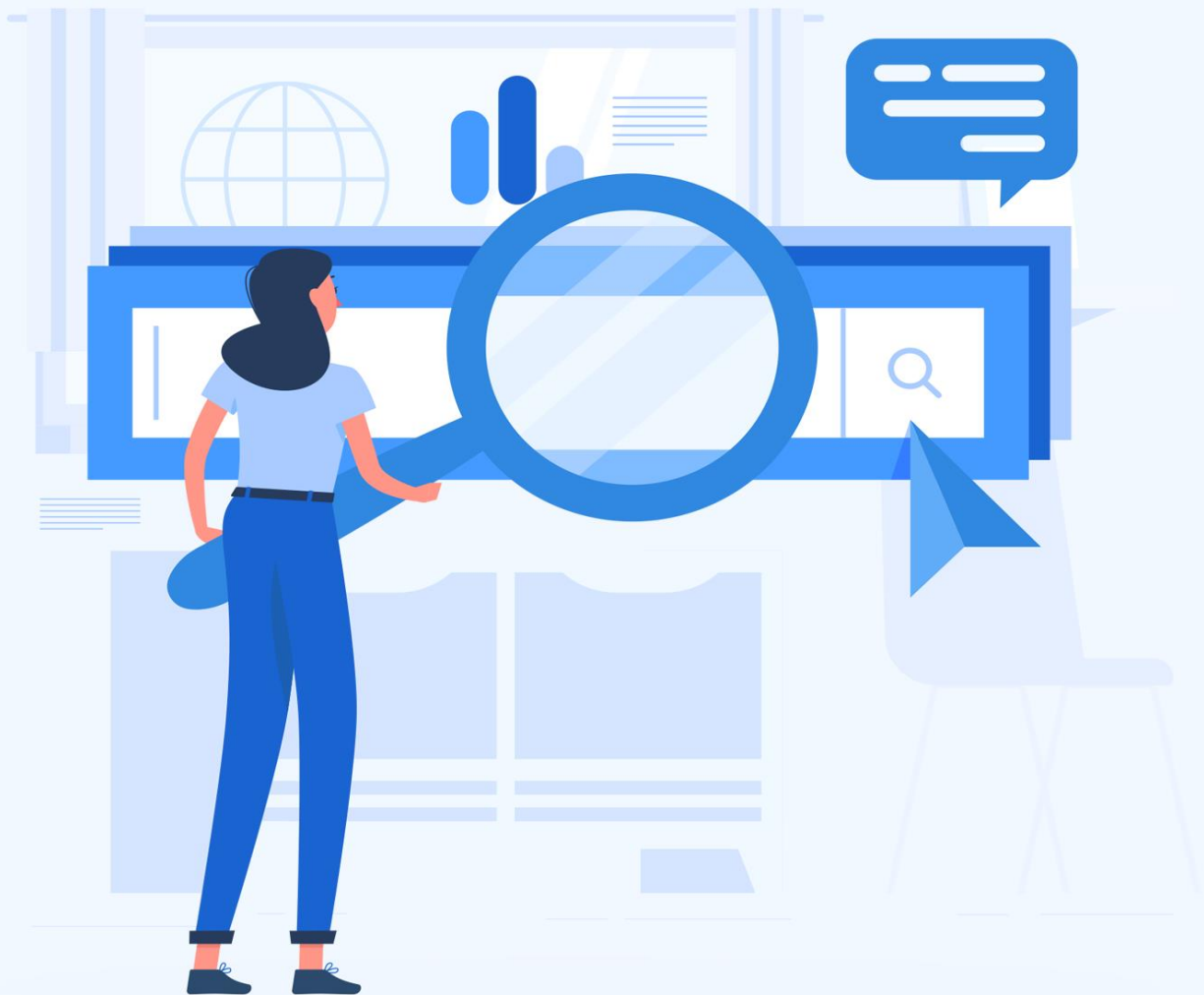


# Domain Name

# MARKETING

Get Free Traffic Through Correct Domain Name Marketing



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**MARKETING**

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# Introduction

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**If you haven't heard about the latest in marketing, you may be interested to know that domain name marketing is a great way to get your business up and running.**

Every new business owner hope that when they start a web business and offer something that they know people will want may become very disappointed when they find out that people are not running to their store at all hours of the day to make a purchase. Why is that?

They don't know your store even exists. You may have emailed a couple of friends or family regarding your new site, but you never thought that you would have to put in a lot of time advertising it. So where do you start

A domain name is searchable with most search engine servers.

If you are out there the search engines will find you but only if you add things to your site to make it searchable. Domain name marketing is a way to get your name out to the search engine servers and everyone you correspond with. They are all potential business leads, and you need each one of them. The ones that you figure won't purchase

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anything will probably buy something immediately while others like to take their time and shop and then come back later before they purchase anything.

Using domain name marketing is a great way to make sure everyone knows that you are open for business. Start your domain name marketing today so you can get into the game.

### **Success Starts With Domain Name Marketing**

When you start your own business, you want to find a way to drive customers to your store. Domain name marketing is becoming more common to use in advertising your online business. Domain name marketing is easy once you figure out how to do it.

To start you need to have a website up and running online. This will help you come up with a great domain name and peak your potential customer's interests.

When you use domain name marketing you can double the number of customers that come into your shop online and if you run your shop offline as well you may find that you make more money when you are online. Marketing is an improved technique to advertising.

Success is determined by the amount of time you want to put into it. If you are willing to put in a lot of time and effort you may find that your payoff will come sooner rather than later. Customers appreciate details and your domain name marketing results will show you how many customers and potential customers you have reached.

