

Spectrum of Online Business Defensibility

The Small Village Business

Craster's Keep

Craster's Keep is analogous to the small village business. It has some strategic value, but its position and lack of a garrison make it extremely vulnerable to attack and minimally defensible.

The Township Business

Mole's Town

A township business is like Mole's Town in its supporting role and utility, but also in its vulnerability to attack. The township could, however, eventually be built into a more defensible position.

Slightly more defensible than a small village site, the township site involves some light complex tasks in order to earn several hundred to a few thousand dollars each month.

The Citadel Business

King's Landing

King's Landing website has virtually no weak spots in its defences.

Like an important fortified city, it's been around for a long time and survived a number of attacks, which have taught successive lords how best to strengthen its networks of walls, redoubts and towers.

The Fort Business

Winterfell

A small fortress, a Winterfellesque site is defensible, but still has the potential to be sacked by stronger competitors, who copy its product or displace it in traffic and rankings.

Fort businesses are typically one to three years old and bring in several hundred to several thousand dollars a month.

The Castle Business

The Wall

The colossal scale of the Wall's defenses is what makes it comparable to the online castle business.

These businesses are virtually impossible to recreate, which makes them the most defensible type of online business. The solo entrepreneur will not be able to build the castle on his or her own.

Looking to build an online business empire? It's important to make sure your websites are defensible, by looking at the relative value of each type. What better way to do that than by exploring them in relation to the settlements and structures in Game of Thrones?!

Learn more on Empire Flippers' GoT Spectrum of Defensibility here:

<https://empireflippers.com/online-business-defensibility/>