

DOMAINING **MANIFESTO**

The Ultimate Guide To Successful Domaining

By John Motson

www.domainingmanifesto.com

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DOMAINING MANIFESTO

The Domaining Revolution is Coming!

This book is brought to you courtesy of the Domaining Revolution, an event that will change the way we look at domain names for ever.

Subscribe to the revolution at DomainingRevolution.com and be part of the action on launch day.

DOMAINING MANIFESTO

Introduction

Hello and thank you for downloading the Domaining Manifesto!

"Domaining is the business of buying, selling, developing and monetizing Internet domain names". ([Wikipedia](#))

Domaining is perhaps best described by the "real estate of the web" analogy. One-word dictionary domains - like Sex.com - are your beach-front villas. Premium keyword domains - like CreditCards.com - are your two-story homes, the LLL.coms (Letter Letter Letter) are your land lots etc.

Now that we have the formalities out of the way, I have to state the cold truth. Domaining IS NOT a "get rich quick" scheme. You will not become a millionaire within 20 days of getting into domaining!

That said, **domaining IS one of the best ways to get rich online.** If you play your cards right, work hard and learn from your mistakes, you can build an envious domain portfolio with a guaranteed, continuous income stream that will last for years to come.

Whether you are new to domaining or you are a domaining pro, you will find the Domaining Manifesto full of helpful information to successfully deal with domain names.

DOMAINING MANIFESTO

The Domaining Manifesto presents you with clear-cut information, strategies and techniques to successfully register, buy, protect, monetize, trade, negotiate and sell domain names.

This information has successfully worked for myself and numerous other successful domainers online.

To Your Domaining Success!

John Motson

DOMAINING MANIFESTO

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Domaining Essentials

What Is A Domain Name?

A domain name is an entity's registered name on the Internet.

In the past, a website was accessed by an IP address (e.g. 112.123.12.12). Because humans find it easier to remember keywords than numbers, and because a website may change its IP address multiple times during its lifetime, these days that IP address is represented by a domain name.

We type a domain name in the URL of our browser to access specific websites. e.g. my blog <http://www.dnxpert.com> has the domain name “[dnxpert.com](http://www.dnxpert.com)”. My expired domain forum <http://www.dnxpert.com/forum> still has the same domain name but is found in a subdirectory of that domain name.

Each domain name has a suffix - an extension which indicates what top level domain (TLD) that domain belongs to - on that note, [dnxpert.com](http://www.dnxpert.com) belongs to the .COM TLD.

Types Of Domain Names

Domains are classified by their top level domains (TLDs).

Top level domains - TLDs - are the letters that follow the last dot of a domain name.

There are three types of top level domains currently identified by the Internet Assigned Numbers Authority (IANA):

1. **ccTLDs** or Country Code Top Level Domains are used by countries and dependent territories. They are limited to two letters. Examples of ccTLDs are .us (United States), .de (Germany), .it (Italy) ... For a complete list of currently existing ccTLDs click [here](#).

The rules of registration of ccTLD domains vary from country to country. For example, Indian TLD domains (.in) can be registered by anyone, while Andorran TLD domains (.ad) can only be registered by Andorran entities (Andorran individuals and organizations).

2. **gTLDs** or Generic Top Level Domains were in theory meant to be used by specific types of organizations.

Today, almost all gTLD domains can be purchased by anyone - with the exception of .mil and .gov which are restricted to US authorities. Examples of gTLDs are .com, .net, .info, .org, .asia etc. For a complete list of gTLDs click [here](#).

3. iTLDs or Infrastructure Top Level Domains have a limited use. The only known iTLDs are .root and .arpa.

How To Register A Domain Name?

In order to register a domain name, you need an account with an ICANN (Internet Corporation For Assigned Names and Numbers) accredited domain name registrar. For a list of all ICANN accredited registrars click [here](#).

If a registrar is not on the above mentioned list, they are most likely acting as a reseller for a larger domain name registrar. For example, up until recently, NameCheap was a reseller for Enom.

Note: ccTLD (Country Code Top Level Domain) registrars are not directly accredited by ICANN and hence might not appear on the list mentioned above although many general registrars cater for ccTld registrations.

Getting an account with a domain name registrar is easy. The sign up process takes a few seconds. You are usually required to provide some personal information - your name, address, telephone number, email address etc.

Make sure you provide correct personal information when creating an account. Registrars are entitled to lock or take away a user's domain if the account information is incorrect.
Registrars guarantee to keep your information safe, so you are not at any risk.

Once you have an account with a domain name registrar, you can proceed to register domain names.

Registration cost varies by registrar. Generally, you can expect to pay around \$10 per year for a .com domain.

Registration duration can range from 1 to 10 years. Some registrars might offer a discount for multi-year registrations, however no registrar has the authority to provide a registration period longer than 10 years.

Registrars usually provide a search interface to help you find and register domains. Using this interface you can search for

and check the availability of your desired domain name.

Once you find a domain, registering that domain takes only a few simple steps. Most registrars support PayPal and Credit Card payments.

Recommended Domain Name Registrars

There are a number of great domain name registrars to choose from on the Internet. The following registrars have a proven track record and are used by thousands of domainers worldwide:

[Moniker](#), [Enom](#), [Godaddy](#).

Domainer Tip: Before purchasing an online product, I make sure I check the vendor's reputation. In case of domain registration, an easy - yet simple - way to do this is to Google "vendor sucks" where you replace the word vendor with the registrar you want to check. Make sure you don't forget the quotation marks. A little bit of research can save you from unnecessary hassles later on!

Save Money On Your Registrations

You can save a lot of money if you approach domain registration wisely. You might not consider a saving of \$1 or \$2 to be a lot. However, if you are registering in bulk, these \$1 or \$2 can quickly turn into \$50 or \$100, which is quite considerable.

Use Coupons

An excellent way to save money while registering domains, is to use coupon codes. I never register a domain without using a coupon code. A [Godaddy](#) or [NameCheap](#) registration generally costs around \$10. However, if you use a coupon, this fee is reduced to \$7 or \$8.

I would highly recommend you register your domain names with [Moniker](#). If you follow this [link](#) and register a free account then contact Moniker support and indicate that you are a DNXpert.com reader you will get a substantial discount on all future domain purchases.

I regularly post coupon codes at my [blog](#). Alternatively, you can check the DNXpert forum [coupon section](#). Once you find a coupon code, proceed to your registrar's registration page.

During checkout, enter the coupon code you found for some excellent domain name registration savings.

Registrar Premium Memberships

Another excellent way to save money is to become a premium member of a registrar. By becoming a premium member of a registrar, you can purchase domains at a set discounted rate. You also receive other bonus benefits which vary depending on which registrar you use. Contact your favorite registrar for further information.

Shop Around

Don't settle for one registrar. People tend to get into a habit and continually register all their domain names at one registrar. Shop around!

You can make great savings by buying your domains at different registrars. Registrars regularly run holiday specials, and various other promotions during which you can get domains at great rates. Only recently [Godaddy](#) provided registration of .com domains at an amazing rate of \$0.99 for one registration while most other registrars charged \$7 or more.

Domainer Tip: Limit your registrar count to a manageable 4 or 5. Many domainers have lost their domains to expiration by forgetting about the domains they had registered with obscure registrars.

Buy In Bulk

Buying in bulk is another way to save on registration fees. Most domain registrars offer discounted rates if you purchase domains in bulk.

Changing Your Domain NameServers

When you want to change your website's webhost, you must change your domain's DNS (domain name system name servers). DNS information is specified by your hosting provider.

Note: By default, your domain's DNS point to your registrar's parked page. If you are not using a domain, and you decide to not change the default DNS, your registrar is actually earning money from your domain's visitors' clicks. Domain parking is explained in detail later on in this text.

