

REPORT 2

How to Make Money with Expired Domains

Four Crazy-Easy Ways to Make Money with Expired Domains

Introduction

Here's a profit strategy that works so well it feels like cheating: flipping expired domain names.

Let me explain...

An expired domain name is a domain that someone previously registered, but then for whatever reason they never renewed it. Now the domain is available for you to register and then profit from it as you please.

Why on earth would you take someone else's unwanted leftovers?

Simple: because they're not unwanted leftovers – in fact, they're quite desirable.

You see, what you'll often find is that a high-quality expired domain is more valuable than a new domain. If it has a clean history and a good link profile, then it can help you vault to the top of the search engines more quickly. What's more, it may even be getting targeted traffic – which means you can start benefiting just as soon as you put a website on the domain.

A lot of people use these domains for their own purposes. For example:

- They redirect the domain (using a 301 direct) to their main website
- They build their flagship website on the domain
- They include this domain as part of a network of sites

These are all great ways to use expired domains.

But they're not the only ways to profit.

If you're interested in directly profiting from expired domains, then you're reading the right report. That's because in just moments you'll discover four great ways to profit from expired domains, including:

- Flipping expired domains
- Building a site and then flipping the site and domain
- Renting the domain to others
- Parking domains

Note that this guide is going to focus on the first two methods because they'll be the most profitable for you.

Let's get to it...

Flipping Expired Domains

You scoop up a high-value domain, and then immediately flip it for a profit to someone else.

If you pick the right domain, this can be extremely profitable. For example, just take a look at some of the prices for these domain sales:

- Fantaseek, \$29,888
- Lightrock.com, \$94,888
- ModernComputer, \$53,900
- Uni.finance, \$11,799
- CultWines.com, \$25,000
- Tabular.com, \$11,668
- CocktailClub.com, \$10,000
- Lendable.com, \$125,000
- GreenStreet.com, \$100,890
- Download.it, \$85,500
- WebMonkey.com, \$65,500

- WowCasino.co.uk, \$30,638
- Unicorn.io, \$14,988
- 5555.net, \$38,286
- Waverley.org, \$8800

Sort of makes your eyes light up, doesn't it?

While the possibilities are exciting, let me say this: A domain is worth exactly how much someone is willing to pay for it.

Oftentimes new domain flippers get emotionally invested in a domain because they like the name, and they think others are going to like it just as much. Then they're disappointed when they can't sell it for as much as they hoped they would.

You can avoid that sort of disappointment by following the steps in this crash course to flipping domains. These steps include:

- **Step 1:** Find an Expired Domain
- **Step 2:** Research the Domain's History
- **Step 3:** Evaluate the Domain
- **Step 4:** Flip the Domain

Let's jump in...

Step 1

Find an Expired Domain

If you search Google for something like "buy expired domains," you're going to see all sorts of marketplaces and ways to buy these domains. For example, you might check out the [GoDaddy Auctions](#) or the popular [SpamZilla](#) expired domains, or any number of other platforms.

However, the problem with using most of these platforms is that you still got a lot of research ahead of you (which we talk about in just a moment). That's why I highly recommend you search for domains on [DFYAuthority.com](https://dfyauthority.com), which is a tool that helps you uncover valuable expired domains. This tool saves you a load of time, as it gives you the automated checks all in one place, so that all you need to do are the manual checks.

Which brings us to the next point...

Step 2

Research the Domain's History

One of the big benefits of purchasing an expired domain is that it may have links and even traffic coming into it already. If the domain has a clean history and a good link profile, then a domain like this can help the owner skip the Google Sandbox and jump straight to getting good rankings.

How do you do this research? I've written about this procedure in more detail elsewhere ([JOSHUA – link to the other PDF here – or if you have a blog post or something that covers it, that's fine too](#)). However, I'll give you an overview of what you need to know:

- Moz metrics, including total link count, Page Authority, Domain Authority and Moz Rank.
- Majestic metrics, including total link account, Trust Flow, Citation Flow and Trust Ratio. You also get additional information such as referring domains, the numbers of links coming from .gov and .edu sites and more.
- Social media information, such as the number of Stumbles, Pinterest Pins, and Facebook shares and comments.

- Information about when the domain first appeared in the Way Back Machine (Archive.org).
- What sort of site was housed on the domain. Here you check Archive.org manually to be sure you're not buying a domain that was used for spam, porn, hate, or anything illegal or otherwise questionable.
- The quality and relevancy of the incoming links. You can check the incoming links manually to be sure they're relevant to the domain, include the keywords in the anchor text, and are coming from high-quality (authority) sites.

If you do this manually, then it's going to be a tedious process of logging in and out of tools and checking results.

Fortunately, [DFYAuthority.com](https://dfyauthority.com) gives you much of data mentioned above in one place for each domain that the tool uncovers. You'll still need to do the manual checks mentioned at the end of the above bulleted list, but using the tool saves you loads of time you'd otherwise spend checking the metrics on Majestic and Moz.