Not everyone will purchase something the first time they shop. Don't let this discourage you. Chances are they will return to your site, especially if they have it bookmarked by one of your advertisements.

Marketing is a great way to tell the world that you are in business and when you get a chance stop in and visit. Make sure you protect your domain name by registering it before you advertise.

# Chapter 1: How To Use Domain Name Marketing

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**A domain name is your way of being identified on the internet.**

The name that you choose will determine how many potential clients or customers you will have.

You need to be very careful what name you select as it will be used to describe your business. Don't use a name that does not reflect on the products you sell or the service that you provide.

Choosing a domain name is vital to any online business. When you use email marketing to attract your potential customers your domain name will be the name that the recipient will see.

When you use domain name marketing to increase your business income you will need to spend a little extra time determining what group of people you will want to reach the most.

If you have a product for teens, you don't necessarily need to sell it to adults. You need to know how to grab their attention.



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Your domain name will speak for your business and provide the email recipient with the information they need to determine if they will delete your email or open it.

If you are not sure what to select as your domain name you may want to hire someone who works on domain name marketing.

These agencies can be found online and can help you determine what domain name would be right for you based on the information you provide to them regarding your product descriptions and what your goal is. Domain name marketing is the best way to get the word out.

### **The Importance Of Selecting a Domain Name**

Selecting the right name for your website is the most important step you can take when starting your own business.

The name will tell people what you have to offer and will help them decide if they are interested in looking further. There are several ways you can select your domain name to bring in your customers.

If you are starting your first website, you may feel overwhelmed by the many choices that you have to make. Make yourself a list to help you get started.

First of all, you want to write down all the products or services you will be offering. Determine what age group or groups these products would benefit the most.

After you determine these factors, choose your name that will combine both the products and the age group to create a successful domain name.

When you create your name, you need to convince others to visit your site by domain name marketing.

How you market your domain name may be through visiting sites that offer similar products or paying for an advertisement on another

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popular site. All the customers who visit the well-established website will see your ad and click on it.

Usually, the ad does not cost very much to advertise for one month. Do your research to see who offers a better deal.

You may also want to try email marketing. Sending emails to everyone you know can increase your traffic to your website and increase your sales. Offer discounts for every customer they bring to your site as an incentive to visit your store.

## Chapter 2: Marketing Your Domain Name

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**You have created a domain name for your website and now you need to drive customers to your website.**

No one knows that your website even exists unless you advertise your business and what you have to offer. To do that you will have to be willing to devote some quality time to get your name out to everyone you can.

There are a few things you need to determine before you get started. Decide if your business or products will help the young, teens, or adults. Will it help women or men Will it provide a short-term solution where someone will be purchasing from you frequently or will it provide a long-term solution?

These questions need to be answered to provide the best domain name and to reach the most compatible customers?

Once you have answered the questions it is time to start marketing your website by using your domain name.

You will need to advertise on other sites that are similar to yours. Most of these websites require that you pay for advertising, but the cost is usually affordable, and you get your business advertised to twice as many people then if tried another method of advertising.

If you don't want to pay for advertisements, you may want to try email marketing. When you are preparing your email to send make sure you display your domain name somewhere in the subject so your email recipient will know who the email is from and who may be sending future emails to them.

The best marketing system will be determined by your business and what you want to offer.

### **Making Your Domain Name Searchable**

When you do a Google search, or a Bing search you usually type in a couple of words that best describe what you are looking for. This way of searching is fast and easy and usually satisfies your desire to find that particular product.

When choosing the right domain name, you want to make sure that it is keyword searchable by providing one or two keywords related to what you are offering on your website. To decide what domain name, you can use you will need to search to figure out how to best name your website.

Deciding the two most important keywords that someone can use to describe the products you sell and then adding them to your domain name is the best way to figure it out. If you choose the most searchable words, you can maximize the benefits of creating your website.

You need to make sure that you only use words that describe your business and don't be misleading or else you will end up losing more business than you gain. You want to be unique and stand out in a crowd and the correct domain name can give you all of that and more.

Once you have chosen your domain name you will be able to market your website and create a huge clientele. Be upfront with your clients and you will reap the rewards.

If you need help determining your domain name toss a few ideas out to your friends and see which one is preferred because chances are if they like them, your customers will too.

### **Search Engines Like Domain Name Marketing**

You may have an online business and you need to figure out a way that you can get your business out there to all potential customers. The way to do that is through search engines. Search engines are used most often to find almost anything on the web.

Search engines provide a service that is similar to a telephone book except with URL's that take you directly to a place where you can find what you are looking for. With the help of search engines, you can drive business to a direct website.

When you use domain name marketing you are starting to circulate your name around the World Wide Web and when you start to connect to customers you may find that the search engines have picked up your link and you can now be found easily if someone uses the right keywords.

If your domain name marketing was this successful with only minimal effort imagine if you aimed to get your domain name into search engines all over the web. Your potential could be endless.

You can start by using keywords when promoting your domain name. If you can link to other sites with the same interests your website can be viewed more often. Your name can either be appealing to customers or may turn them away. You won't know until you get your

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name out there for everyone to see. Start your domain name marketing today to see what happens.

# Chapter 3: Using Domain Name Marketing To Increase your Business

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**If your website has been up and running for quite some time but your sales are not increasing but staying within the same range, you may want to consider domain name marketing to increase your business.**

Sometimes one ad can go in a thousand different directions, and it is quick and easy to get it started by domain name marketing. When you use any kind of marketing to enhance your business you will need a plan to know what direction you want to go in to succeed.

You don't want to just type in a couple of ads and be done with it. You will need to spend a lot of time and effort on your marketing to make it successful. If you don't the result will equal the amount of time you spent. At first, you may not see much of a difference and fear your

countless hours behind the keyboard were wasted, and then it will happen.