The DNS acts as the background of a domain name, helping domains resolve to IP addresses. For example, dnxpert.com has the DNSs ns1.dnxpert.com and ns2.dnxpert.com.

The following steps generally outline the process of changing your domain's DNS:

1. Log into your registrar account
2. Access your domain's administration interface.
3. Access the Change Name Server feature.
4. Enter new DNS information and save.

NOTE: Some registrars might not provide an obvious way to enter both DNS name and DNS IP address for your domains. Check your registrar FAQ on how to use advanced DNS changing features, or contact your registrar directly.

How To Transfer A Domain Name?

A domain name transfer refers to a change of ownership or change of registrar of a domain name. Some of the reasons to transfer a domain are:

1. You have just sold or purchased a domain.
2. You are dissatisfied with your current registrar.
3. You need to renew a domain.

Domainer Tip: Sometimes it is cheaper to renew a domain name by paying for a transfer, then by paying the renewal fee. For example, [GoDaddy](#) domain transfers cost around \$6 and include a 1 year domain renewal. If your domain is registered with [Moniker](#) where renewals cost \$10, it is cheaper to transfer to [Godaddy](#) and get the inclusive 1 year

extension. You will save \$3. A \$3 saving per domain renewal equates to a lot of cash, especially if you own hundreds of domains.

Note: Registrars do not allow the transfer of domains to another registrar within a set period of time following the registration of a brand new domain name. For example [Godaddy](#) up until recently allowed transfer away of a domain 60 days after an initial registration. Transferring a domain from one account to another account within the same registrar can be done at any time.

Note: Some registrars enforce an external transfer lock on a domain for a set time period if you make any alterations to contact information. [Godaddy](#) up until recently placed a 60 day transfer lock if any changes were made on contact info on a domain. This was a security feature which was implemented to help prevent domain theft.

There are two types of domain name transfers.

1. Ownership transfers within the same registrar.

The following steps summarize such a transfer at Godaddy (other registrars follow a similar procedure, check their faq for details):

1. Log-in to your registrar user account.
2. Access your domain list.
3. Access the change account details / transfer domain feature (different depending on registrar).

4. Enter new owner account details, including the email / username of the new owner.
5. Complete the transfer request.

At this point, your registrar sends an email notifying both parties of the transfer initiation. The email sent to the new owner usually contains a set of security keys combined with other information related to the domain transfer.

To complete the transfer the new owner follows the steps outlined in the email sent by the registrar.

At Godaddy these steps can be summarized as follows (other registrars follow a similar set of steps, check their faqs for details):

1. New owner logs into their registrar account.
2. New owner accesses their account pending changes screen.
3. New owner enters the domain security codes as provided in the email they received from the registrar.
4. New owner completes the transfer process.

2. Transferring a domain from one registrar to another.

This type of transfer can be summarized by the following

steps:

1. Owner of domain name removes registrar lock placed against the domain name. This is done by using the "Remove lock" feature of your account's domain administration interface.

Note: A registrar lock is placed by the owner of a domain name in order to prevent any attempts of transferring that domain name.

2. New owner logs into their account at their registrar.
3. New owner accesses the transfer domain screen and initiates transfer of said domain.
4. Their registrar informs the present domain owner (email retrieved via Whols information of domain) that a transfer has been initiated.
5. Present owner confirms transfer via their registrar account.
6. Transfer is completed

Note: Transfer may take a few hours to show up in your registrar account.

Domain Expiration Explained

Domain names expire. As explained above, registrars are

allowed to provide a domain name registration with a duration period of between 1 and 10 years.

After your domain name registration period elapses, your domain is set to expire. You are usually notified by your registrar of any pending domain expirations. If you opt against renewing that domain, the domain eventually expires and is dropped into the available domains pool.

Domainer Tip: Registrars provide the option to auto-renew your domain names. If you own a highly valuable domain, or if you do not wish to worry about your domain ever expiring, you can easily set your domain name to auto-renew via options that your registrar provides.

The domain name expiration process is defined by a set number of domain states. These states are concrete and are conformed to by every registrar, however the duration of each state might vary from one registrar to another.

Active status is the general status of a working / live domain name. Domains in the active status can be renewed or transferred at any time.

On-hold status is the status of a domain immediately after

the expiration date. A domain in the on-hold status will cease functioning, and the site that uses this domain will appear to be down. During the on-hold status, the domain can still be renewed at normal renewal rates by the owner. The on-hold status duration varies between registrars.

Redemption Period status is a recent addition by ICANN providing the original owner with a second chance at renewing their domain.

The redemption period lasts for 30 days at all registrars and renewal costs are larger than a general renewal rate. To renew a domain in the redemption period, the owner must pay fees extending up to and over \$150, depending on the registrar.

Pending Delete status is the final status prior to release of a domain name. This status follows the redemption period and lasts up to 5 days.

There is no way for the original owner to renew their domain at this time, apart from waiting for the domain to be released and then attempting to re-register it.

NOTE: Nowadays almost no domains enter the delete period. If they are any good, they are placed into an auction by the registrar and only if there are no bids do they eventually drop. Almost all major registrars have an associated expiring domain auction. (Godaddy=>TDNAM, Enom/NetSol=>NameJet etc)

Value Of Expired Domains

People buy expired domains for a variety of reasons, but it all comes down to one thing - Expired Domains Are Worth Money!

It is a known fact that an aged domain is looked at differently by a search engine than a brand new domain. If you start a website with an aged domain, more often than not your website won't be placed in the search engine sandbox. Instead, your website will get indexed by search engines almost instantly. In addition, your pages might have a Page Rank and will hence carry a stronger weight in any search engine rankings - hence you might get better search engine results.

Secondly, an aged domain comes with residue traffic. If that domain was in use by a website in its lifetime, people will still be visiting it as a result of incoming links or type-in traffic. Regardless of the source traffic is traffic.

And finally, all domains have an expiration date. Some are renewed by their owners, others are placed into an expired domain auction by the registrar, while others expire. Think about it, if books.com expired, wouldn't you like to own it?

How To Backorder An Expired Domain Name

If you wish to acquire a domain that is about to expire, you may attempt to register it by hand. That attempt can almost certainly be described as hopeless. If the domain name is any good at all, it will not even reach the drop stage. It will be placed into an expiring auction at a backorder service by the registrar.

In order to give yourself the best chance of grabbing the domain in question, you should utilize a domain backorder service.

A domain backorder service gives you a far greater chance of grabbing a domain name upon expiry. Backorder services have hundreds of servers hitting registrars in the hope of registering your desired domain name the second it expires.

Most large registrars do not even let a domain expire if it is

any good. Instead, they send that domain to an auction with an associated auction/backorder service. Only if there are no bids on that domain is the domain allowed to expired.

Godaddy domains go to TDNAM, Register.com to Snapnames etc.

To find great expiring domains for backorder, check out the SnapNames [expiring domain lists](#). I often find excellent domains browsing through these exact lists.

The following backorder services are the most popular:

[NameJet](#), [SnapNames](#), [Pool](#), [Godaddy](#)

Domainer Tip: My experiences of the Godaddy backorder service have shown that they are not as good at getting popular domains. I would recommend it only for domains that you are quite sure noone else would want.

Expired Domain Grabber Tools

[Enom domain grabber](#) and [Moniker domain grabber](#) are tools that allow you to scan for domains as they expire and register them using the Enom and [Moniker](#) registration API.

If you have the computer and bandwidth resources, you can

compete with the backorder companies in grabbing the best expired domains. Again you should note that a lot of registrars send their expiring domains to auction, rather than letting them expire directly.