Once you find a domain with a clean history and a good link profile, then you have another research step to complete....

Step 3

Evaluate the Domain

This step is one you'll have to do manually, as it's somewhat subjective (meaning two people who take this step are likely to come up with slightly different appraisals/evaluations).

Basically, what you're doing at this step is determining the intrinsic value of the domain. To that end, you'll want to consider the following factors:

Extensions

A domain name with a .com extension is the most valuable, which is generally followed by .net and .org. Some extensions tend to decrease the value of a name, such as .info, as that extension is often used by spammers.

Take note, however: just because a domain doesn't have a .com extension doesn't mean it's not valuable. Indeed, refer to the examples at the beginning of this report, as there you'll see domains with all sorts of extensions going for thousands of dollars.

The point is, if you have the exact same words in a domain, but one is a .com and one is some other extension, then generally the .com version is worth more.

Customer Pool

The second thing to consider is the pool of potential buyers. Is this a name with wide appeal (with a big end-user audience), so that the name itself is attractive to a large number of business owners? That's preferable to an ultra-targeted niche, as your pool of buyers is much smaller.

Brandability/Memorable

Next, you need to consider if the name is potentially brandable. Be careful that you don't purchase trademarked brand names, as doing so can get you sued. But aside from that, consider whether the domain is brandable and memorable if put in the right person's hands.



NOTE

If a domain name needs to be explained, then it's not a good name. Imagine if you were saying the domain name out loud to someone: would you need to explain it?

Let me give you an example: RapidWeightLoss4u.com

If you said this name out loud, you'd say "rapid weight loss... the number 4... the letter 'u' ... dot com."

That's not a good name because of the abbreviations and needing to explain it.

On a related note...

Length

One of the keys that makes a domain name memorable and brandable is its length. A shorter domain name is going to be preferable to a longer name. Even though domain names can be up to 63 characters, you'll want to avoid overly long names whenever possible. While they can and do sell, most people still prefer shorter names.

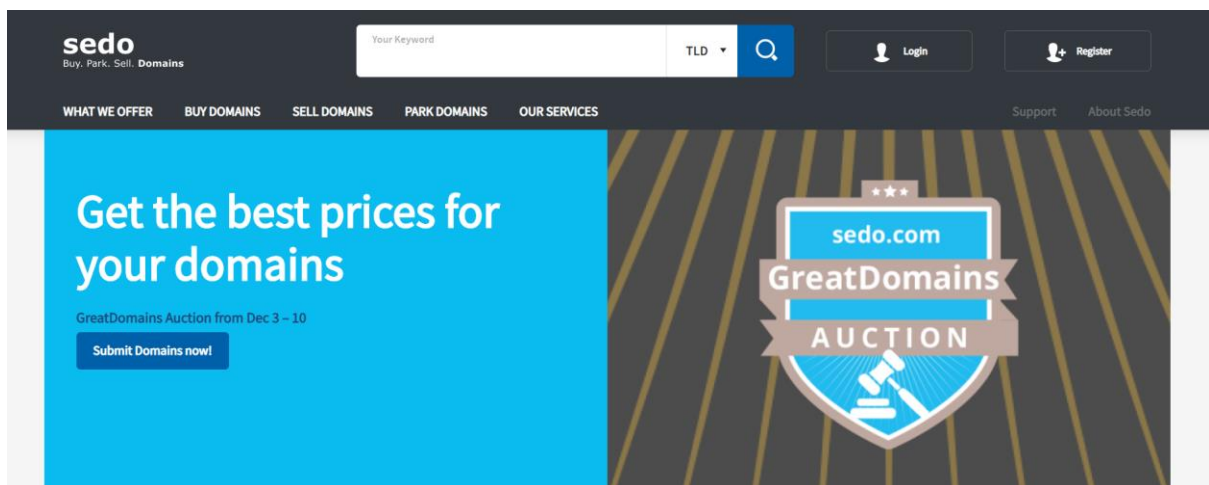
Relevance/Meaningful

Still another factor to look at it is if the name is relevant and meaningful. Does it include keywords that are important to the potential buyer? Does the name tell potential users what the site is about?

What Have Related Domains Sold For?