They will start visiting your site until you have someone in your shop nearly all the time. Sometimes it's not what you sell but how you sell it that gets your customers in.

Don't stop marketing just because you are starting to see a change. You need to continue to work at it until you can level off on the marketing and just market once or twice each month, more during holiday seasons. It won't be long until your business will be a success.

### **Using Keywords In Your Domain Name**

When you are choosing your domain name you will want to use keywords in your name that will help someone find your website easily by searching. When you include keywords in your domain name you are letting the name speak for your business.

Someone will know right away what you are offering just by the name. They can click on your website for details on the products that are offered on your site. Making your domain name keyword-friendly can increase your chances of getting more business and increasing sales.

When a customer does not purchase something the first time they will probably return and possibly purchase the next time. In the future, they know where they can find your site and what all it offers.

Keywords are very important when it comes to domain names, and they will set you apart from other sites online that offer similar products that no one knows about because of the name. Before you get started using your name you need to make sure it is unique and not already out there.

You will need to search to see if someone else has already registered the domain name for their business. If the name you have chosen is



not in use, then you need to register it before someone else. If the domain name is already taken, you will need to choose an alternative domain name that will describe your business using keywords. Using keywords will increase your customers and your sales.

### **Your Domain Name Could Be Bad For Business**

You have decided to start your own business online and you want to start advertising and getting potential customers to your site. Imagine being able to run your business 24 hours a day 7 days a week and never leave your house to do so.

Running a business online can be very profitable if you have the correct domain name for your business.

You don't want to mislead your customers by advertising something that you don't sell to get them into your store. This can lead to trouble, and you don't need that.

When you choose your domain name you may want to consider the most popular item that you will be offering and see if you can add that into your domain name.

Like if you have the name "Pens R Us" chances are your customers will know that you are selling pens, paper, and office supplies. When they need to order they can click on your site to choose from the many varieties that you carry. They may even be able to get their company logo on the pens when they order.

This is a great way to add your business product to your domain name.

If you are selling pens and office supplies and you choose a domain name such as "Paper Products", this covers a lot of general ground and may not attract the potential customers that you would have attracted if you had used "Pens R Us".

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You need to try to be specific on your domain name to get it right. Your name sometimes says it all and it is all that someone will see. Choose a name that is important to your business, and you will be a success.

# Chapter 4: Buying a Domain Name The Right Way

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**When it comes to making your online presence professional, buying a domain name is one of the best things you can do for your online business.**

With so many free options available online, many people mistakenly think that they will be just as successful (and save money) by going the free route, but there are a few problems with that line of thought.

For one thing, when you are relying on a free blog, no matter which platform you are using, you don't own a thing. If the service that provides the blog, say WordPress, decides that they don't like something about your blog, they can shut it down and they don't have to let you know they are doing it or why they are doing it.

Another problem using the free methods is that you can't get a good domain name. You want your unique domain name, not a hybrid name tacked on to the end of the free service you're using, it just looks more professional to have your name.

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Domain names are inexpensive and easy to buy so there's no reason to not buy your own. With sites like GoDaddy, plus many more, you can get a domain name for as cheap as \$10 a year or if you buy many at once you can get the price down.

Besides establishing your online presence and creating a professional look, when you buy your domain name you can flip your website and sell it. It's the same concept as when someone buys a house, fixes it up, and sells it for a profit. There are sites online that will allow you to place your site up for sale, Flippa.com is one of those sites.

Just buy a good domain name, put up a site, get some traffic (and hopefully some sales) then list it on Flippa and make some money.

Think about it, if you only paid \$10 for a domain name and a little bit for hosting, and then you sold the site for only \$200 that would be a pretty nice profit for such a quick and easy sale.

*When it comes time to picking out your domain name there are a few simple things to keep in mind:*

**1.** Do keyword research to find a list of keywords associated with your niche that get a lot of traffic every month. Then try to get one of those keywords, exactly, as your domain name.

For example, in the niche for cat toys let's say I found a great keyword that gets a lot of monthly searches without too much competition, cheap cat toys. Then I would want to use that as my domain, CheapCatToys.com. That way my domain name is a highly searched-for keyword that will guarantee quite a bit of free, highly targeted, traffic.

**2.** If all of your marketing efforts are going to be online, I wouldn't worry too much about the extension. I've had equally good luck using a .com, .net, or .org. All my marketing efforts are with PPC or article marketing, so no one needs to type in my domain name, they just click on a link which is why I don't think the matter of the extension is too much.

If you are going to be marketing in such a way that people would have to type in the domain name to find your site, it may make more of a difference.

Treat your online business like a business and establish your online presence and professionalism by buying a domain name. The cheap route can work in a pinch but as soon as you can afford \$10 or so, buy your name.

### **Buying a Domain Name For Personal Or Business**

There are several ways you can go about buying a domain name for your online business or your online personal blog. If you have a personal blog, you can just use the free services at WordPress or Blogger and use your name. If you are starting an online business, though, that is not the method you should use.

When you buy a domain name you own a small piece of internet 'real estate.' As long as you don't break any laws you can do whatever you want with that domain.

If you rely on the free sites, you will be at their mercy. That may not seem like a big deal right now but if you build up a very profitable online business and Google (who owns Blogger.com) decides that they don't like something you are doing, they can shut your site down with no warning.

Think of what it would feel like to go to bed one night with a very successful online business only to wake up the next morning to find that your website is gone! If you think I'm just being paranoid, you should ask around in the forums online and see if that has happened to anyone.

Since it only costs around \$10 to buy a domain name, it's just not worth the risk.