As an alternative, I recommend you visit the <http://www.dnxpert.com/forum> where you can find lists of expired domains posted regularly. Additionally, you can list your domain names for sale and interact with other domainers.

How To Appraise A Domain Name

Before you buy or sell a domain name, I recommend you get it appraised. An appraisal is an estimate or opinion of value.

Many of you will state the age old phrase "beauty is in the eye of the beholder" - a phrase proven accurate by many domain sales.

Yes, a domain is worth as much money as a buyer is willing to part with.

That said, there are methods which can help you approximate the value of a domain before you get into a bargaining or bidding war over it.

Techniques To Appraise The Domain Yourself

Self appraising a domain name takes practice. As you gain experience, you will realize it is basic common sense. A domain appraisal should be approached from a number of angles for best results.

Natural Traffic

Traffic is king. Any domainer worth his salt will tell you that. If the domain has natural traffic, you are half way there without doing anything else. Natural traffic refers to type-in traffic. Many Internet users prefer to type their search terms in their browser URL as opposed to searching via a search engine. If you own "PetFood.com" you will get natural traffic from users typing "Pet Food" in their browser's url.

Link And Search Engine Traffic

The more link and search engine traffic a domain gets, the more valuable it is. Domainers consider domains with traffic valuable because of their monetizing potential.

One way to check domain back-links is to use an advanced PR checker. I use CheckPageRank.net. It displays useful statistics like link count from major search engines, Google PageRank, major directory listings etc.

Note: Alexa.com is good as an approximate indicator of traffic. However, do take it with a grain of salt, as Alexa traffic can be faked as explained later on in this text.

Marketability & Trends

Is the idea behind the domain name marketable. Is it in demand? Can you market the domain to the general public?

AdolfHitler.com - short, recognizable, pronounceable. Marketability? ZERO. Apart from existing as a reminder of the atrocities committed by this madman, the domain has very little marketable future.

One of the first things you should ask yourself when appraising a domain name is whether the idea represented by the domain is sell-able. You can use various tools to check whether the domain keywords are being searched for by web users.

Note: Overture tool, Keyword Tracker etc. are described in detail later on in this text.

Sales History

Look for sales history of similar domain names. Several sites offer historical overviews of domain sales to compare your domain to - [DNSalePrice](#), [NameBio](#), [DNJournal](#) are excellent resources for checking sales history of domain names.

Brandability

A domain name has to be brandable. The shorter, catchier, and more memorable it is - the better it is. Some of the best modern day online services use brandable names : Google, Yahoo, Ebay, Skype, Skenzo etc.

The Dictionary of Business and Management defines the term brand as:

"a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors."

People have short attention spans and bad memory. You should take that into account when registering domain names.

The Football World Cup happens every four years. The next World Cup is in South Africa in 2010. I can bet my life you won't see the World Cup representatives promoting TheFootballWorldCupInSouthAfrica2010.com as their official website domain.

Domainer Tip: Recent registration of all LLLL.com domains (Letter Letter Letter Letter) is a good indicator of the power of brandability. It is very easy to brand something like LIDO.com, MEZO.com etc. There are still some very good LLLLL.com domains available to register at registration fee cost.

Pronouncability

Consider how pronounceable a domain name is when you are judging its value. People shy away from hyphens and numbers because they are hard to pronounce.

Think about how you would promote your domain when communicating with prospects offline. Domain-Name-Expert.com would have to be read out as domain dash name dash expert dot com. Football4You.com would be pronounced as Football Number 4 You dot com.

See what I mean?

There are certain exceptions - Football365.com is a popular football news portal, 32red.com is an online casino.

Recent trends of registrations of various 247 and 365 domains indicate that people have recognized that in some cases numbers can be combined well with keywords to make for good domain names.

I believe that in general, domains with 247, 365 and other meaningful numbers are exceptions to the rule. Their popularity has in part been brought about by offline

branding. One should in general be aware that domains with word and number combinations suffer value loss.

Domain Name Length

The shorter the domain the better. Length is considered both in character and keyword terms. In general a domain made up of two keywords is more valuable than a domain made up of three keywords.

Potential for Development

Can you envisage developing this domain into a usable website? Can you picture a website idea by simply looking at this domain name? Consider a domain's development potential very carefully.

Grammatical correctness

Does the domain sound right? Are the keywords used properly?

TLD

Domains vary in value depending on their TLD (Top level domain or extension). Generally, .com domains are more valuable than .net, .org, .info etc.

Get A Peer Appraisal

If you want a second opinion on a domain name, you have the option of getting a peer appraisal. Most domaining forums offer a section entirely dedicated to appraisals. A thread requesting an appraisal for a domain is usually barraged by numerous appraisals from domaining peers.

Domainer Tip: Never ask for a peer appraisal for a domain you are about to purchase. Domainers are a fickle folk. Don't be surprised if someone reading your appraisal thread attempts to hijack your transaction in order to buy the domain themselves.

Professional Appraisals

These days there are many websites offering professional domain appraisals. Sites like [Estibot](#) and [SwiftAppraisal](#) are automated sites that factor in keyword count, character length, PR, Alexa ranking and link count to calculate an approximate value of your domain name.

[Sedo](#), [Moniker](#), and many other companies provide a professional appraisal service, however I see no reason to pay a fee for something which you can do yourself.

Domain Tasting Explained

Many people use the words domain tasting and domain kiting interchangeably. In fact, there is a distinct difference between the two practices.

According to gnso.icann.org domain tasting is:

"A monetization practice employed by registrants to use the AGP to register domain names in order to test their profitability. During this period, registrants conduct a cost-benefit analysis to see if the tested domain names return enough traffic to offset the registration fee paid to the registry over the course of the registration period (e.g., currently \$6 for a .NAME domain name)."

They define domain kiting as:

"A form of domain tasting which involves continual registration, deletion, and re-registration of the same names in order to avoid paying the registration fees. This practice is sometimes referred to as "domain kiting." This term has been mistakenly used as being synonymous with domain tasting, but it refers to multiple and often consecutive tasting of the same domain name that avoids paying the registration fee. N.B. there is no guarantee that a registrant who allows a name to drop at the end of the AGP will be successful in re-registering it as other registrants may also compete for the same name."

In other words, domain kiting can be viewed as continuous domain tasting.

This practice used to be limited to certain registrars and big time domainers who were in cahoots with those registrars.

The practice of domain tasting and kiting has recently been made available to the general public.

Depending on which registrar you taste domains with, you can pay from between \$0.20 to \$1.00 for a 4 day taste of a domain.

This is a great way for an everyday domainer to check out the value of a domain before actually spending money on it.

How does it work?

Simple. You check whether your domain registrar supports domain tasting. Reading the FAQ is a good start, or you can ring them directly.

After you confirm that they support domain tasting, you simply register your domain of choice. You park it with a parking company or you direct it your host, so that you can track the visitor stats.

If you are not happy with the results, you can access your registrar within 4 days of registration, and use the Delete domain feature to cancel that domain. At this time your registrar refunds most of the amount to your account while keeping the nominal tasting fee.

Domainer Tip: Keep in mind that registrars usually refund your registration amount as credit to your registrar account, and not back to your PayPal. You can subsequently use this credit as funds for other domain purchases.

There are many registrars that support domain tasting.

Domainer Tip: [Godaddy](#) does not support tasting per say, but if you register domains and change your mind, you can email support and ask for the names to be deleted and your money to be refunded.

Parking A Domain Name

Domain parking allows you to monetize unused domain traffic. If you own a domain name that has natural type-in traffic, or receives traffic via links, and you are currently not using that domain name for a website, you can monetize that domain name by parking it.