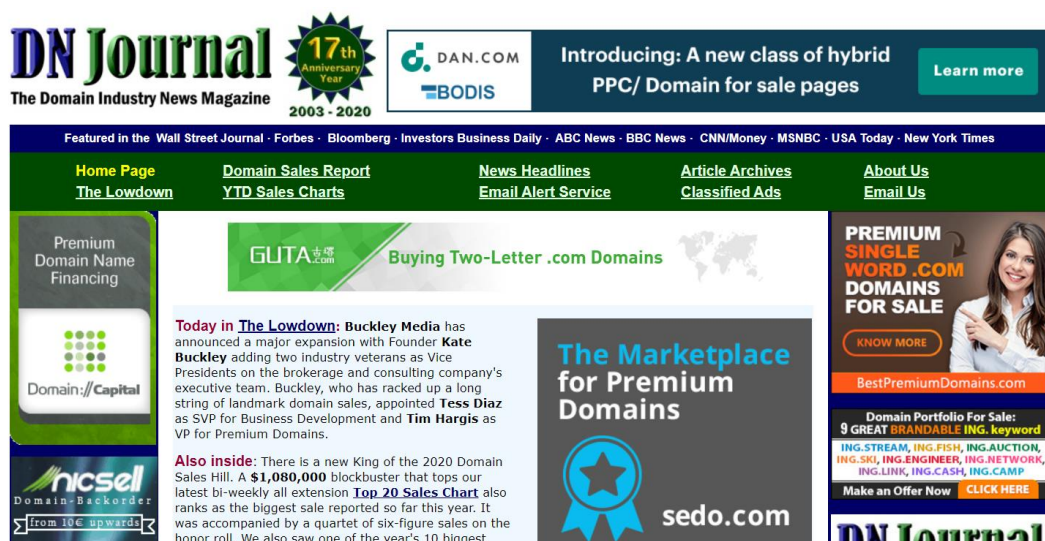
Now that you've done your initial assessment based on the above factors, your next step is to figure out what similar domains have sold for. You can check:

Sedo.com



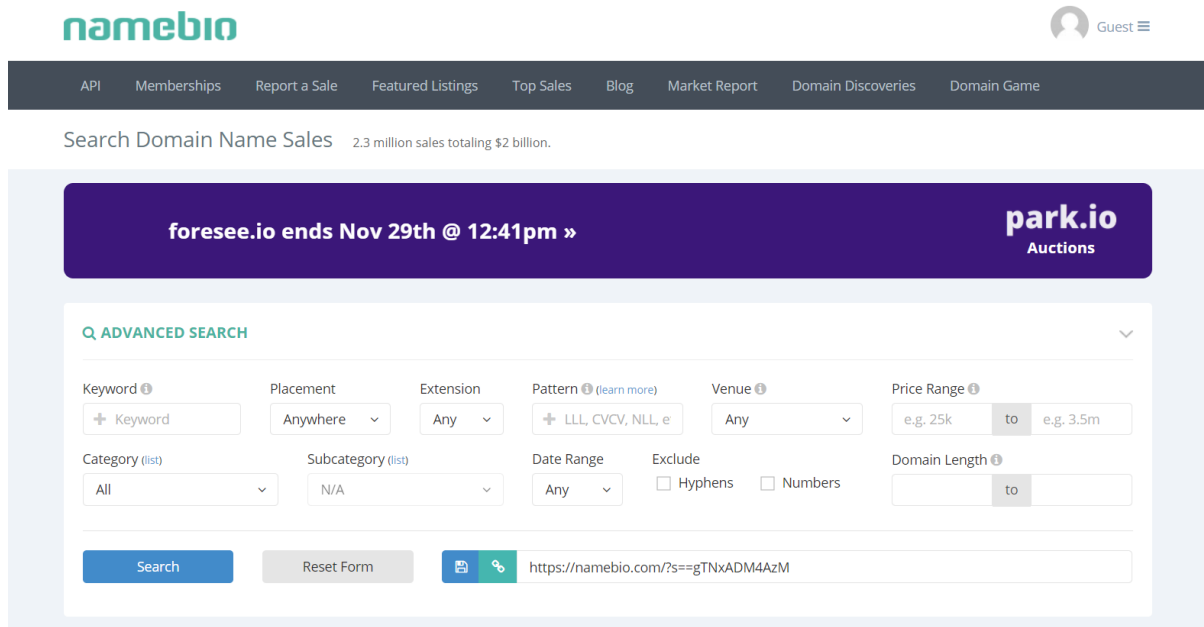
Check their “Market Trends” section to do some research.

DNJournal.com



This journal posts information about domain sales from around the web.

NameBio.com



The screenshot shows the NameBio.com website. At the top, there's a navigation bar with links: API, Memberships, Report a Sale, Featured Listings, Top Sales, Blog, Market Report, Domain Discoveries, and Domain Game. Below this is a search bar with the text "Search Domain Name Sales" and a subtext "2.3 million sales totaling \$2 billion." The main content area features a purple banner for "foresee.io ends Nov 29th @ 12:41pm »" with the "park.io Auctions" logo. Below the banner is the "Q ADVANCED SEARCH" section. It includes fields for Keyword (with a plus icon and "Keyword" text), Placement (dropdown menu set to "Anywhere"), Extension (dropdown menu set to "Any"), Pattern (with a plus icon and "LLL, CVCV, NLL, e" text), Venue (dropdown menu set to "Any"), Price Range (with "e.g. 25k" and "e.g. 3.5m" examples), Category (list dropdown set to "All"), Subcategory (list dropdown set to "N/A"), Date Range (dropdown menu set to "Any"), Exclude (checkboxes for "Hyphens" and "Numbers"), and Domain Length (with "to" and "from" fields). At the bottom of the search section are buttons for "Search" and "Reset Form", and a URL bar showing "https://namebio.com/?s=gTNxADM4AzM".