The next consideration for buying a domain name is what should your name be? The best way to answer that is to do keyword research and

compile a list of keywords associated with your niche that get high monthly searches.

With your keyword list in hand head off to some online domain name registrars like GoDaddy.com or NameCheap.com (you can do a search and find many other domain registrars if you want to, there are a lot of them). Once there, you simply go down your keyword list until you find an available domain name.

So, let's say you have a keyword that is "make money online". You would go to a domain registrar, type in the phrase "make money online" choose your extension (I personally think it's ok to use either a .com or a .net) and see if that domain is available. If it is you just have to check out, and it's yours?

If you want to buy a domain name that has already been purchased by someone you can go to domain auction sites and try to buy it there. You will usually pay more since the domain name has actually been online in most cases and will already be getting traffic.

But, since it's already getting traffic, this may be a great way to jump-start your business, so it's not all bad. If you can afford it.

Buying a domain name for your online business isn't difficult or expensive. To get the biggest bang out of your domain name just follow these simple tips. When you use an actual keyword for your domain name you will get a lot of free traffic and that is always a nice thing.

### **Tips For Domain Name Buying**

Want to buy a domain for sale? Not sure where to look? Well, I've got some answers for you. Having your domain name is step one to having a successful internet business. Many people mistakenly think that it's ok to go with free services such as WordPress or Blogger.

If you're only building a blog so you can keep in touch with family or friends then that's a good way to go about it, but if you're trying to

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make money online there are several reasons why that isn't the best course of action.

For one thing, when you use the free services, you don't own anything. You are completely at the mercy of the company, and its policies. If they decide they don't like something in your blog they can pull the plug, and they don't have to warn you or give you an explanation.

You don't want to spend weeks, months, or years building up a successful business to just wake up one day and find that your website has been offline.

The second thing is that you want to brand yourself. As you build your business you want to gain name recognition. This is a very important element to any successful business and without your domain name, it's virtually impossible.

If you are using free services, it just makes you look unprofessional, this is especially bad if you're trying to build yourself up as a teacher in a certain field.

Now that I've convinced you that you need to invest in your domain names, you need to know how to pick the best name and where to buy one. For most people, the best way to pick out a good domain name is to start with keyword research. Pick a list of highly searched keywords in your niche market and then try to get those exact keywords as domain names.

For example, if your niche is dog training and you find a great keyword: Quick and easy dog training. Then you would try to get QuickAndEasyDogTraining.com as your domain name. You do want to keep the domain name around 3 or 4 words max, but with a domain name like this, you will get a ton of free traffic since your domain name is the exact search term people are looking for.

Now that you've decided on what your domain names should be you can go to places like GoDaddy.com or DomainCheapsters.com and do a search to see if the domain name you want is available. Many times, it won't be, that's why it's important to have quite a long list of possible names. It's recommended using other extensions than just a

.com. I've found that I have just as good luck with a .net or .org (it can also be easier to get one of these extensions). If you buy just one domain name at a time for one year, it's usually around \$10 a year. You can get a discount if you buy more than one domain name at a time or if you buy it several years in advance.

Don't buy my domain names for more than a year at a time at first, you'll have to renew it in a year (the company you bought it from will let you know when it needs to be renewed) but why pay for several years for a domain name that might not be a moneymaker?

I personally like to pay for one year until I know whether or not I've found a moneymaking niche, when I know I've got a profitable niche on my hands I'll pay for several years in advance.

There you go, everything you need to know when it comes time to find a domain for sale. Having your domain name is one of the most important steps in building a profitable online empire.

## **Buying Domain Names For a Profitable Online Business**

Step one to set up a profitable online business is to buy domain names unique to your business. If you're just setting up a personal blog to share vacation pictures with family and friends, then you don't need to have your domain name if you don't want to.

Even if you decide you want a domain name, you can just use your name or some variation of it and that will work out just fine.

It's not quite that simple, though, if you're buying a domain name for an online business (don't panic, it might not be as simple as just choosing your name, but it's not hard either).

The point is that if you're building a business online one of the most important things you will need to do is to drive a ton of very targeted traffic to that website and what better way to do that than to have a domain name that is an actual keyword?



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Let me explain. Let's say that your website is going to be about golf, more specifically you are selling an instruction video on how to perfect your golf swing.

You've done the keyword research and you've found that many people are searching online for information on how to improve their golf swing type in the search phrase "golf swing instruction".

If there are thousands of people every single month that are using the keyword phrase "golf swing instruction" to do their search, what do you think would happen if you used that keyword for your domain name, GolfSwingInstruction.com? Yep, you'd get a ton of highly targeted free traffic just because you made your domain name a highly searched-for keyword.

If you can get the .com version of a name do so, but if not, you can use a .net or a .org and still get good results. Once you've got your desired domain name picked out (you should start with a long list of possible names since many of them will already be taken) you can head over to websites like GoDaddy.com and register (buy) your domain name.

It's an easy step by step process (just make sure you pay attention because these sites like to try to get you to buy other things during the checkout procedure and if you're not paying attention you may end up buying similar domain names or other upgrades that you don't need) and when it's through you will be the proud owner of a new domain.

Domains are pretty cheap you can pick up a domain name and own it for as little as \$10 a year. You can choose to register the domain for longer which will make your per-year investment even cheaper.

The actual process of paying for the domain name is easy, the most time-consuming part will be to find just the right domain name for your business, it's not hard but you mustn't get impatient and skip this step.

As explained above, you want to buy domain names that are highly searched for keyword phrases. That is the best way for your business

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to get a lot of very targeted traffic and that is the best way to get a lot of money with your online business.

# Chapter 5: Make Money Online With Domain Names

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**Domain names have become a very popular way to make money online, and some of these names may go for quite a profit.**

When the Internet first became popular, some people had the foresight to buy the rights to some domain names that are very sought after.