You park a domain name by pointing its DNS to a parking provider page. When a visitor visits your domain, they are shown the parked page. If the visitors click on any ads while on that parked page, you receive a percentage of the value of that click. Click values vary by keyword quality.

These days, there are numerous parking providers online. The packages offered by parking companies depend on the quality and quantity of visitors to your parked domains. Commission rates vary by provider.

Domainer Tip: If you get a lot of traffic to your parked domains, you can negotiate a higher commission rate per click with most parking providers. Contact your parking provider for further information.

Many parking providers allow you to customize your parked pages, monitor your traffic in detail and even go as far as allowing you to add your own Google AdSense within your parked page templates.

Some of the most popular parking providers are:

[Parked](#), [Whypark](#), [Trafficz](#), [Fabulous](#), [Namedrive](#), [Sedo](#), [HitFarm](#), [Bodis](#), [TrafficClub](#), [Skenzo](#).

Optimize Your Parked Portfolio

If you have parked your domains and you feel you are not getting enough clicks per visitor count, there are techniques you can utilize to improve your click-through rate.

Simply parking your domain is not sufficient. You should pick the right template to match your keywords. Some parking providers allow you to fully customize your parked template, while others allow you to add your own html.

One unique parking service, [WhyPark](#) pushes the limits of domain parking. They actually go as far as not paying you any PPC revenue at all.

But that's crazy, right? No! In fact, [WhyPark's](#) service is one of the most sought after because they allow you to basically create minisites for your domains. They even go as far as providing you with articles to use as part of your parking program.

But how do you earn money from parking with [WhyPark](#)? Simple, they allow you to place [Google AdSense](#) or any other ad network ads as part of your parking program. You earn

and keep all revenue generated from those ads.

Search Engine Optimize Your Domains

Search Engine Optimization is a complex topic which is beyond the scope of this book. SEO varies from day to day and deserves a lot of attention as attention to detail pays off in the long run. If you are interested in SEO, I would recommend [Aaron Wall's SEO Book Program](#). It is by far the best SEO course you can find online today.

Domaining Acquisitions And Sales

Finding Available Domain Names

If you want to invest in domains or you want to make a website and you are on a tight budget, there is a chance you can find the right available domain name and hand register it.

There is an infinite number of possible combinations of domain names. Yes, many are already taken. Most dictionary words in almost any TLD are registered. Numerous two keyword domains are registered as well.

In 1994 Leland Hardy hand registered NewYork.com. Of course, this is not 1994. These days, you can expect to hand register a domain name comprised of less popular keywords. Either noone has ever thought of that keyword combination, or the name has recently expired and noone has picked it up.

That does not mean there are no domains left to register by hand. It just means you have to be a little more creative in your searches.

If you are not creative, or you want to save time, there are some online tools that you can use to your advantage to find the right domain name.

Some excellent domain name generation tools are:

[NameBoy](#), [DomainFellow](#), [5letter](#) (a cool tool to find available 5 letter domain names). Another great tool to brainstorm domains is [DomainScour](#).

I recently wrote a [blog post](#) on the subject of finding available domains which you might find extremely useful.

A very popular alternative to the above resources is the [DNXPert expired domain forum](#) where you can find lists of keyword rich expired domain names. Another cool resource is [JustDropped.com](#) with various filters you can use to narrow your searches.

Before you storm off to use any of the above tools, you should follow the steps I previously outlined for Self Appraisals to appraise any potential domain name purchase.

In addition, there are a number of tools you can use to aid you in deciding whether there is demand for the domain

name you are interested in.

It is amazing how many people jump to register hundreds of domain names because they sound right to them. You should do your research before jumping into any domain purchases.

There are some great tools that can help you decide whether a domain is worth purchasing.

Overture

The [overture suggestion tool](#) used to tell you how many people searched for a word or term in the past month. If you got more than 10,000 searches per month, you could be almost certain that the term has potential.

Note 1: Overture has recently stopped functioning. Domainers now use alternatives like [Google insight](#) to similar effect.

Google.com

Searching for your term enclosed in quotation marks can give you an indication of how often that term exists on pages.

This should be used as a guide only in combination with other research tools. Over a million results is always good.

Other tlds.

It is always good if the domain name is taken in most other extensions, as that indicates that the term is used widely, and limits the potential buyer from buying an alternative.

Wordze

The [Wordze](#) is an excellent tool to check popular keyword trends. It should be used in combination with the overture tool.

Acronym Finder

[Acronym Finder](#) helps you find meanings for acronyms of popular terms. (e.g. IBM = International Business Machines)

Switch Board

[Switch Board](#) lets you find company names that use your keyword. This tool can be used as a starting point in search for companies to approach for potential sales.

Reystar

[Reystar](#) will give you the most popular searched keywords over a period of time.

7Search

[7Search](#) will give you top 500 paying keywords on the web. You might not consider this important, but while parking your domain waiting for a buyer, you want your clicks to get you the best revenue possible.

Google trends

[Google trends](#) let's you see what is hot in Google searches at the moment. Google trends is a very powerful tool you can use to brainstorm new domain name ideas.

Domainer Tip: Before plumping for a domain, check with the [USPTO](#) to see whether your keyword term is trademarked.

How To Negotiate A Domain Purchase

There will come a time when you will want to approach a domain owner to inquire about the availability of a domain name they own.

There is no single way to do this, as every situation might warrant a slightly different approach. That said, the following information should give you plenty to consider before you make that fateful approach.

Casually Approach The Seller.

You can casually approach a domain name owner to get valuable information about their domain name.

Firstly, you will find out whether the owner is willing to part with their asset, and secondly, you might find out the ballpark figure they are looking to recoup from any potential sale. A casual approach might be worded as follows:

*Hi **First name** [Replace with their name obtained from their domain's WhoIs information],*

I noticed you own the domain DomainName.com [Replace with their domain name] and it's not currently in use.

Do you plan to develop it in the future?

Regards

***First name.** [Replace with your first name]*

Be careful not to mention any purchasing on your part, as that will instantly increase the potential sales price.

Any mention of a purchase gives the domain owner an indication that their domain is of value, which in turn inflates their valuation of said domain name.

Domainer Tip: always do a casual approach from a free email account, rather than your established website/company email. You do not want the seller knowing anything about you at this point.

There are a couple of responses you might get as a result of a casual approach.

1. The owner might consider it too casual, and decide not worthy of a response.
2. The owner might respond with a sound offer at which point you proceed with the purchase.
3. Or the owner might respond with an extremely high price to test the waters.

In case of failure, you can wait a few weeks and start all over again.

Make A Modest Offer

Another approach which has been successfully practiced by many domainers is the modest initial offer. Start negotiations

off by offering an amount below your valuation of the domain name. This tactic gives you room to maneuver when negotiations get more serious.

Domainer Tip: Be careful not to start with an offer that can be deemed insulting as that might upset the owner and jeopardize any further negotiation. You want the domain owner to remain interested at all times.

A modest offer approach might sound something like this:

*Hi **First name** [Replace with their name obtained from their domain's whois information],*

I noticed you own the domain DomainName.com[Replace with their domain name] and it's not currently in use.

I am currently searching for the right domain name for my new online venture and I have shortlisted DomainName.com as a potential candidate.

My budget is in the region of \$200 and I can close any deal quickly. I will cover any escrow fees at my expense.

Please let me know if the domain is for sale and at what price.

Thank you in advance,

First name [*Replace with your first name*]

The good thing about a modest offer is that you have every chance of success. The owner might have tried to sell this domain unsuccessfully for a while, so they might consider any amount a good amount.

You should be aware that most people will not accept your initial offer and might instead try to bargain. Because you started off with a modest offer, you have every chance of getting the domain at a reasonable price.