This site also posts info about domain sales from different platforms.

When you start comparing domains, be sure you're comparing apples to apples (or as close as you can come).

For example, be sure to check sites with similar ages, relevance, length, linking profiles and so on. In addition, check when a domain name was sold. Prices can vary significantly over time, so seeing what a domain sold for in 2000 may not give you a realistic idea of what a similar name would sell for today.

Once you've evaluated a domain name and determined how much it's worth, then move onto the next step...

Step 4

Flip the Domain

Now it's time to sell the domain.

Where you do this depends on what sort of name you have. Ideally, you'll want to spend some time researching the sales platforms to see what sort of audience they attract. While your most desirable names will sell anywhere, some of the more niche names might be better fitted to one platform or another.

Here are popular places to flip names:

- Sedo.com
- Flippa.com
- SnapNames.com
- Bido.com
- GoDaddy.com Auctions
- NameCheap.com Auctions
- NamePros.com

Note that some sites have higher fees than others. In the case (like Flippa) where there is a high listing fee, you may opt to sell a bundle of related domain names. In other words, whereas one domain name might not feel worth the listing price, selling a package of domains might be worth it to you, especially as it saves time as well.

It's a good idea to look at closed successful auctions on these sites to get a feel for how they names are listed. In places where you can be creative with your list (such as Flippa), be sure to include relevant information such as:

- Age of the domain
- Link profile
- Whether the domain is getting traffic
- Any relevant history

Whenever possible, you're also going to want to spark the potential bidder's imagination as to the possible ways they might use this domain. Dust off your copywriting skills for this task, or you might even consider hiring someone to write the copy for you, especially if you have a particularly valuable domain.

Finally, where allowed, be sure to associate a relevant, eye-catching graphic with the domain name. Check Flippa's auctions to see what sort of graphics successful sellers use to capture attention. If you're not a graphics person, then head to Fiverr.com and hire someone to create a professional graphic for you.

Now let's look at another way to flip domains...

Building Sites on Expired Domains

The second way to flip a domain is to first invest in it. Namely, you want to increase its value by building a website on it.

Most people who do this create a portfolio of websites that include a mix of these sorts of sites:

Websites to flip immediately. Here you build the site, and then immediately put it up for sale.

Websites to flip at a later date. You might have both mid-term and long-term sites in your portfolio. The idea is to make money off the site yourself while also building its value. That way, you can sell it for a higher dollar amount because you can prove it gets traffic and sales.

The immediate flip puts cash in your hand quickly, while the long-term strategy is more profitable. That's why you'll want to consider building a portfolio with a balance of these two strategies.

The first step when using this strategy is to go through all the steps mentioned in the previous section. Namely, you want to start with a domain with a good history, a good linking profile, and one that's relevant, brandable, memorable and so on. Please refer back for more information about how to evaluate the domain.



TIP

Since you're selling a website, you want to be sure you pick a domain in a popular niche. That way, you have a bigger pool of potential buyers.

Once you have a domain in hand, then decide if you're going to do an immediate flip, or if you're going to invest some time in building the site's value.

If you're doing an immediate flip, then basically all you're doing is creating a "business in a box" for a buyer. You create a nice website and populate it with content (such as a set of initial blog posts). You can even set up the monetization method, such as Amazon affiliate links or even selling a digital product of your creation.

If you're aiming for the mid to long-term strategy, then your goal is to build assets so that the site is more valuable when you do sell it. The assets include:

- **SEO Traffic:** If you buy an expired domain name with a good link profile, then you'll have a jump on this traffic method.
- **Social Media Traffic:** You can build out social media accounts (such as Twitter) that you then turnover to the buyer.

- **Proven Paid Ad Campaigns:** If you've optimized an ad campaign (such as a Facebook ad campaign) and it's getting proven results, then you can turn over all specs of this campaign to your buyer. That way, they can get traffic and make money the day they take over the site.
- **A Mailing List:** A prospect mailing list is awesome – a customer mailing list is even better.
- **Proven Revenue:** Whether through direct sales, affiliate sales, selling advertising or any other method, your site will sell for more if you can prove it has revenue.
- **Any Other Assets:** For example, if this is site in your long-term portfolio, then you might work on building brand recognition.

When you start thinking about how much to value your site, a good rule of thumb is to multiply your monthly revenue by 24 to 36 times. So, for example, if your site brings in \$1000 per month, then you may be able to sell it for \$24,000 to \$36,000.



