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Chapter 1 – About Domain Names

A domain name is a person or entity’s name registered on the Internet. A domain name often refers to or points to that person’s or entity’s website or personal space on the Internet. Most people know the term but there are few people who understand the technical side of domain names.

In fact, a domain name is a name that identifies a number of IP addresses. For example, microsoft.com is a domain name and it represents about a dozen IP addresses. In the past websites were accessed by means of IP Addresses. An IP address is a protocol of number, which almost, seems to represent a telephone number, example: 201.01.10.10.

In short, a domain name is what you type into your browser to visit a specific website, e.g.

www.tradedomains.org

What Domain Names Consists Of

A domain name consists of three various levels. To describe this in short, we will look at

www.tradedomains.org

First Level:

The first level of a domain name is the ‘www’, which indicates World Wide Web – a resource on the Internet.

Second Level:

The second level of a domain name is the actual registered name, in this case, [tradedomains](http://tradedomains.org). This name is decided upon by the registrant or owner of the domain name.

Third Level:

The third level is the suffix, commonly referred to as an extension, which determines to which Top Level Domain (TLD) group the domain name belongs. In his case it would be .org

Together these three levels make up a URL (**U**niform **R**esource **L**ocator).

The History of Domain Names

1960 was the year when the first computers began connecting to each other over Wide Area Networks (WAN). That is why a form of identification was needed to properly access the various systems. First time the networks were composed of just a few computer systems but as the number of connections grew, a more effective system was needed to regulate and maintain the domain paths outside the network.

The Internet Assigned Numbers Authority (IANA) was created in 1972 by the U.S. Defence Information Systems Agency and was responsible for assigning unique “addresses” to each computer

connected to the Internet. In 1973 the Internet Protocol or IP addressing system became the standard by which all networked computers could be located.

But the users seem to have some problems with remember of the IP address and they want to find an easy-to-remember system. Their problem was solved by researchers and technicians at the University of Wisconsin who developed the first “name server” in 1984. And then, users were no longer required to know the exact path of their systems.

Only a year later the Domain Name System (DNS) was implemented and the initial top-level domain names, including .com, .net, and .org were introduced. And then 121.245.078.2 became “company.com”.

What Domain Names Mean to Owners

As mentioned, a domain name is a person or institution identifiable mark on the Internet.

Today domain names are used by companies to refer clients to their websites located on the Internet. Smaller businesses might register a domain name for purposes of establishing an electronic mail system.

Private individuals might register domain names and set up personal websites for family purposes.

Smaller webmasters might register a domain to set up smaller websites, with the aim of growing and eventually selling the domains and websites – all hoping to be the next Google or Facebook.

Many investors register domain for future investment purposes. It is a known fact that value of domain names are increasing on a daily basis. Today domain names are commodities trading at hundreds, thousands, hundreds of thousands even millions of dollars per domain name, which at one time was registered at a registration fee – less than \$10 per domain name.

Today the majority of commercial activities on domain names are trading. Domain names are bought and sold in the thousands per day amongst traders. In short, domain names mean financial advantage, even freedom to some.

This is where this guide comes to play. We will introduce you to domaining, a term often used to describe the activities of domain traders in buying and selling domain names for profit and in certain instances, holding on to domain names, which might lead to financial freedom in coming years.

Chapter 2 – Types of Domain Names

Domain names are typically classified by their Top Level Domain (TLD) statuses. It is of utmost importance that those, interested in domaining, know the various types of domain name levels, as the resell value of domain names are mainly based on the TLD status.

There are currently three types of Top Level Domains identified by The Internet Assigned Numbers Authority (IANA). They are:

1. ccTLDs
2. gTLDs
3. iTLDs

ccTLDs

ccTLD's are Country Code Top Level Domain Names. These domains are typically used by countries from around the world and their depended territories.

The registration of ccTLD domain names is often regulated in different ways by different countries. As an example, .ws (Western Samoa) domain names can be registered by any person around the world, while Andorran domain names (.ad) can only be registered by Andorran nationals.