A domain name becomes public if the website owner forgets to renew the name with the provider, so it becomes a public domain name. These public domain names are available for purchase or lease.

Some investors will snatch up domain names when they become available and then resell or lease the domain name to a website to be used for redirecting traffic to that site. The investor makes money and the website that gets the rights to the domain name can increase their traffic considerably.

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This process requires you to get the rights to use the domain name, and then sell it to a competing business that offers the same products or services.

There is also a market for domain names with the original owner who let the domain name lapse, most of the time because of simple forgetfulness.

A lot of times these owners have invested considerable time, effort, and money into their website, so they are more than willing to pay to keep it. These owners will usually buy the domain name back from you if given a chance, sometimes at a large profit.

A third way to make money online with domain names is to buy up generic domain names that contain certain industry keywords, and then offer to sell them within that industry to redirect traffic to the buyer's main website.

The generic keywords will vary from industry to industry, so finding out the best keywords for the industry you are targeting is a good idea with this method. Generic domain names like [horsecare.com](http://horsecare.com), or [accountingnow.com](http://accountingnow.com) will have interested buyers in these industries, so finding one is just a matter of marketing your service to find the buyers.

Making money online with domain names can be a very lucrative source of income if it is done properly. Public domain names become available constantly, mostly because of negligence to renew them.

The three main markets for domain names include buyers who wish to use the domain name to redirect traffic to their website, buyers who have lost the domain name because they forgot to renew it and have spent a lot to create the site, so they are willing to pay to regain the domain name and domain names that contain industry-specific generic keywords.

You can also make money with domain names by gathering up generic domain names that contain buzz words within an industry and offering them to the highest bidder to be redirected toward the main site.

As an example, if you had control of a URL like "conferencecallnow.com" chances are you would find interest on the part of many teleconferencing companies around the world. It is relatively easy to make money selling domain names that are generic but still apply to a particular service offering.

To make money with domain names, you have to have an eye for what will resell in a reasonable amount of time, understand what the market will bear, and have plenty of answers to the question "how can I make money with a domain name?" Any speculator who can do this will know exactly how to make money from public domain names.

### **Making Money Off Your Domains**

As the advent of domain names continue to affect a great number of people, many people today are then greatly pulled and encouraged to purchase domain names for considered profits.

In fact, many of them are now on the verge of purchasing domain names hoping for some possible returns. So, if you are interested to know the facts on how you can purchase domain names for your profit, then you better read this because as it will give you valuable knowledge on this subject.

So how to purchase domain names for a profit? It is indeed a fact that there is a lot of money to be made to purchase domain names and then sell those domain name registrations on the open market.

Numerous research studies have considered that there a large number of people who paid an amount of \$10 just to register a domain name and then sold the domain name over \$100,000.

Maybe among the qualified examples for this matter are the currently sold domain names that have prices ranging from \$2,750,000 from the CreditCards.com to \$300,000 from the Viajes.com.

Given such fact, many of those who are planning to purchase domain names for profit often ask the real reason on how those companies did such things. Certain resources considered that there is an amount

involved if you sell or purchase domain names even if the profit margin per name does not reach the amount of \$100,000.

In relation to that, today there are a lot of domain names where those who are interested to purchase domain names are required to pay three to four times what the domain names cost to purchase domain names at a registration site like Domain.com.

And speaking of those who sell and purchase domain names, it is interesting to know that they are called "domain name speculators". It happened that such nick is formed for the reason that those who sell, and purchase domain names simply come up with a bright concept and then pursue what they decide to register domain names.

Generally, they take multiple factors into account when they are striving to identify and purchase domain names that they can sell for a profit. And mention, some examples of these factors taken by domain name speculators include the general nature of the domain name, avoidance of trademark matters, knowledge if the domain name gets traffic, and forward-thinking.

Lastly, most of the experts have recommended that for you to get a profit, you should think of purchasing a domain name like buying a piece of real estate. If you can recognize and purchase domain names that are in an up-and-coming area, they will become more precious.

### **Making Money Selling Domain Names**

Selling domain names can be quite profitable for webmasters. This is particularly the case if the webmaster sells a domain name that has an existing line of traffic. In these situations, domain names can generate thousands of dollars for their webmasters.

There have even been domain name names that allowed webmasters to collect millions in profit. With a little bit of basic knowledge, you can emulate such success for yourself.

First, you will need to find a search engine keyword that is highly searched yet not used much by other websites. You can do this by

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using a keyword analyzer. The best keyword analyzers are those that you pay for, such as Word Tracker or Keyword Analyzer.

The reason why these are preferable over free ones is that they let you know how much competition you are facing with a potential keyword. Free ones only tell you how much the keyword has been searched. If money is a problem, try to get a paid keyword analyzer that is offering a free sample, such as Word Tracker. You can upgrade to the paid version once you return the profit from the sale of your domain name.

With your keyword chosen, you will need to get a domain name and web hosting. Why do you need web hosting if you're going to sell just the domain name? It's because you're going to need a website to drive traffic to that domain name. Without a website, visitors won't want to return to whatever domain name you selected. This lessens the main element that gives a domain name profitability, traffic.

Anyway, try to get a package that will include both web hosting and a domain name at the same time, since you won't have to worry about transferring anything later. When you choose your domain name, make sure you include your selected keyword in its phrasing. If you find that your selected keyword is taken as a domain name, try making alterations like saying "a1", "123" or "101."

For example, say the keyword "Careers" is taken as a domain name. You could say "A1 Careers," "Careers 123" or "Careers 101." Alternatively, you could try searching for a related keyword that isn't taken as a domain name. Either way, keep trying until you get a memorable yet keyword-rich domain name that still has a .com extension.