NOTE

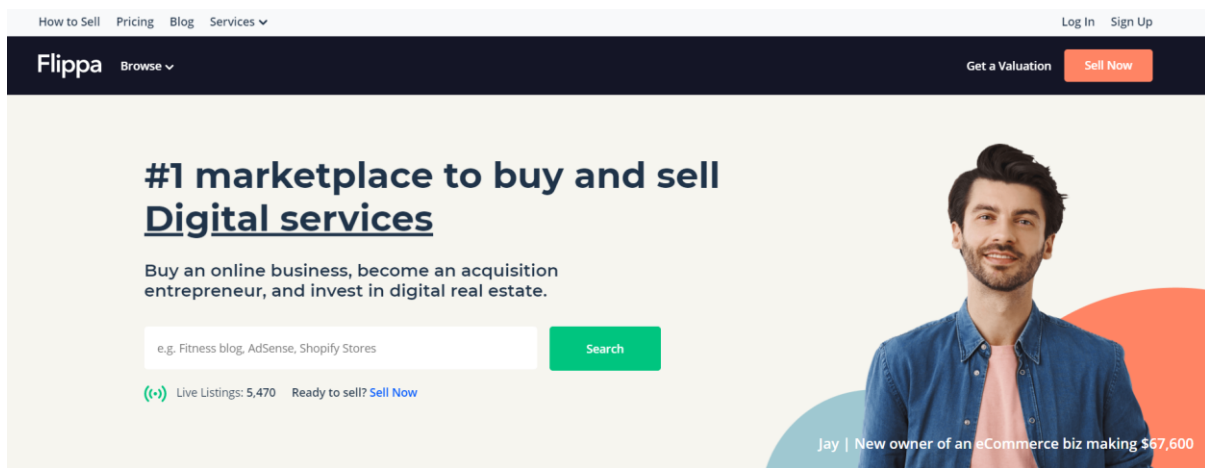
This valuation depends in part on how long the site has been generating revenue. If you just built the site and it made \$1k in the first month, that's not a good predictor necessarily of whether it will keep making that much money. As such, you probably won't get \$24k to \$36k for the site.

On the other hand, if you have a site that has consistently made \$5000 per month for a year, the stability and predictability is going to attract buyers.

However, don't just do the 24X to 36X valuation and call it a day. Instead, go to sites like Flippa.com and see the selling prices for similar sites. Your site may be worth more or less, depending on other factors (such as the niche).

Once your site is ready to go (whether that's 10 minutes after you build it, six months later, a year or more), then it's time to put it for sale. Here are popular places to do this:

Flippa.com

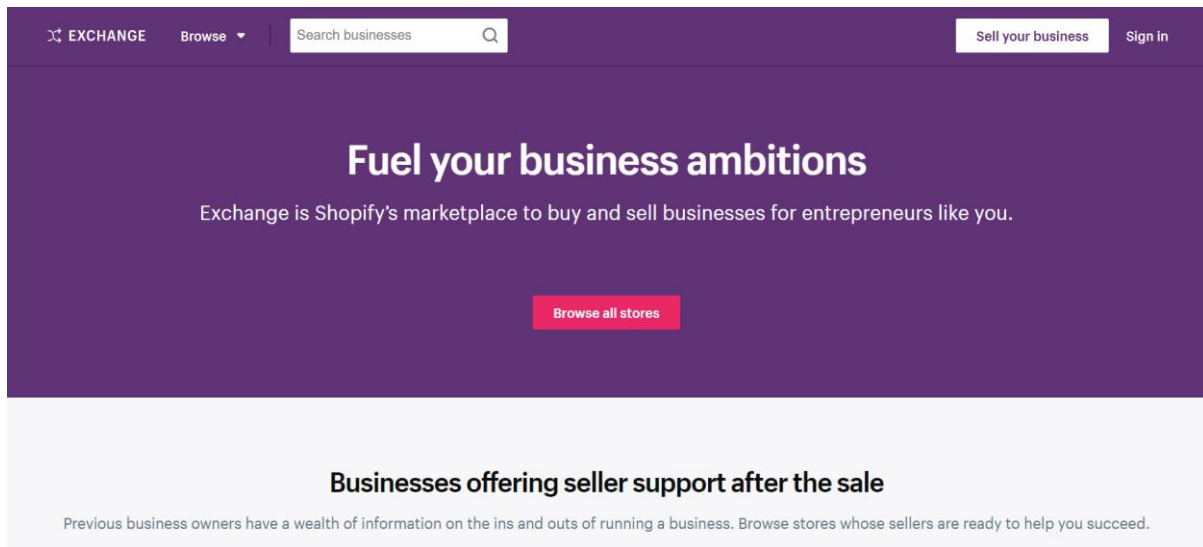


Browse top online businesses

These are all revenue generating websites, ecommerce stores and other online businesses