By offering to pay for escrow, you have done two things. You have indicated you want to use an escrow service - meaning the sale will be secure - and you are willing to cover the costs, so the owner won't lose any money.

Make Them An Offer They Can't Resist.

If you have budgeted for a quality domain name and you are certain that the domain in question is worth the money, you can make the seller an offer they can't resist.

Make sure you approach them formally and indicate urgency for a quick sale:

*Dear Mr/Mrs/Ms **LastName** [Replace with their name obtained from their domain's whois information],*

I represent the company X [Replace with your company's name] and I have been given the task of acquiring a domain name for our new online venture to be launched DD.MM.YYYY [Indicate a date within the next couple of months].

We have shortlisted your domain name DomainName.com [Replace with their domain name] as one of the domains we consider suitable for our needs. We are willing to pay up to \$5,000 to secure it.

Time is of the essence as we need to secure the right domain name before [Insert some date in the very near future] in order to prepare the appropriate graphics, logos, letterheads etc for our venture launch.

Our company will cover any escrow fees resulting from this transaction.

I am available to discuss this transaction at the phone listed below.

I look forward to hearing from you,

First Name Last Name *[Replace with your name]*

Company name *[Replace with your company name]*

By making a formal approach you have done a number of things.

Firstly, you have allayed any fears the seller might have regarding the legitimacy of your approach.

Secondly, you have made sure they know that you will cover any costs incurred due to use of an escrow service.

And thirdly, you have given them a deadline that they have to meet if they want to make money from their domain name.

More often than not, a domainer will sell their domain name if they get the right amount of money for it.

Purchase Domains At Forums

Forums are probably the best venue for a quick domain name purchase. Due to the nature of a forum, you have direct interaction with a seller. At times, you can get a great domain name at a bargain price.

Most forums have a domain specific area which allows for a couple of domain listing options:

1. A **domain fixed price** section allows the seller to specify their domain name and the price they wish to sell the domain at.
2. A **domain auction** section allows the seller to initiate the auction at a set amount, specify a bid increment amount, set an auction end time and a BIN (buy it now) price.
3. A **domain offers** section allows the owner to feel out the market by listing their domains and asking for forum members to make offers. If an offer is satisfactory, the owner sells.

Forums work based on a trader rating system. Similar to Ebay, members are able to rate each other as a result of every transaction. Because there is no other way to decide whether a buyer or seller is reliable, the best way to judge

their reliability is to take a look at their trader rating.

Domainer Tip: Purchasing a domain from a seller with a 0 trader rating should be considered a risk. You should weigh the price of the domain and the domain's quality against the risk involved. You will be surprised at the sheer number of cheats and crooks that loiter around forums looking for an easy buck.

There are certain rules you should adhere to in order to maintain successful purchases at a forum over a continued period of time.

1. Purchase only from sellers with a solid reputation.
2. Do not comment on a sales thread in a negative way. Forum moderators frown upon this and you might get yourself banned.
3. Do not comment on sales threads unless you intend to make a bid and you wish to inquire about the domain name.
4. If there is a fixed price sale and you like a certain domain, try sending the seller a private message. There is a chance the seller might opt to sell for a lower price if you approach them in a professional manner.
5. If you like a certain domain, do not hesitate during an auction. You might get trumped by another buyer who

pays the BIN (buy it now price) and gets the domain ahead of you. If you are sure the BIN is below the domain value, buy at BIN immediately.

The following forums boast a large population of domainers that regularly buy and sell domain names:

[DNXpert Forum](#), [DNForum](#), [DomainState](#), [NamePros](#), [DigitalPoint](#), [Sitepoint](#), [IDNForums](#). [InForum.In](#)

And to a lesser extent:

[v7n](#), [webmaster-talk](#), [domainforums](#), [domainforum](#), [acrondomains](#).

Purchase Domains At Aftermarkets

There has been an increase in sales of domains at domain aftermarkets. Aftermarkets are a great venue for searching for and buying domain names.

You buy domain names based on listings made at the aftermarket. Most aftermarkets provide category based search and browse functionality.

Aftermarkets have been known to be frequented by resellers and bargain hunters. Recent trends indicate more and more end users venture into aftermarkets to find the right domain for their business.

Here is a list of some of the best aftermarkets online:

[Sedo](#), [TDNAM](#), [Afternic](#), [Afternic Bazaar](#), [Moniker](#), [Fabulous](#), [BuyDomains](#), [Nicit](#), [AuctionYourDomain](#), [HuntingMoon](#).

The following companies concentrate on domain name backorders but provide a domain listing/aftermarket service:

[SnapNames](#), [NameJet](#), [Pool](#).

Trade Your Domain Names

Structured domain name trading is a recent occurrence introduced by SwapNames.com. SwapNames.com has since been renamed to [Zuho](#) because of trademark infringement issues with the original name.

Domain owners advertise domains they are willing to trade. If a domain trade is agreed, the domains are swapped and a rating is assigned to each party.

Some of the domaining forums mentioned earlier facilitate domain trading as well.

Domain Name Auctions

A lot of domain companies hold online and live domain auctions providing domainers with a great opportunity to buy and sell domain names.

Both online and live auctions are usually open to all participants however on some occasions sellers have

to pre-register while buyers have to confirm their identity and on occasions await confirmation of their eligibility.

[Moniker](#) and [Sedo](#) are best known for holding live and online domain auctions. Other companies known to hold domain auctions are: [SnapNames](#), [Pool](#), [NameJet](#), [Tdnam](#), [Godaddy](#), [GreatDomains](#), [DotPound](#), [DomainReturn](#).

To keep up to date with auction schedules and other auction related information, keep reading [DNXpert.com](#).

How To Negotiate A Domain Name Sale

If you own a domain name, you might eventually be approached by an interested buyer. You should keep in mind that the buyer might be following some of the domain buying techniques outlined earlier in this text.

Your response to any such approach should be structured so as not to scare the buyer away. Keeping them interested while getting the right money for your domain is the key.

If you get a modest or lowball offer, and you can prove that your domain is worth more, counter with a descriptive reply which indicates why your domain is worth more.

Ask for an amount a little higher than what you expect to get for your domain, since it is very likely the buyer will try to negotiate.

Some domainers ask for an amount around a minimum of 12 to 24 times the monthly parking revenue of their domain names while others have been known to price their domains at as high as 72 times their monthly parking revenue.

If you are happy with the offer the buyer has made, then by all means sell.

Before you reply to any approach, consider the following:

1. You should be aware of your domain's traffic. An easy way to check your domain's traffic is to park your domain or host it somewhere. Check the statistics to know the amount of traffic the domain receives. Some buyers ask for screen shots of a domain's stats as proof of a domain's value, so this is another good reason to find out your domain's traffic details.

2. Get your domain appraised. You want to know your domain's ballpark value ahead of any approaches from interested buyers. Use the appraisal techniques described earlier in this text.
3. Try to find information about the buyer. If the buyer has used a company address to approach you, you can find out a lot about them via their WhoIs or their website. If you are approached by a forum member, it might be smart to take a look at some of their previous threads. You can get an idea of the amount they are willing to spend based on their previous transactions. In general, you want to know the type of buyer you are dealing with in order to determine the sales amount you want to pitch them.
4. Look for previous sales of domain similar to yours. Check forum threads and aftermarkets for sales of domains similar to yours to better determine the value of your domain. [DNSalePrice](#) is a great tool to check previous domain sale prices.

If you agree an amount, you should always try to use an escrow service for any transaction.

Domainer Tip: Be careful of using PayPal when selling domains as you are putting yourself in danger of a chargeback. A buyer can issue a PayPal chargeback in which case Paypal can consider your transaction fraudulent and forcefully refund the buyer all moneys paid for the domain name.