Now, you will need to create a website for your domain name. It doesn't have to be big... even a one-pager could do the trick, if you don't mind a website so simple. Write an article related to the keyword you chose and create a simple site using Microsoft Word, (make sure you save the document as an HTML file).

Sign up for AdSense and/or an affiliate program, so you can offer additional resources for your visitors. You will also earn a commission if a sale is made or a clickthrough generated, (depending on the program you joined).

Once your website is uploaded, you need to focus on traffic-building. You can get an initial boost by buying traffic, though make sure the company you buy your traffic from uses expired domain names rather than bots or even incentive traffic, (such as paid emails). But even after this, you will need to try to build up inbound links.

These are websites that link to you. Post your site on any free site, such as directories, message boards, or online classified ads. Also, make sure you submit articles to free article directories. Additionally, try to initiate link exchanges. You can do this by emailing the webmaster or finding link exchange networks such as Link Market.

Keep building up your links until you get a steady stream of traffic. If you get enough traffic, you will get an Alexa rating. If the rating is pleasing, find a domain name appraiser and see how much your domain name can go for.

This will give you some idea of how much you can realistically get, but don't get discouraged if the number seems low. Why? It's because some people will care more about the traffic your domain name is receiving over the supposed SEO elements of it.

Either way, when you feel you are ready put your domain name up for auction. You may even want to include your original website, though this is optional. When the domain name sells, you will need to transfer it over to the new webmaster's account... your web hosting company can help you with this.

With your profit, you may want to consider doing the venture again with an expired domain name. This will get you a traffic boost without having to go through the actual process of traffic-building, (if you decide you don't want to do that).

## **Making Money With Parking Domain Services**

Have you thought of using domain parking to make some money? This is something that many people are taking advantage of. There are



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several ways you can make money with the simple task of domain parking.

Some people park a domain and decide to use it to make money while they are working out how to build the site. This is a great way to earn while you plan the site out. Some people also park domains just to make money with no further plans to develop the website.

How do you do domain parking? First, you need to know what type of domain to park. If you can think of an up-and-coming idea and capitalize it by buying domain names this is a great idea.

If you know, for instance, that something new is in the works and becoming popular and the .com name isn't yet taken, you can park it and earn from it.

You might get approached by someone later who will pay big money for that domain, or you might find that people happen upon it while looking for something else. By filling the landing page with relevant advertisements or affiliate marketing ads and banners, you can make a regular stream of income.

If you are waiting until later on to reserve that great domain name you've been thinking about, don't tarry too long otherwise it could be gone and someone else might either build upon it and use it to their advantage or merely park it and wait to charge you big money for it.

It takes a bit of time to get things ready to do things this way. If you don't want to take the time, effort, and money to register the domain, sign up for affiliate programs, build a page, maintain and manage a page and fill it with advertisements, you can choose to share the profits by working with a company to do the management for you.

Several companies will do domain parking for you and pay you a percentage of the fees. Some offer cheap domain name registrations and other incentives to get you to join up.

Many domain parking options are available and if you cannot come up with a catchphrase, you can often come up with a similar name to another company that may get hits. There are some cheap domain names registrars out there with some great deals to offer you.

### **Notes Of Caution With Domain Parking**

Beware though; some people that are less than ethical and will do things in the domain biz such as redirect people's homepage to their parked domain so that people are more likely to click. Be cautious of hidden fees and black hat tactics and be sure to read the fine print because there are some known scams out there that benefit the domain parking company much more than they benefit you.

Some people call some domain parking practices domain squatting or cybersquatting and some companies have been known to press charges if they suspect that someone is cybersquatting on a brand name that is their intellectual property.

ICANN (Internet Corporation for Assigned Names and Numbers) handles complaints of this nature and looks for motives of bad faith when investigating domain parking scams.

## Chapter 6: Choosing a Good Domain Name

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**With millions of registered domain names, it's tough to find a good one that's still available.**

Unfortunately, the domain name industry is full of opportunistic "traders" who buy and sell domain names without any intention of even using them themselves. Because of this, the majority of the registered domain names don't even have a website to go with it!

This can be quite frustrating as you seek out a domain name for yourself to build a website for. But at the end of the day in a first-come-first-served world, we must try and find another way to find that great domain name.

Several tools can be very handy when it comes to looking for a domain name. Here we will discuss what makes a good domain name.

### **To Brand or Not To Brand**

Branding is a key element in traditional "offline" marketing. Having a unique, catchy name does wonder for any business. However, when it comes to an online presence, you might just be better off with a domain name that is rich in keywords.

Search engines primarily work on keywords as you may know. You enter a search term or "keywords," and the search engine produces results based on their formulas and the websites they believe to be the best fit for your search.

Now, there are many Search Engine Optimization techniques that can be used by anyone on any site. The same techniques could be applied to a lot of sites, so my question is what could be the one thing that is unique and could separate one site from the other? Of course, domain names!

I prefer to have keywords in the domain names that I own because this is what could give me the edge over competitors. Of course, it's not so important if your website is a personal one and you are not looking to make any money from it.

If you are selling something or wanting to make money off your website, I would strongly recommend using keywords in your domain names. Just to prove it, go to Google.com and search for "domain name". You will see in the results that any occurrence of the words "domain" or "name" is actually in bold. So, Google is looking out for your search terms and highlighting them for you.

On the other hand, branding is still a strong concept online as well. If you find that catchy name and market it well, then you could be well on your way to word-of-mouth fame in no time!

If your business name is available, register it. You can always register keyword-rich domain names to draw the traffic and redirect them to your business name domain.