These domain names are often identifiable by their two character suffixes, e.g.:

The United Kingdom - .uk

South Africa - .za

The United States - .us

Germany - .de

Attached to this guide see Annexure 1 – A complete list of ccTLD extensions.

gTLDs

Seven gTLDs (.com, .edu, .gov, .int, .mil, .net, and .org) were created in 1980. The domain names may be registered only in .com, .net, and .org without restriction, because the other four are limited. These seven were introduced in 2001 and 2002. Just four of these TLDs (.biz, .info, .name, .pro) are unsponsored unlike the other three (.com, .net, and .org) which are sponsored. Examples of gTLD's are typically .com, .net, .edu, .gov, .mil and .org just to mention a few.

Generally speaking, an unsponsored TLD operates under policies established by the global Internet community directly through the ICANN process, while a sponsored TLD is a specialized TLD that has a sponsor representing the narrower community that is most affected by the TLD. The sponsor thus carries out delegated policy-formulation responsibilities over many matters concerning the TLD.

A TLD which is unsponsored operates under policies established by the global Internet community directly through the ICANN process, while a sponsored TLD is a specialized TLD that has a sponsor representing the narrower community that is most affected by the TLD.

But what really is a Sponsor? This is an organization to which is designated some defined ongoing policy-formulation authority regarding the manner in which a particular sponsored TLD is operated. The sponsored A TLD sponsored has a Charter, which defines the purpose for which the sponsored TLD has been created and will be operated. The Sponsor is delegated to developing policies on the designated topics so that the TLD is operated for the benefit of a defined group of stakeholders, known as the Sponsored TLD Community, that are most directly interested in the operation of the TLD.

It is also these domains that carry the highest resell value and are the most active domain names on the trading market. Currently the world’s top domain and most recommended is the .com, due to its resell value and nature of being in demand.

Attached to this Guide see Annexure 2 – A complete list of TLD extensions.

iTLDs

iTLDs are Infrastructure Top Level Domain Names. They are less important, less known and currently there are only two extensions we know about. They are .arpa and .root.

These domains are not open to public registration and are not seen on the trading market in today’s practices.

The Length of Domain Names

Generally the length of domain names is restricted to 67 characters per domain name. This is a large number, and people are advised never to register domain names this length, as these domain names do not have any financial values.

The ideal length of a domain name should be around 12 letters. Due to the fact that the majority of dictionary words in this length have already been registered, it is not uncommon to find domain names up to 20 letters, still carrying large value.

When one is looking to invest in domain names, the ideal name will be a short and memorable name, easy pronounceable with little margin for typing errors. Although these types of domains are hard to come by, and generally expensive, they are still available on the open market.

Short domain names are not the only domains with high values. Longer domain names can carry more value, if they are easier to remember.

Chapter 3 – Finding Domain Names

Before you start building your domain name portfolio by acquiring new domains, you need to know where to look for domain names and what to look for. This section was developed with the aim of putting you straight on track in starting to find the right domain names with great investment potential.

Before we look at available resources, let’s take a look at what type of domain names one should look at registering. This is very important as you do not want a portfolio of names with no resell value.

What Type of Domains Should be Registered or Acquired?

When looking at acquiring domains you need to look at the following type of domains:

1. Keyword Domains

These types of domains are domain names consisting of keywords that are regularly searched on search engines. These domains often ensure traffic to the domain when it is parked or developed into a website.

As example, let us take a look at www.airlineinfo.com. This domain consists of two keywords, namely airline and info. You can expect that many Internet users might often want to reserve online airline tickets and some might do searches on airline info to find websites consisting of airline information. If you have registered this domain and developed a website, you are likely to appear high in search engine results and attract a large number of visitors to this domain.

There are a number of tools, listed in this guide, which can assist you in determining how many times keywords are searched. Be sure to use these tools before deciding upon a domain name to register.

In short, your aim should be to register domain names consisting of high searched keywords.

2. Domain Names with Existing Traffic

You will read more about the value of these domain names in the section ‘Expired Domain Names’ later on. Generally, domain names with existing traffic can be registered once they expire. Alternatively, these domain names can be bought from other domainers selling them.

These are good domain names with high value as they ensure an income, especially if you decide on parking these domains.

3. 3 and 4 Character, Letter and Number .com

These domain names are brilliant domains for investment purposes. The value of these domains is increasing on a monthly basis. By investing early in acquiring these, you might build up a powerful portfolio in a few years from now.