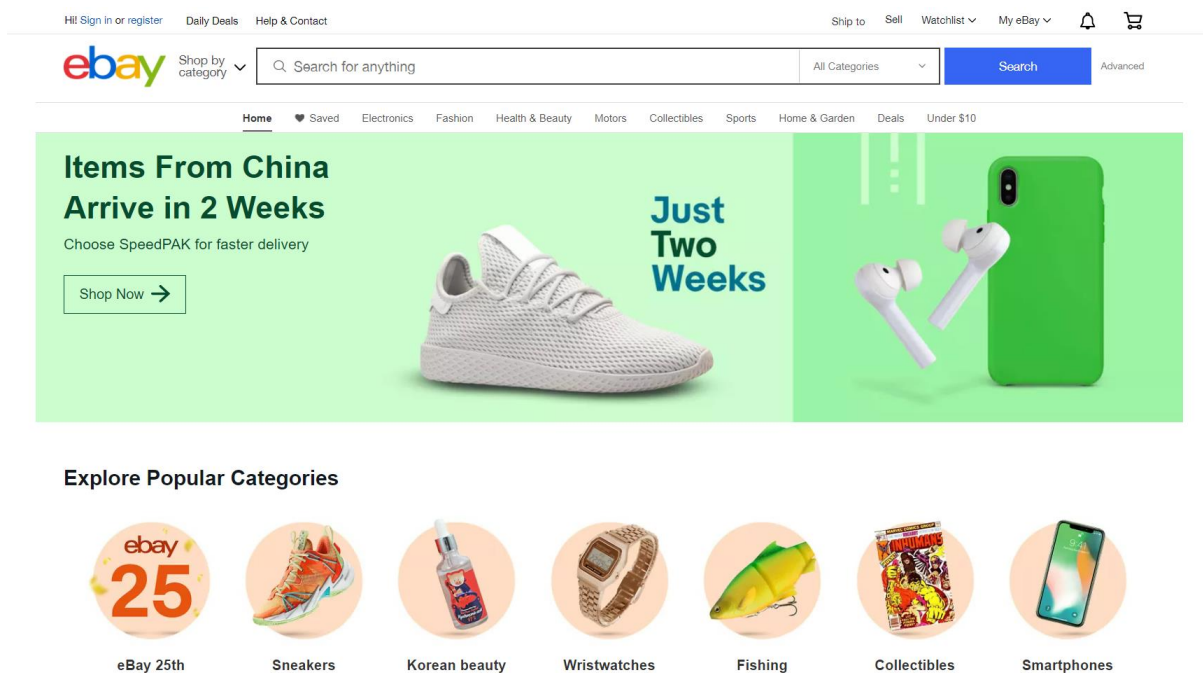
This is your best option, as it's one of the biggest and most well-known places to sell websites.

ExchangeMarketplace.com



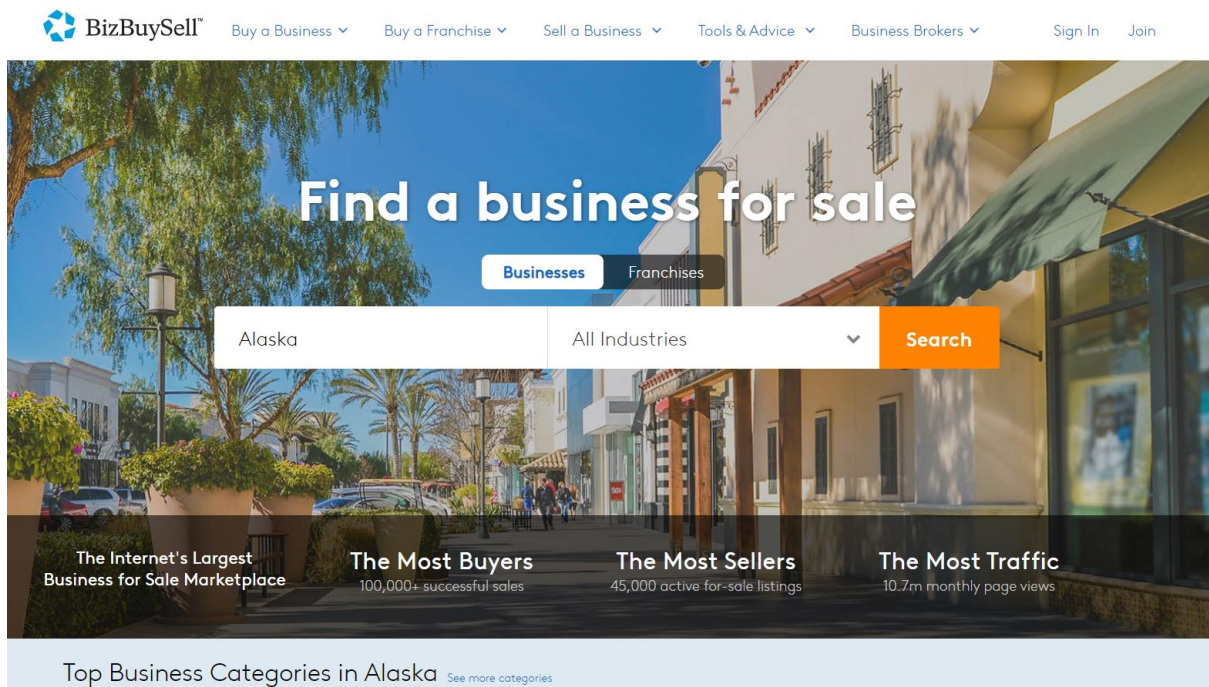
This is an option if you're selling a Shopify store.