### **Hyphens or No Hyphens**

Another common topic of discussion is whether to use hyphens in your domain names. I own mixtures of both hyphenated and non-hyphenated names. There is nothing wrong with hyphens. In fact, for search engines, you are helping them by separating words that could be read differently. Here is one example: mikesmithstables.com

This domain could belong to a horse trainer "Mike Smith", as a website for his racing stables, or it could also be read as "Mike Smith's Tables." So, there is nothing wrong with hyphenation, as it would help to distinguish where the words end in the above example.

The only small problem you will run into is word-of-mouth advertising where people will have to call out the hyphens. But believe me, you want all your traffic to come from search engines because it's free and the volumes are enormous.

### **Using Abbreviations**

If your preferred name was something like flowerstoyou.com but it was taken, but you see flowers2you.com is available, should you take it? There are several common abbreviations or variations of certain words that are most commonly accepted, particularly in cyberspace. Thanks also SMS messaging, we are not used to the use of "2"; instead of "to", "4"; instead of "for" etc. Whether you choose to use such variations in your domain name is up to you.

Don't forget however that word-of-mouth advertising will always require the person making the recommendation to remind people of the substitute.

### **Choosing The Perfect Domain Name**

Registering a domain is an easy task, but most people are not aware of the process of registration. If you have chosen a domain name, then check it on the 'whois' to know, if anyone else has not registered it,

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and if it is available to you, then register the domain as soon as possible. Make sure that your domain name is a memorable one. Mostly the best domain names had been taken already by the dot.com sites.

Avoiding trademarked names is unethical, and also the companies, who have spent plenty of time and money on creating and building their brands, are now trying to get their names back. The pending legislation would soon make it very hard to register the trademarked name of someone else.

A memorable domain name is the best one because it sticks in the mind. A perfect business name is a nice choice. If you choose a phrase or sequence of the words that describe your product, is also a good one, for example, officestationery.com.

The domain names that arouse a visual image can also be used as these are easy to remember, like GreenValleyResort.com. Short names are much better than longer names, but if adding the length makes it more memorable, then you can choose the longer one.

You should make sure that your domain name is easy to pronounce, and soon you will hear people talking about your domain name many times a day, in conversation, on the phone, or in other radio ads. It is better to avoid the name that only works in print, and also needs to be spelled out when spoken aloud to be understood.

You should be wary of selecting a domain name that contains the homophones, for example – TwoStars.com, TooStars.com, and 2Stars.com, all sound exactly alike, but these are three different websites. Do not use the shady characters, spaces are never allowed, and also the name can't start or end with a dash.

The length can up to 63 characters. You should make sure that you are dealing with a trustworthy and reliable domain registration service provider.

# Chapter 7: Expired Domain Name – What’s It All About

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**An expired domain name is just a common status in the place of domain names.**

This certain status of the domain name takes place when the domain name holder forgot to renew the registered domain name, and so when a certain domain name is given as “expired domain name”, it is understandable that such expired domain name is on the way to deletion from the domain name registry.

So, when you receive a note from the domain name registrar that you have an expired domain name and you still want to renew such expired domain name, you should then know the basic process that the domain names go through when they are noted as “expired domain names” and on their way to deletion from the registry.

On the first stage of the domain name before becoming an “expired domain name,” of course, you undergo a domain name registration. It

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is often considered that a domain name may only be registered with a maximum of ten-year period.

Even upon the domain name renewal, the domain name registration period cannot extend past ten years, so are the domain name registrars that have no authority to offer a domain name registration for over ten years. However, it is interesting to know that a top-level domain name like the .uk can only be registered for two years at a time.

After that, when a domain name becomes an "expired domain name" or shortly after the domain name goes past its expiration date, the expired domain name will then be deactivated. With the deactivation process, the domain name services involving the web page and the email will no longer function.

However, the expired domain name may still be renewed during this period, but it will take 24 to 72 hours before the domain name services will be reactivated.

When the expired domain name reached the said "domain name grace period" approximately 40 days after it becomes noted as "expired domain name", the domain name will not be active and maybe renewed without paying any additional fees.

After such a period for the expired domain name, here comes the next domain name expiration period which is termed as the "domain name redemption period."

This is a period for a domain name that involved a 30-day redemption period. In this case, the WHOIS contact information such as the name, address, telephone numbers, and others will be deleted, and the domain name will still be inactive. Accordingly, the domain can be renewed during this time by its original holder with \$105 plus renewal fees.



Since it is a manual process for the registry to add the name, address, and other contact information back to the domain registry records, the process will take much time.

Finally, after the domain name redemption period of the expired domain name, there comes a final period known as the “domain name deletion period.”

So, five days after the end of the redemption period for the expired domain name, the domain name will be deleted from the registry and will then be made available by anyone who wishes to register for a domain name.

### **Expired Domain Name Traffic**

Now it is fairly common to know that what a typical domain name is and how it can act as an all-important link to many domain names on the internet.

However, most of us still do not know that there are thousands of domain names that get expired every day and that many small-sized companies use such expired domains to create very precious domain expired name traffic.

As more and more people who use the internet eventually become knowledgeable about the power of domain expired name traffic, a floodgate of new opportunities and options to earn extra income will open up for them.

Keep on reading if you wish to know how you can use the absolute power of domain expired name traffic to create a meaningful vehicle to earn more income. With a set of domain expired name traffic, you can discover the overlying concept of sending visitors to a particular website by using an expired domain and later understand the undeniable advantages of doing so.

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Though many companies and firms have used the power of this new concept, not all of them have reached the desired level of success. This was due to selecting and picking up inferior and wrong expired domain names that came with very low traffic volume.