Income from these domains will be ensured when reselling them in a few years on the trading market.

These domains, in all combinations, have been registered and are no longer available for registration. You can, however, buy these domains from other domainers on the trading market.

4. Dictionary Word Domains

Dictionary word domains, especially in the .com TLD, have high value due to its one-word nature. Depending on the keywords, these are often classified Premium domains, and values could then reach up to the hundreds of thousands, even million dollar values.

Again, the majority, if not all, of these domain names have been registered and are no longer available for registration. Although available on aftermarkets and the trading marketing, they are very highly priced.

Another good and recommended investment of these types of domains are other TLD's, such as .net and .org, although the values will never be the same as the .com TLD.

5. Typo Domains

Typo domains are domain names not spelled correctly. Often these types of domain names ensure great type-in traffic of people misspelling the original domain they wanted to visit.

When registering these type of domains, ensure that you conduct research on the number of searches on the correct spelled domain as well as on the typo.

A word of advice: Stay well clear from registering typo domains of trademarked services or products.

6. Domain Names with Page Rank

Expiring domain names with a pagerank is a good investment for a quick profitable sale. Many domains with a pagerank expires on a daily basis, often some domains might have a 3-5 pagerank. These domains holds a high resell value.

If you do decide to engage in trading domain names with pageranks, it is highly recommended that you sell the domain with a matter of urgency. The reason being that upon the following pagerank update, the domain will lose its rank if there is no developed website. Alternatively, you can spend the time and resources in developing a website for the domain.

Another Word of advice: If you intend to build a portfolio and not develop websites, stay away from domain names containing combinations on characters, such as hyphens, and numbers. These domains often do not have high value.

The exception to the rule is if you want to create a website and increase traffic and income. A domain name like www.credit-cards.com will be a good investment. Again the strength of the domain will be in its keywords, in the example being “credit” and “cards”, a highly searched and profitable term.

Additional Tools

DomainScour.com

www.domainscour.com

5Letter.com

www.5letter.com

DomainFellow.com

www.domainfellow.com

Nameboy.com

www.nameboy.com

Here are some additional tools, which can assist you in deciding whether a domain name is right to be registered.

AcronymFinder.com

This tool will find meanings for acronyms of popular terms.

www.acronymfinder.com

Reystar.com

Reystar will provide the most searched terms over a period of time.

www.reystar.com

7Search.com

7Search will display the top 500 paying keywords on the Internet. This tool is highly recommended if you register domain names with the aim of parking them.

www.7search.com

Google Trends

This is a great tool to see the most searched terms in google.

www.google.com/trends

Domainer Forums and Aftermarkets:

There are a number of forums on the Internet where domainers get together. These forums often provide sections where domain names can be traded. Here you will often find domain names at bargain prices.

Many domainers also sell their domains on aftermarkets on auctions.

Recommended forums and aftermarkets are:

Afternic

As one of the leading premium domain sellers and a marketing partner with the majority of the best registrars online, the odds are good that you'll have a profitable sale on Afternic.

<http://www.afternic.com>

DNScoop

Sell or buy your domain on this marketplace, and take advantage of its in-house valuation tool.

<http://www.dnscoop.com/forum>

The Domain Marketplace

Sell or buy your domain names with natural traffic, one and two word generic terms, and strong traffic on Domain Marketplace.

<http://www.domainmarketplace.com>

V7N Network

On this network, you'll get access to a large development community and be able to take advantage of a great sales format.

<http://www.v7n.com/forums/domains>

The Buy Sell Website

This marketplace has listings for both established and start-up websites.

<http://www.buysellwebsite.com>

DomainState

This is a great place to sell or buy whether you've already priced your domain or want to put it out for offers and auctions.

<http://www.domainstate.com>

NamePros

Post your domain name for sale or buy in this forum of over 69,000 domain name owners.

<http://www.namepros.com>

TDNam.com

Put your domain up for auction on or buy from GoDaddy’s site and you’ll enjoy low commission fees and high visibility.

<https://www.tdnam.com/trpHome.aspx>

WebHosting Talk

Get offers or check out specific requests on this forum.