Sell Your Domains At Forums

Forums are an excellent venue for quick domain sales. The very nature of a forum means your domain names will get exposed to a number of potential buyers within a short period of time.

That said, you should be aware that unless your domain name is exceptional, most of the time forum buyers operate within a certain price threshold so your expectations for the sale price of your domain should be realistic.

As described previously, forums operate on a trader rating system. You are more likely to make a sale if you have a good trader rating, so you should concentrate on building up your trader rating before expecting to make any serious domain sales.

There are certain rules you should follow in order to maintain successful domain sales at a forum over a continued period of time:

1. Do not jump head first into posting a sales thread. Get your domain appraised to find its approximate value. You don't want to overprice your domain name, and you certainly don't want to regret losing money on your domain because you undervalued it. Appraisal techniques are discussed earlier in this text.
2. Always make sure you have received the money from the buyer before you proceed to push the domain their way. It is a lot easier for a buyer to get their money back via PayPal in case they are cheated, then it is for you to convince your registrar that you pushed your domain name to a crook.
3. Bump your sales thread only once a day. Sales threads tend to disappear off screen if there are no bids on them. Bumping a thread involves posting a comment on your thread in order to get it to the top of the queue. Bumping is frowned upon by forum mods and can get you banned from the forum, resulting in a loss of reputation and revenue.
4. Work on your reputation. Look at forum selling as a long

term investment. The better your reputation, the easier you will sell, and the more money you will earn. Deal with people honestly, as word of mouth spreads faster than you think in forum communities.

5. Do not drag down your domain value by grouping it with lesser valued domains. Forum selling involves a lot of psychology. If you place a good domain name next to some really ugly, low value domains, the good domain's value decreases significantly in the eyes of a potential buyer.
6. Do not constantly reduce your domain price. If there are no bids on your domains, close the thread, wait a few days then re-list. Buyers usually notice a seller that constantly reduces domain price, so they wait for further price reductions.
7. Format your sales thread. Quality formatting improves buyer perception of your domain names.

You can find a list of the best domaining forums earlier in this text.

Domainer Tip: I recommend you join the [Domain Name Owners Association](#) as a certified domain owner, and display your DNOA seal of approval in your forum profile. DNOA members are highly respected as the DNOA provides domain buyer security via dispute resolution and other services.

Sell Your Domains At Aftermarkets

As described in the buying section, aftermarkets are another excellent venue for domain sales. Most aftermarkets offer you a generous parking scheme allowing you to monetize your domains while waiting for an offer.

Sellers should know that aftermarkets usually charge commissions for successful domain sales. These commissions might be in the form of a percentage of the sales amount or a flat fee.

When listing your domains at aftermarkets you should make sure you properly categorize and describe your domains. It is a proven fact that domains with a description sell better than domains without one. By categorizing your domains you are making sure that buyers that browse categories get to see your domain.

Some aftermarkets provide premium listings which give your domain name more exposure. Premium listings are usually paid for.

[Sedo](#) is probably the best known aftermarket for selling your domain names. They provide all the services necessary for a successful listing and sale. You are given an option to park your domain while waiting for any buyer offers. In case an offer is made by a buyer you can either accept the offer or push the domain into auction mode. When in auction mode, the domain gets exposed to a large number of interested bidders.

Note: One negative with [Sedo](#) auctions and sales is that many bidders pull out of sales. There is really nothing you can do about this apart from re-listing.

You can find a list of quality aftermarkets previously in this text.

Sell Your Expiring Domains At ExpiringDomains.com

[ExpiringDomains.com](#) is a new resource recently launched by the owner of [Domaining.com](#). At ExpiringDomains.com you can sell your domains that are about to expire - it's a much better alternative than just letting them expire and get picked up by domain catchers on the drop.

Get Your Domain Brokered By The Pros

If you would rather let the professionals take care of your domain sales, you are in luck.

Domain brokers provide domain listing, selling, promotion and negotiation services for you. You should look at domain brokers as real-estate agents. They take all the hassle away, and they charge you a commission fee. You can also make quality domain acquisitions through domain broker sites.

A good domain broker should have contacts in your targeted industry. If you are selling a sports domain, then your domain broker should have strong contacts in the sports industry.

Brokers are usually more expensive than other domain sales venues, however domain brokers actively promote your domains. You should also know that domain brokers do not get paid unless you get paid.

Here are some of the questions you should ask a domain broker you are thinking of hiring:

1. What is your specialty niche? Most brokers concentrate

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on a niche they have strong contacts in.

2. What are some recent domains you have brokered?
Keep in mind they might not be able to disclose all their deals as they might have signed non disclosure agreements with their clients.
3. What is your commission fee?
4. Do you charge a fee irrespective of a successful sale?
5. Do you require exclusivity? Can I use the services of other domain brokers at the same time?
6. What strategies will you use to promote my domains?
You don't want someone who will simply list your domains at various forums. You certainly don't want someone who will do anything illegal to try and sell your domain names.

The following companies provide domain brokering services:

[GreatDomains](#), [Afternic](#), [Sedo](#), [Moniker](#), [UrlMerchant](#),
[ImpressiveDomains](#), [WebsiteBroker](#)

You can also look for a personal domain broker at the [dnforum brokers section](#).

Domain Name Security

How To Avoid Banned Domains

Dubious domainers might attempt to sell a domain name after it was banned by Google.

A domain might be banned from Google search engine results if the owner infringed on certain Google rules.

Some of the reasons domains get banned from Google are:

1. Spam
2. Link Farming
3. Excessive Links
4. Cloaking
5. Selling PageRank
6. Doorway Pages
7. SEO Software

For a detailed article on the reasons that can get you banned from Google click [here](#).

There are tools you can use to check whether a domain name was banned from Google. I use two that I consider to be the

best in the business. The two tools I use to check whether a domain was banned from Google are [Banned Checker](#) and [SelfSeo](#).

Note: Domains can also be banned by domain parking provider ad providers. Since many parking providers use the same ad providers (Google or Yahoo), this may render a domain unparkable.

Use An Escrow Service For Domain Transactions

I would strongly recommend using an escrow service for any domaining transaction above \$200.

An escrow service provides security for a transaction. In case of domains, here is how escrow works:

1. Both parties agree to the terms of the transaction.
2. The buyer pays the transaction amount plus fees to the escrow service - via wire transfer, paypal, credit card etc.
3. Once payment is confirmed, the escrow service informs the seller that payment has been made.

4. Seller commences domain transfer via their registrar.
5. Buyer accepts and confirms the domain transfer.
6. Seller is paid.

Escrow service fees can be a bit steep, however it is certainly easier on the pocket to pay the escrow fees then to end up losing your domain or your money. Arrangements can be made with the other party to split any escrow fee costs.

[Moniker](#), [Sedo](#) and a couple of other registrars and aftermarkets provide their own escrow services, however the most popular escrow services are [Escrow.com](#) and [EscrowDNS.com](#).

Intellectual Property Attorneys

If you own even a single domain name, there might come a time when you require an attorney's assistance for your domaining dealings. Your domain might have been stolen, you might be slapped with a law suit due to trademark infringements, or for any other legal matter related to your domain names.

There are attorneys specifically dealing with domain name

issues.

[John Berryhill](#), [Ari Goldberg](#) and [Jose Gutman](#). Are the best of the best. Their intellectual property services are utilized by big time domainers on a daily basis.

Of course, there are many other IP Attorneys out there.

Avoid Trademarks Like The Plague

You might be tempted to register a domain name that is similar to an existing company's website (eg. GoogleTraffic.com, YahooPrograms.com, NikeShoeStore.com, PooledDomains.com etc). The domain name might be of interest to you due to possibility of type-in traffic or good keyword combinations.

