website
- Page Rank and Inbound Links
- Potential Buyers

Below, we address these six bullets in detail.

## Quality of the Domain Name

Even without a website, your domain name could be worth hundreds or thousands of dollars. To determine the value of your domain name, it is important to think about the following:

1. How Long Is It? Short domain names will fetch a higher price because they are generally more memorable and easier to type.
2. Is It Descriptive? If your domain name contains keywords, it will be more valuable. Think of Hotels.com or Cars.com.
3. Does It Contain Dashes, Underscores, or Numbers? Domain names that are composed only of letters will generally be worth more because they are easier to type and remember.
4. What Industry Is It In? Some types of websites are more popular than others. If your domain name targets hotels or cars, it will likely be more valuable than a domain which targets something less mainstream such as opera or french cooking.

## Level of Traffic

Prospective buyers are also interested in how many visitors the website receives. So it is to your benefit to utilize methods to increase your traffic prior to buying. The higher the traffic, the higher the price.

To gauge how much traffic your website has, install a statistics program such as Google Analytics or take a look at your [Alexa](#) ranking.

## Revenue

Some buyers will also want to know how much revenue your website generates, be it advertising or sales revenue. The higher the income a website has, the more attractive an acquisition it will be.

**Industry of Website**

Similar to the last item under Quality of the Domain Name, the industry of the website is an important thing to consider. If your website is in a popular industry, it will probably fetch a higher price.

**Page Rank and Inbound Links**

New buyers also like to obtain a website that has a great position in search engines. In other words, if your website has a high page rank and a lot of inbound links, your potential selling price will increase.

**Potential Buyers**

One factor which might greatly affect your website's worth is demand. If there are several interested buyers, you will be able to set a higher price or auction your domain to the highest bidder.

Unfortunately, it is impossible for us to provide an accurate calculator which would determine a suitable selling price for your website. Instead, you will need to set this price yourself, using our suggestions.

In addition, you should also do some research to determine the selling price of other similar websites or domain names. This will give you an idea of where you should start.