<http://www.webhostingtalk.com/forumdisplay.php?f=49>

DigitalPoint

Digital Point’s Sites Forum allows you to list sites and find resources at the same time.

<http://forums.digitalpoint.com>

SitePoint

This is another great resource for finding available domain names.

<http://www.sitepoint.com>

Chapter 4 – Registering Domain Names

The first thing you will need in order to register a domain name is an account with an ICANN registered service provider. We recommend ICANN accredited service providers as they are generally the safest to deal with and you can have peace of mind over your domain names registered through them.

TIP: When choosing a registrar ensure that you conduct proper research on a registrar. You need to determine if the registrar is reliable. A good way to conduct research is to use Google and do a search on the registrars’ name. Alternatively you can visit webmasters and domain related forums and read through posts made regarding registrars.

The majority of domain name registrars allow users to sign up for free accounts. Simply visit the registrars’ website and sign up for an account.

TIP: If you plan to actively take part in domain name trading, it is suggested that you sign up with as many registrars as you can. Often you will find when buying domain names that they are registered with a variety of different service providers. This will save you time when acquiring a new domain name from other traders.

When registering an account or domain name, always ensure that you provide true and accurate personal information. This information is used by the registrar in case they need to contact you or send urgent notifications.

After you have signed up for your account, you will find that each registrar has its own search facility for domain names. From here you can start searching for domain names and registering them through your chosen registrar.

Note: Domain names can be registered for a period from 1 year to 10 years. Most registrars offer discounts if you register for longer periods.

Once registered the domain name will appear in your account with the registrar you have chosen. The majority of registrars will offer a control panel from where you can make use of various options, such as changing the domain names’ DNS, domain pointing, etc.

Hints on Saving Money with Domain Name Registrations

There are a few methods you can use in saving money with domain name registrations. Here follows a few tips on saving money:

Coupons

Our first advice is to make use of coupons. Coupons are great ways to save, sometimes, up to \$2 - \$3 per domain names.

But, how do I get coupons? Easy! You can use Google to search for coupons. As an example, you want to register a domain name through Godaddy. Go to Google and do a search on ‘Godaddy coupons’. In a flash you will find websites advertising coupon references. Simply use one of these to register your domain.

Bulk Registration

Another method you can use is bulk registration. Here you can easily save money up to \$1 - \$2 per domain. This might not seem much, but considering you are registering a large number of domains, this \$1 or \$2 can quickly turn into \$50 - \$100!

Shop for Specials

Do not register your domain name right away. First visit other registrars first and see if they do not offer any specials. An example we want to use is the Godaddy special on .info domains, where these domains were at special at .99c per domain, while other registrars charged \$5 and up!

Registrar Membership

Some registrars offer a premium membership offer to clients, where domains can be registered at discounted rates. Always ensure that you read more about these types of membership at the various registrars.

Additional Notes on Domain Name Registration

In many third world countries, such as South Africa, the majority of service providers are not Ican accredited. In fact, in South Africa, only one registrar is Ican accredited. What the majority of service providers do, when registering domain names, is that they place the domain names in their own portfolio, only amending the registrant information to that of yours. Users are not offered access to their domain names to manage them properly. In fact, you as registrant do not have any control over your domain name at all. A fly-by-night company can easily sell or transfer the domain without you knowing this.

It is highly recommended that you deal directly with an Ican accredited registrar, who provides a control panel from where you have direct access to manage your domain name. Make use of these services, even if it means making use of providers outside your country. They are often more cost-effective than most service providers in your own country, as mentioned in the example above, more cost effective than any provider in South Africa.

Below is a list of recommended Ican accredited domain name registrars providing you with full administrative access to your domain names:

www.namecheap.com	www.godaddy.com
www.dotster.com	www.name.com
www.moniker.com	www.enom.com
www.netsol.com	www.dynadot.com
www.register.com	www.networksolutions.com
www.tucows.com	www.pool.com
www.planetdomain.com	www.webnames.ca

Chapter 5 – Transferring Domain Names

At some point in time you will sell a domain name and will need to transfer the domain to the new buyer. The same applies vice versa, when you buy a domain name, the seller needs to transfer the domain to you.