*With domain expired name traffic, you will have benefits like:*

- Increase the popularity of a given website among net surfers and net shoppers.
- Provide real visitors to that site.
- Offer real-time user-friendly access to the website.
- Accrue higher search engine rankings.

However, for a webmaster, the real problem is to maintain the site's popularity by generating traffic towards the website address. The use of domain expired name traffic as a tool for domain redirection has assisted many websites to reach better search engine rankings and gain public recognition. A concerted pool of meaningful and beneficial domain expired name traffic can help you build a stable expired domain name business.

The process in which a webmaster uses domain expired name traffic to gain an advantage is straightforward. An automated process will be used as a tool to redirect visitors to specific websites and this process is not visible to the people, who use it. Smart entrepreneurs use the benefit of this automatic tool to drive hundreds of site visitors to pool traffic and use it for beneficial gains.

Though there are hundreds of expired domain names available for purchase and use, you will need to be very careful in selecting the best few that provide you handsome domain expired name traffic. Ensure that you are picking up the right name that is 100% reliable and trustworthy.

You can opt to purchase a good domain expired name traffic package to create a good volume of traffic to your site. A good, expired domain with plenty of traffic can provide you with genuine site visitors, who

can eventually give you a lot of sales and orders by deciding to purchase their products and services.

## **Expired Domains: Outrageously Effective Traffic Generation Technique**

Expired domains, how can I receive traffic from them? Can I profit from expired domains?

Those are two very important questions you are asking yourself. Here is the bottom line. You are probably like most online entrepreneurs. You have been struggling to snatch your share of that whirlwind of traffic that you hear about from every guru wannabe out there.

Chances are you have probably invested strongly in banner ads, classified ads, search engines, or even spent a pile on so-called "safe lists" only to find yourself disappointed again and again.

There is a perfectly legal, outrageously effective, traffic generation technique that, until now, has gone relatively unnoticed by the masses.

What if you could recover existing web traffic that is currently being overlooked and being flushed down the toilet?

What if you could grab one of those prized listings in Yahoo that cost \$200 with no guarantee you'll even be included in the directory?

What if you could get that traffic for a fraction of what other advertising methods charge?

Expired domains might be an option to mull over. Every day over 3 million hits of targeted traffic is lost due to abandoned websites.

Why does this happen? Webmasters may lose interest, or they don't have the money or time to manage the site. Occasionally they just

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forget to renew. A large part of these expired domain clicks come from sites that were never developed. But some were once solid sites generating traffic and sales.

Expired domains are all about capturing all the effort, time, and money that the previous owner developed and putting it to good use for yourself.

What if a domain name had link popularity, had a coveted dot com (.com) extension, or was even listed in Google and Bing or even had Google Page Ranking?

What is Link Popularity? Simply put, Link Popularity is the number of other websites that link to your site. Doesn't it stand to reason that if a domain name previously had Link Popularity or was one of those coveted dotcoms or was even listed in Yahoo, that it might have once been a thriving website?

Not only that, but with a little time and effort, you might even be able to pick up some popular domain names just for conjecture or to resell on eBay! Many of the domain names that expire every day could be resold even without Link Popularity or any of the other "carrots" because they just happen to be highly regarded as a tangible asset. Short, descriptive domain names that end in a ".com" or ".net" are examples of this.

The best part is that you can get these names for the price of registering them, often for less than \$10!

Even if you didn't use the domain name to redirect traffic to your website, if you find a couple and sell them at auction for \$25, \$50, or more, that's a suitable return on a very small investment.

A certain amount of caution needs to be taken when using this tool for any purpose. Make certain you do a bit of homework to make sure the previous website was not an adult site. Occasionally the domain name may not necessarily reflect the former content. There is a tool that can

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be used to determine the history of the site. Best of all, it's free! Here is the link: <http://web.archive.org>

If you are looking for alternative ways to generate traffic to your site, expired domains might be a good investment.

# Conclusion

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**In conclusion, domain names are the name given to a website. It distinguishes one website from another.**

It provides a unique identity for you in the web world. You can promote your business by choosing the domain name carefully. Domain names are permanent, and it retains your identity throughout your web presence. Generally, companies choose the company name or brand name as the domain name.

The World Wide Web is the name given to the huge network that we call the internet. It contains millions of sites. New and new sites are being added daily. More and more people are using the Internet for their business and work purposes. With this wonderful medium, the business has truly become global. Products are ordered from homes and offices with the help of the Internet.

Business prospects have increased exponentially over the years. This has given a new dimension to modern-day business. In the future, it is expected that business will be done online only. Already online

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transactions are the preferred mode of business for a high percentage of consumers in advanced countries. It is also taking the business by storm in many developing countries as well.

So, we can safely assume that modern businessmen cannot do without online transactions. Everyone knows about the importance of the business card for companies. Domain names have become the modern-day business card. Business cards have their limitations, whereas websites have the potential of accessing innumerable customers. It helps to promote business and get new customers.

The domain name should be able to portray the image of the company. A domain name should also be search engine friendly so that customers can find your company easily. This makes your products accessible to millions of customers worldwide. The modern-day business has become highly competitive and having the right domain name enhances the prospects of a company hugely.

The next step after choosing your domain name is to register it. Domain name registration is very easy. You can approach one of the many web hosting companies to register the name for you. It hardly takes a few minutes to register. Once registered, the domain name will become the unique online identity of your company.

Computers find the domain names through Internet Protocol (IP) addresses. But it is not humanly possible to remember these IP addresses.

Domain names are more user-friendly and easier to remember thus enabling prospective online customers to find your company. Domain names are generally simple words or phrases. It is essential to choose words or phrases as relevant to your company as possible. It is also advisable to choose short names which are easy to remember.

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