eBay.com



You generally can sell a site fast on eBay, but this usually isn't the most profitable choice. People who make and create template sites fast tend to use eBay to sell their sites (often for as little as \$25 or so). It's included here since people always ask about selling on eBay, but I personally wouldn't use this platform.

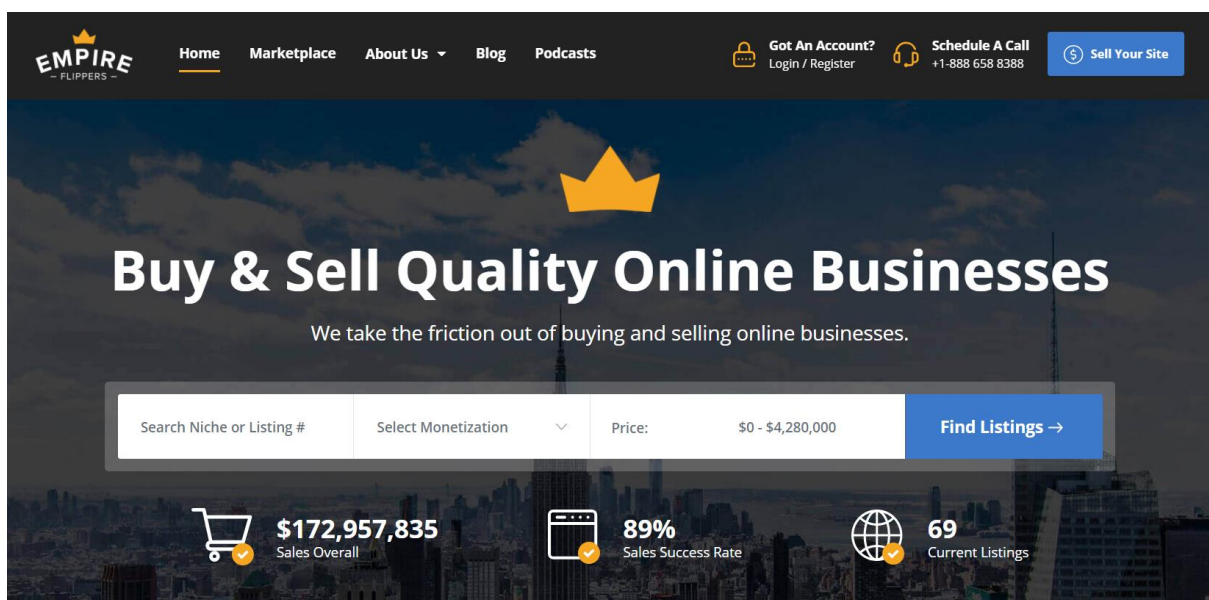
BizBuySell.com



The BizBuySell.com homepage features a navigation bar with links for 'Buy a Business', 'Buy a Franchise', 'Sell a Business', 'Tools & Advice', 'Business Brokers', 'Sign In', and 'Join'. The main banner displays the text 'Find a business for sale' with tabs for 'Businesses' and 'Franchises'. Below this is a search interface with a location dropdown set to 'Alaska', an industry dropdown set to 'All Industries', and an orange 'Search' button. The banner also includes four statistics: 'The Internet's Largest Business for Sale Marketplace', 'The Most Buyers (100,000+ successful sales)', 'The Most Sellers (45,000 active for-sale listings)', and 'The Most Traffic (10.7m monthly page views)'. At the bottom, it lists 'Top Business Categories in Alaska' with a link to 'See more categories'.

This site includes traditional brick and mortar businesses, as well as online businesses. This is best for established businesses with revenue.

EmpireFlippers.com



The EmpireFlippers.com homepage features a navigation bar with links for 'Home', 'Marketplace', 'About Us', 'Blog', and 'Podcasts'. It also includes a 'Got An Account?' section with 'Login / Register' and a 'Schedule A Call' button with the phone number '+1-888 658 8388'. A blue button labeled 'Sell Your Site' is also present. The main banner displays the text 'Buy & Sell Quality Online Businesses' with a tagline 'We take the friction out of buying and selling online businesses.' Below this is a search interface with a 'Search Niche or Listing #' field, a 'Select Monetization' dropdown, a 'Price:' field set to '\$0 - \$4,280,000', and a blue 'Find Listings →' button. The bottom section features three statistics: 'Sales Overall' of '\$172,957,835', 'Sales Success Rate' of '89%', and 'Current Listings' of '69'.