There are two methods of domain name transfers you as trader need to be aware of. The first method being transfers between user accounts within the same registrar. The second method is transfers to a new registrar.

Note: Once a domain name is registered for the first time, or transferred to a new registrar, you will not be able to transfer the domain to another registrar for a period of 60 days. This is a security implementation you should be aware of.

Transfers to users within the same registrar

This is the easiest way of transferring a domain name to another person and is usually free of charge. This is often referred to as ‘pushing’, as the domain is simply pushed to another account within the registrar.

With this method you can log into your registrar’s account and pick the domain you want to transfer. Your registrar will often have a link called ‘transfer to user’ or ‘push to new user’.

The methods of pushing domains vary from registrar to registrar. With some registrars you simply authorize the transfer and it shows immediately in the new users account. At registrars like Godaddy there is a process to follow. This process is described below:

- You log into your account, choose the domain you want to transfer and pick the transfer domain option.
- You will then need to complete the personal information of the new owner, such as name, address, contact number and email address. You need to obtain this information prior to initiating the transfer.
- The new owner will receive an e-mail with an authorization code and is requested to log into his/her account and accept the transfer. Once accepted, he/she follows the remaining instructions on checking out and the domain is transferred to him/her.

Other registrars’ procedures are easier. You simply request the new owners’ username or account number, log into your account and push the domain to the new owner.

Transfers to Other Registrars

This is a more complicated method of transfer and might take a number of 5-7 days to complete.

Registrar Lock

The first step to be taken here is to remove the Registrar Lock from your domain name you want to transfer. This is a security implementation used by registrars to prevent illegal transfers of domain names.

Transfer Authorization Code

Some domain extensions, such as .org, will require a transfer authorization code. Some registrars will include this code in your account, while you will need to contact others for this code. Ensure that you obtain this code in advance, as you will need it to affect the transfer.

Following Instructions

Once you have initiated the transfer you will receive a number of emails from the registrars involved. These will include you providing the transfer authorization code. Simply follow the instructions and you are set.

Delay in transfer

As a security method some registrars may impose a delay on the transfer, often up to 5-7 days. In this time you can still cancel the transfer to the new registrar if needed.

Note: This method always involves costs. The new registrar often renews the domain registration period for a year. Godaddy, for instance renews the registration length for one year and charge a total fee of around \$16 to transfer a new domain into your account from another registrar.

Additional Reading

Find out why pushing domains can make domain sales easier and faster for all parties.

<http://domainerpro.com/difference-between-a-transfer-and-a-push/>

Learn about ICANN's transfers policies here.

<http://www.icann.org/transfers/>

Read about one person's domain transfer experience.

http://wolfram.org/writing/howto/change_domain_registration.html

Chapter 6 – Domain Name Expiration

As mentioned earlier in this guide, you have an option on the length of time you want to register a domain name for. This often varies between 1 year and 10 years. Once your domain name registration period lapses, it is set for expiration. Here you will receive notification, well in advance, that your domain name is set to expire and you are offered the opportunity to renew the registration period, again for a period of 1 to 10 years.

As your domain name is set to expire, and passes the date of expiry you will receive a number of notifications from your service provider, as well as from ICANN, offering you, the owner of the domain, the opportunity to renew your domain. If you ignore these notices, your domain name will eventually expire and made available for re-registration by the general public.

As explained, there are several statuses of domain name expiry. They are shortly described below as it is important that you as domainer knows what the meaning of each stage is, and what you can do to or with the domain at that specific time.

The Domain Expiry Date

This is the date your domain registration period expires. You can renew your domain name registration at any time before this date. The domain name remains your property.

On or before this time anyone can place a backorder on your domain in the event you do not re-register it.

As mentioned, as this date approaches, you will receive regular communication from your registrar notifying you of the expiry date and requesting you to extend the registration period.

The Redemption Period

Once your domain name expires, and you have not renewed the registration, it falls into the redemption period. At all registrars this is a period of 30 days in which you are still afforded the opportunity to renew the registration.

If you decide to renew the registration, you will be liable for additional registrar costs, and the renewal will be more expensive. Some registrars might charge additional fees of up to \$150 per domain name renewed in the redemption period.