My honest advice will always be to NOT TOUCH TRADEMARKED DOMAINS!

What's more, you should go out of your way and check the [USPTO](#) and other trademark resources for any trademarks that might relate to a keyword you are interested in acquiring.

The holder of a trademark may notify you that your domain infringes upon their trademark in that it has the potential of confusing the general public as to the origin of your domain and creates an impression that the trademark's holder is somehow involved in or with your domain.

If you are infringing on someone's trademark, you will usually be contacted by an attorney with a CND (Cease And Desist) order. If you receive a CND you should contact your IP Attorney for instructions on how to proceed.

In most cases, if you decide to pursue the matter, you will end up with time and money lost, and more often than not, you will lose your domain name too.

A recent example of such a trademark issue is SwapNames.com - now running as Zuho.com - a service that allows its registered members to swap domain names.

The website was deemed to be too similar to the large backorder service SnapNames.com in that it might have confused any visitors as to the origins of the service. After receiving a CND, the owner decided to hand over the domain to SnapNames.com.

If you are unsure whether you are breaking any trademark laws, stop and consider the matter carefully. If you find that you might be infringing on any laws, move on. It is not worth the hassle, time and money in the long run.

To check basic facts about trademarks click [here](#).

Fakers – Fake Traffic And Fake Page Rank

You will have realized by now that the Internet can be a great medium for all kinds of shady activity.

Domaining is no different. People will get up to all sorts of things to make a quick buck.

One such practice some domainers turn to is faking their domain traffic.

People might fake their traffic to improve their Alexa ranking, or to generate fake statistics screen-shots. Faking traffic is easy. All they have to do is purchase some traffic from the various traffic sources that promise traffic at \$10 per 10,000 "visitors".

Hence, it is important to not judge a domain purely on visitor/page view count.

Domainer Tip: If you are taking traffic stats into consideration when making a domain name purchase, make sure you get a detailed look at any traffic sources. The traffic sources should be diverse and should include search engine traffic as well as traffic from a variety of strong, relevant links.

You can ask the domain owner for a trial period during which time you can test the traffic the domain receives. A trial period can be easily arranged. Ask the owner to point the domain's DNS to your server for a few days. You will have ample time to judge the domain's traffic during these few days.

Another popular scam some domainers get up to is Google Page Rank faking.

Google is today considered the Authority on ranking domains/websites and Google Page Rank (PR) is considered a key factor in valuing a domain name. When starting up a new venture, many website owners purchase a domain with an existing PR in order to get things rolling quicker.

Now, brace yourself...

Google PR can be faked! And faking it is extremely easy.

Faking a Google PR is done by a 301 or 302 redirect. The page code looks specifically for GoogleBots - Google's programs that surf the web to index pages.

When the code notices that a GoogleBot is visiting the page, the page code sends the GoogleBot to a page with a higher PR.

Everyone else visiting the page sees the page in it's normal state, while GoogleBot sees a high PR page. So, in the eyes of a GoogleBot, this domain has a high PR.

Now, you might ask - what if the domain is not resolving to any site? ie. there is nowhere to hide the redirect code so how can the PR be faked?

Easy, the owner might have faked the PR and got it indexed by GoogleBot, then closed the site so that the domain does not resolve before they attempt to sell it to you. Google indexing does not happen immediately so this change might

take a while to take effect and the fake PR will stand in the eyes of any normal PR checker tool.

Ok, so how to we check fake PR?

You can check fake PR with a fake PR checker tool. I often use [Checkpagerank](#). This tool also provides useful additional information such as incoming link count, major directory listings etc.

Note: Make sure you enter yourdomain.com in the textbox. e.g. [here](#) are the results for DNXpert.com.

If you don't want to use a fake PR checker tool, you can utilize Google cache. Typing cache:DNXpert.com in the Google search box will give you DNXpert cache as seen by GoogleBot, so if the PR was faked, Google cache would show the site to which the 301 redirect pointed.

Warning About WhoIs Monitoring

Have you ever brainstormed a domain name for a new online venture? If you have, you might have used an online whois service to check the availability of that domain.

I have ran into many people over the years complaining of their domains being snatched in front of their eyes after such brainstorming sessions.

You check the availability of a domain and find out it is available. You go get a cup of coffee while pondering whether to register this domain. You decide you want it, so you come back to the registration screen only to find out the domain name was registered in the time it took you to get that cup of coffee.

Without naming names, this has been such a problem in recent times ICANN has started an investigation into "whois monitoring". You can read about the investigation [here](#).

What actually happens is that the sites that do background whois monitoring have bots running around the clock. If they notice someone checking the availability of a domain name,

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the bot registers that domain for a period of domain tasting.

If the domain turns out to have sustainable traffic the registration sticks, otherwise the domain is dropped after a few days.

Domainer Tip: In order to avoid your domains getting snatched under your noses, download the [domain all in one tool](#) from DomainState. I have used it for over a year without any problems. There are other similar tools out there, but this one is more than satisfactory, it is light (300k) and easy to use.

Privacy Protection And WhoIs Information

Many people make the mistake of entering fake data in their domain WhoIs details.

This is a big mistake. If there is ever a domain name dispute, or your registrar needs to contact you, and they cannot reach you, some registrars go as far as taking your domains away from you because of your fake personal details.

If you don't want the whole world to know who you are and

where you live, you can easily conceal your data behind a domain privacy protection.

Privacy protection is free at some registrars and is paid for with an annual fee at others. Check with your registrar. If you would prefer not to pay, you can get a PO box and use that as a contact address for any domain related correspondence.

The Secret Source Of Expired Domains The Pros Don't Want You To Know About

Have you ever wondered where the domaining pros get their expired domains from?

There are so many websites out there offering expired domain services. Some offer paid memberships, other give away lists for free - like myself at DNXpert.com.

I filter my lists to show the best domains that I find, while others hit you with bulk lists containing lots of junk.

In any case, all these people must have a source which they

use to get their expired domain lists from.

Well, I have decided to reveal this source to YOU because you were smart enough to download the Domaining Manifesto.

Most of the expired domain websites directly or indirectly use [Exody](#) for their expired domain lists.

Exody has one of the ugliest interfaces you will see on the web today, however their lists are simply amazing.

Exody provides you with as much raw data as you want, instantly. They charge a monthly fee but it is more than worth it.

In addition to getting awesome, raw lists of expired domains as they happen, Exody also provides you with raw lists of pending delete, onhold and redemption period domains. In addition Exody also provides you with statistics for onhold domains such as Google search counts, Altavista search counts, and so much more.

It is still up to you as to how you will snatch the expiring

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domains, however, if a domain is expiring, you will find it through Exody's service. It is simply amazing.

Rick Swartz's T.R.A.F.F.I.C Conference Secret

Rick Swartz is a pioneer domainer. He bought his first domains in 1995. Since then, he has amassed a domain empire most of us can only dream about.

Rick is the founder, CEO and president of the [T.R.A.F.F.I.C](#) domain conference.

It is an annual event during which you can learn about domaining trade news and developments, mingle with the pros, and get up to some serious domain purchasing.

It is a little known fact however, that by visiting the T.R.A.F.F.I.C conference, you get a great chance at a membership to the most exclusive domaining forum on the web today - [The Targetted Traffic Forum](#).

...members include people who own some of the most valuable domain names in the world and have previously sold domains for seven figure prices. Collectively the membership of this board owns and controls more than five million web sites and millions of

*people use our web sites every day...
(TargettedTrafficForum.com)*

Due to some unfortunate recent events Rick has closed his board indefinitely!