This site vets sellers, and requires sites be making at least \$1000 monthly for 12 months.

Brokers

You can use sites such as Latonas.com and FEInternational.com to sell well-established, higher-revenue sites.

And of course you can search Google to find even more places to sell websites. However, as mentioned, Flippa is your best option.

Just as with selling a domain name, take care to create a benefit-driven listing. Be sure to list all the assets, and spark the bidder's imagination regarding how they can scale and grow the business.

As mentioned earlier, the focus of this guide is on flipping domains, which is why you learned about two ways to do it (flip the domain, or build a site and then flip the site and domain both).

However, these aren't the only two ways to make money with expired domains. Let's quickly take a look at two other methods...

Renting Expired Domains

Instead of outright selling a domain, you can "rent" it to someone else to use for a predetermined amount of time (such as five years, ten years or more).

As you might suspect, this works best when your domain name is intrinsically valuable. In other words, it's a domain name that someone else really wants. And if it has a clean history and a great link profile, that makes it even more valuable to the renter.

What sort of domain names might work for this purpose? Here are examples:

- **Common misspellings:** You don't want to use domain names with misspelled trademarks, as that can get you in trouble. However, you might get a domain name with other popular terms misspelled, such as weight loss. Or you might pick up a name for a popular travel destination, such as a common misspelling of Paris, New York or Las Vegas. (Note that these misspellings depend on type-in traffic, so they truly need to be common misspellings.)
- **Adult sites:** In other words, porn sites are known for leasing high-value porn domain names. This is one of the bigger markets for this strategy.
- **Really popular niches:** If you manage to snag a short top-level domain in a popular niche, then there's a good chance you can lease it to others.

In some cases, you may not lease out the domain name, but rather lease out email addresses. For example:

- **Sur names:** Some people register domain names of popular last names. Then they rent out email addresses to people who want an email address that includes their last name. E.G., Mary Smith might like an email address such as Mary@Smith.com.
- **Occupations and hobbies:** Still another popular strategy is to lease out email addresses based on jobs or hobbies. It's a way for people to have a "vanity" email address based on their interest.

Why would someone rent a domain name?

Simple: it gives them access to valuable domain name that they may not be able to afford outright. (Or, alternatively, it gives them access to a domain name that they can't access unless they lease it.)

Note that you can also create a “rent to own” style agreement. Here you have someone lease your domain name for a set period of time, and at the end of the term they either own the domain, OR they have the option to pay a set amount of money to get ownership. Many businesses that rent a domain do decided to purchase it once they get the cash to do so.

This strategy works best if you develop relationships in the specific niche that you’re targeting. That’s because you can reach out to potential renters directly through phone, email, or direct messaging on social media.

Otherwise, you’ll need to advertise your domain through relevant channels, including on domain-related sites.

In all cases, be sure to vet the potential renter thoroughly. That’s because someone who leases a domain from you may take certain steps that will devalue the domain, such as spamming with it. You want to make sure your renter is above-board and will take care of the domain to retain its value.



TIP

Be sure to get an attorney involved so that you can draw up a rock-solid leasing agreement. This includes the terms of the lease itself (how much money, how long is the lease, whether there is a down payment), as well as any terms related to what they can and cannot do with the domain.

Here’s another idea...

Parking Domains

Finally, one more method for making money with an expired domain is to park it. This monetization method depends on traffic that's already flowing into the site, through links as well as type-in traffic. Typically, a parked domain has one page (the home page) with relevant ads on this page. Whenever someone clicks on one of these ads, you get a share of the profits.

For most domains, this isn't going to be a huge money maker. However, if you haven't yet settled on what you're going to do with the domain, you might park it and bring in a few bucks while you decide on your next step. One good place to park it is through Sedo.com.



TIP

If you think you're eventually going to use the domain for your own purposes, then don't park it. That's because parking it can create the wrong impression on your future market. They may associate all the ads with your brand. So, in a sense, parking can devalue the domain if the domain name itself is inherently valuable or brandable.

Now a few parting thoughts...

Conclusion

At this point, you may be getting pretty excited about the idea of buying expired domains and flipping them (or otherwise making money with them, as described in this report. And that's a good thing, because this is an extremely profitable way to make money... when you do it right!

The first key to your success is to make sure you start with a solid domain – this is one with a clean history and a good link profile. A good way to find and quickly research these sorts of expired domains is at DFYAuthority.com. You'll still need to do the manual checks mentioned earlier this report, but using this tool can shave hours off your research time and find domains you may not have uncovered by yourself using other means.

Learn more at www.dfyaauthority.com