Within the redemption period the domain will still not be available for registration by other parties. Backorders can, however, be placed on the domain.

Pending Delete Status

If you still have not renewed the registration after the 30 days redemption period, your domain falls into the pending delete status.

Here the owner of the domain will not be able to renew the registration. The only thing the owner can do is to wait for the domain to become available on the open market and attempt to re-register it again, competing against tens of thousands of other domainers waiting to do the same.

The pending delete status lasts for 5 days.

Finding Expiring Domain Names

If you are looking to snatch up valuable expiring domain names, you will need to obtain lists of expiring domain names. This will enable you to commence the process of backordering these domains to put you in the race and standing the chance of registering an expired domain name.

The majority of services on the Internet charge a fee for providing these lists. There are also a number of free websites offering expiring domain lists.

The problem you might face with smaller websites offering these lists at no costs are that they might remove all valuable domain names from these lists, taking away the opportunity of finding valuable expiring domain names.

You can also visit domainer forums where often these lists are advertised free.

We recommend the best service on the Internet for finding expiring domain lists. This service is known as Exody.

<http://www.exody.com>

Exody provides excellent lists of pending delete, on hold and redemption period domains. This is a very comprehensive service and worth the monthly fee they charge.

Exody are often described as the successful domainers’ secret to snatching valuable domain names.

Chapter 7 – Backordering Domains

Expired domain names hold much value to domainers. An expired domain is a previously registered domain, which was not renewed by the previous order and was deleted and made available for registration again.

Expired domains often offer the domainer existing traffic and in all likelihood a pagerank, all factors that contribute towards higher resell value of the domain name.

The problem domainers face is that expired domain names are in high demand and tens of thousands of domainers are battling to reregister these domain names.

In order to register a domain, which includes expired domains, you need to register the domain by hand the moment it becomes available. In practise this would be impossible. There are just too many domainers after expired domains and are making use of automated services to assist them in catching expired domains.

This guide will describe how domainers go about in catching and registering expired domains. The purpose of this guide is to bring you into the same level of competition and afford you the opportunity, equal to other domainers, to catch expiring domain names.

Step 1 – Look for Backordering Services

After you have obtained and viewed a list of soon-to-expire domain names and you have decided which you want to attempt to register, we advise that you make use of backordering services. There are a number of backordering services on the Internet, some asking fees for this service and others offering free backordering services.

Below is a list of backordering services that do not charging any fees.

Moniker.com

<http://www.moniker.com/aftermarket/backorder-domain.jsp>

NameJet.com

www.namejet.com

SnapNames.com

www.snapnames.com

Names.co.uk

<http://www.names.co.uk/backorder.html>

DomainMonster.com

<http://www.domainmonster.com/backorder/>

Pool.com

www.pool.com

Step 2 – Signing Up for Accounts

Now that you have identified the free backordering services, sign up for your free accounts with them. The majority, if not all, of these services offers free member accounts, which are required if you wish to use their services.

Please note that you will need to have a credit card handy when signing up at some.

Step 3 – Submit Backorder Requests

Once you have created your account(s) you can start making use of the backordering services. We suggest that you submit each domain you want backordered to each service provider. This will increase your chances of catching the domain when it expires.

Now you can sit back and relax, maybe look at your next day’s domain expiring list and decide what you want to buy next. Let the pro’s register your domain names for you.

Chapter 8 – Domain Name Tasting

Domain name tasting a profitable concept every domainer, acquiring a large number of domains, should be involved in. This method can save a lot of money and prevent the acquisition of non-profitable domain names.

What is Domain Tasting?

According to ICANN, domain tasting is *“a monetisation 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 registration period.”*

In short, with domain tasting you can register a domain name, after it expired, and over a period of 5 days test its profitability. If the domain name is profitable in terms of traffic and income, you can keep the domain. If not, you can simply cancel the registration and receive a refund on the registration fee, minus a small service fee recently implemented.

Domain name tasting is not a new concept, but was limited to only a handful of experienced and hardened traders, who conducted this practise unethically with the cooperation of certain registrars. This lead to many unhappy newcomers and concern by ICANN and other related domain authorities.

