

MEDIA RELEASE



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For Immediate Release

Web business 'fix and flip' directory enlists the masses Blipt.com pays for details of badly designed websites or under utilised domain names

Sydney, NSW 23 September 2008 - A new website is offering internet users up to AU\$1000 to 'report' badly designed websites or under utilised domain names. [Blipt.com](http://blipt.com)¹ is the latest online business to be launched by Paul Middleton, founder of the [WebEquity](http://webequity.org)² community.

“Customers are incentivised to report bad website design by potentially earning a cash bonus,” said Middleton, “and website owners are incentivised to do something about it because they'll be getting objective customer feedback. That could mean anything from fixing a small bug to selling their business.”

According to his own experience, Middleton knows that very few websites engage their visitors to the point that they'll report even a very serious website fault, let alone a minor annoyance, and this is particularly true of ecommerce stores. “Visitors will often just go to the next online store on their list if they hit a problem,” he said, “which means hours can pass before a website owner knows there's an issue, and if it's something more subtle, it might never be raised”.

The hope is that by offering payments to web surfers for referring design issues, however small, these problems are likely to be highlighted sooner. Middleton is hoping to capitalize on these detailed insights by offering the information to internet entrepreneurs who might see an opportunity for a 'fix and flip' business purchase, or by posting the projects on the popular [WebEquity.org](http://webequity.org) development community.

The key will be to make referring a website easy, and that's something that's already been considered. blipt.com offers Google Toolbar and Firefox buttons that allow a web user to report a website with a single click from anywhere on the web.

Middleton says that having the button on your browser toolbar is like planting a seed. “I'm not expecting anyone to go hunting for domains to refer.” he said, “but, in a week or month's time, when you come across that really annoying or awful looking website, the button will be there for you. One click by you, add your email address to the form, and we'll do the rest.”

“No registration is required”, said Middleton, “and if you're the first to make a referral for a site that results in something of commercial value, like a contract for works or a business purchase, you could earn up to \$1000 for your 2 minutes of trouble.”

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For more information about this topic, please contact Paul Middleton by calling +61 424 259 498, or e-mail Paul at paul.middleton@webequity.org

1 <http://blipt.com/>

2 <http://webequity.org/>