Another exclusive domaining forum you should be aware of is Donna Mahoney's [Domain Boardroom](#). It is another amazing membership forum. Visiting the T.R.A.F.F.I.C conference will help you greatly in getting a membership.

Sometimes it is all about who you know in the domaining business.

What Should You Buy?

Your safest bet for domaining success is to buy domains with traffic.

Traffic is King!

Always!

Of course, even domains with traffic should be filtered with

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the appraisal techniques I talked about earlier in this text.

If you cannot find an appropriate domain to invest in, I will suggest some for you.

Acronyms

Recent times have seen the sell out of all LL.com (Letter Letter), LLL.com (Letter Letter Letter) and LLLL.com domains (Letter Letter Letter Letter).

Why?

Short .coms are used by companies as acronyms to represent longer terms. IBM stands for International Business Machines - they use IBM.com instead of InternationalBusinessMachines.com because it is simpler, catchier and easier to use. Other companies think along the same lines. TDNAM.com stands for The Domain Name After Market.

Only a few years ago you could purchase an LLL.com domain in the \$xxx range. Today, you will be very lucky to find an LLL.com priced below \$5,000.

Similar trends have followed the LLLL.com domains -

CVCV.com (Letter Vowel Letter Vowel) in particular. Domains like LUPO.com or DINI.com have already reached the \$x,xxx range and will only rise in value over the coming years.

If you have put aside some solid cash for investment in domains, I would recommend you get your hands on a CVCV.com domain (Letter Vowel Letter Vowel). More people are getting 5 letter domains these days too as future investments.

I have to stress the word RECOMMEND, as it is up to you to decide what to do. A CVCV.com (Letter Vowel Letter Vowel) domain in the range of \$3,xxx to \$4,xxx would definitely be a solid domaining investment.

Domainer Tip: Be careful to buy only premium lettered CVCV.com (Letter Vowel Letter Vowel). Any domain containing the letters q, w, y, z, x is NOT a premium lettered domain. An example of a good CVCV.com domain would be PULO.com or DINU.com. An example of a lesser value CVCV.com would be QIXI.com.

The value of CVCV.com domains will only rise in the coming months and years.

If however, you do not wish to invest so much money in

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domains, you can look into LLLLL.com domains (Letter Letter Letter Letter).

Now that all the LLLL.com domains are gone, the value of LLLLL.coms will rise. Yes, there is an enormous amount of possible LLLLL.com domain combinations, much greater than the LLLL.coms, however, if you choose carefully, you can earn good money in the long term. Meaningful CVCVC.com (Letter Vowel Letter Vowel Letter) domains are a safe bet. You can use the 5Letter.com search facility to find available 5 letter .coms.

Regional TLDs

Even though most quality .com domains have already been snatched up, there is no need to despair. Opportunities lie around every corner. You just have to be fast enough to grab them.

If you think outside the box, you can get your hands on some real gems in the next few months and years.

The recent landrush for .ASIA domains is one example.

Anyone living in ASIA and Oceania is eligible to register .ASIA domains and if you live outside the region, you

can always use an agency to register domains for you.

During the landrush period, people grabbed so many potentially great domains. Think about what you could do with Cooking.ASIA or Marketing.ASIA? Yes, you might have to go into an auction to grab a name like that, but don't ever let anyone tell you that there are no more good domains left to buy!

If you missed out on .ASIA and .ME domains, it's not the end of the world! ICANN is in the process of approving .LAT as the Latin America Top Level Domain. If approved, the TLD will most likely be launched at the end of 2008. I'd settle for Marketing.LAT or Football.LAT any day.

Another interesting TLD to be launched at the end of 2008 is .TEL by [Telnic](#).

Other tlds will come too what with the [loosening of the ICANN controls on new tlds](#).

Country TLDs

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That's not the end of possible domain investment opportunities. There are some amazing untapped country TLDs to consider.

One such great country TLD is .me - the ccTLD for Montenegro. Consider domains like pay.me, advertise.me or play.me. I can also think of some interesting adult domains in the .me TLD, but that is beyond the scope of this text.

Another untapped country TLD is the Andorran TLD .ad. Potential names could be betting.ad, website.ad, porn.ad, sports.ad, football.ad etc. Currently, .ad registrations are only open to the Andorran public, however that is likely to change in the near future.

As you can see, in domaining today it is important to think outside the box.

The world did not end with the sale of most .com domains. Yes, it is harder to make a quick buck, however, if you invest carefully, domaining can be one of the best sources of revenue and long term income you have ever experienced.

Godaddy and 1and1 recently reported an upsurge in

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registrations of .us domains. Some customers reported they are happy to purchase .us domains as the domains act as a regional representation of the company. An American company purchasing a .us domain is the logical thing to do.

Trends are showing more concentration on regional and country TLDs by companies across the globe. In fact, Nominet [recently reported](#) a surge in ccTld registrations across the globe.

As you can see, new opportunities arise every day. It is up to you to grab them!

Recommended Domaining Resources

[KeywordTracker](#), [CheckPageRank](#), [Alexa](#), [Acronym Finder](#), [SwitchBoard](#), [ReyStar](#), [7Search](#), [Domain All In One](#), [Google trends](#), [DNXpert](#), [ExpiringDomains](#), [JustDropped](#) and other tools I mentioned earlier, I cannot conclude this text without mentioned the other domaining tools domainers find useful on a daily basis.

DomainTools recently launched [RegistrantSearch](#), a tool enabling anyone to search for domains by registrant names. You simply access their site, type in a person's details and hit the search button. The tool enables you to find all the domain names owned by this person. It can be extremely useful in some situations.

[Domain Hunter](#) - a Linux application that lets you monitor the state of a list of .com and .net domains. Changes to the status of the listed domains can be sent by email.

[DailyChanges](#) - An amazing tool that gives you an up-to-date insight into world wide domaining statistics.

[IDNEbook](#) - a detailed online guide to registering IDN (International Domain Names) domains. **DomainPunch's** [Domain Analyzer](#) - an amazing free tool which includes mass Whois checking as well as a great array of tools tailored to help you find available domain names.

Amongst other great features, the Domain Analyzer allows you to enter two sets of keywords, e.g great, easy, funny, cool vs domains, websites, links, jokes, and run mass combinations of them in various TLDs, finding the available combinations along the way.

[Domain Name Filter](#) - A great tool to filter through mass lists of domain names. I use this tool in combination with Exody's lists to filter expired domain names.

[Domain Zone Processor](#) - Another free tool from DomainPunch that allows you to process massive zone files (e.g. zone files from Exody).

I recently wrote a couple of blog posts on finding [available](#) and [expired](#) domain names and [avoiding banned domain names](#) that you might find useful.

Closing Note & About The Author

My name is John Motson. I am an Australian currently working from Europe.

I have been investing in domain names since the year 2000. I wrote the Domaining Manifesto to introduce a greatly ignored niche to the general public.

Domaining is my passion. In my spare time I blog about all things domaining on my blog DNXpert.com. I can also be found on the [DNXPert Forum](#). Feel free to visit and drop me a line at any time. You can register for my RSS feed and my email subscription list to get my regular newsletter including some great, free expired domain lists I send out.

The Internet is the new Wild West. Maybe the initial Gold Rush has passed us by, but it's not even close to being over.

Opportunities are hiding behind every corner and it is up to each and every one of us to grab them by the scruff of the neck.

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Don't ever let anyone tell you all the good domain names have already been snatched up.

That is simply not the case!

Thousands of domainers are successfully investing and making huge profits with domain names right now.

Invest smart, invest now, and you will succeed!

And finally, watch and subscribe to the [Domaining Revolution](#), and event that WILL change the way we look at domain names for ever.

To Your Domaining Success!

John Motson

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