Recently ICANN imposed a service fee on every domain registered in the domain tasting practise. This fee is paid when a domain name is registered and then cancelled within the 5 AGP period. Eventually domain name tasting was made available to the general public upon implementing this fee.

The fee imposed is a nominal fee and varies between registrars, some charging a small fee of \$0.03 per domain name cancelled and others up to \$1 per domain name cancelled. Despite this fee, it still makes this a very profitable practise to test the profitability of a domain name before acquiring it.

Who Supports Domain Tasting

Not many registrars support domain name tasting. It is advised that you study each providers terms, conditions and FAQ’s or contact them personally to determine whether they support this practise.

Current registrars supporting domain name tasting are:

Moniker.com

<http://www.moniker.com>

Enom.com

<http://www.enom.com>

Pool.com

<http://www.pool.com>

Dynadot.com

<http://www.dynadot.com>

Tip: Contact Moniker.com support and request them to lower the fee from \$1 to \$0.25 for domain tasting. Quote code “dnf” as reference for this special.

How do I Taste Domains?

Firstly, very important, you only have 5 days in which you can taste a domain. If you decide not to keep the domain, it has to be cancelled before the 5 day period expires.

Your first step is to register the domain name as normal. You will also be charged your registration fee for the domain as normal.

With immediate effect you should create a landing page for the domain name or make use of a parking service provider. Here you should be in a position to track the traffic to the domain name and also have the parked or landing page monetized with advertising programs.

You also need to point your domain name immediately to the parked or landing page.

Over the 5 days to follow you need to look at the statistics to determine the daily unique and returning visits. You need to look at where visitors are coming from, is it search engine traffic, links from other sites or type-in traffic.

Also take a look at the income generated from the advertising on the landing or parked page. Do you have a good click through rate?

If you do not experience good traffic and little or none income, you will need to cancel the domain before the 5 day period expires.

You will then receive a refund of the domain registration fee, minus the small service fee charged by your registrar. Often these refunds are not returned to your credit card, but rather added as credit to your account at your registrar. This credit is always good when you register the next domain name.

Chapter 9 – Appraising Domain Names

Before a domain name is bought or sold, it is highly recommended that the domain name be appraised. This is very important for several reasons. Firstly, you might enter your domain names into the market at such amounts that it would never be sold. Equally important, you might acquire a domain name at a cost you will in all likelihood not recover over a long period of time, depreciating the value of your domain portfolio and your bank balance.

By appraising a domain name you can estimate the monetary value of the domain name’s worth, but remember the golden rule of domain name sales: “A domain name is only worth what the buyer is willing to buy it for.”

In many, many instances we found domain names, with no meaning or even monetary value, sold for tens of thousands, even hundreds of thousand dollars. The reason for this phenomenon is that the buyers of these domains had a need for them and was willing to offer these large amounts to ensure their ownership over these domains. Quite often these types of buyers are businesses who require these domains for business or their product services.

In general, on the domain traders’ playground, these domains would never have traded and if traded, it would have been at very, very low prices.

There are currently three ways of appraising domain names. They are all commonly in use by domain traders. Domain name appraisals can be done by automated scripts, professional appraisals and lastly self-appraisals.

We will discuss each of the three appraisal methods in detail.

Automated Scripts

A number of websites offers scripts, specifically developed to appraise the value of domain names, and in some instances even websites. Although widely in use by domain traders and domain name owners, the values estimated by these scripts are not always true and accurate. They should only be used as guidelines. Many of these tools over-estimate the value of domain names and some highly under-estimate the same.

Here are some recommended online services, which are free to use.

DomainScore.com

<http://www.domainscore.com>

DomainScore.com is a great tool for estimating the score of a domain name. This tool is mainly used to determine the premium status of a domain name and calculates its scores based on domain name readability, search results and keyword results.

Estibot.com

<http://www.estibot.com>

Estibot is a great tool for determining the estimated value of a domain name and website. This tool's algorithm looks at various factors related to domain names and website traffic and backlinks and offers an appraisal on the domain name as well as the website.

SwiftAppraisal.com

<http://www.swiftappraisal.com>

Another tool to determine the estimated value of a domain name.

Ventureplan.com

<http://www.ventureplan.com/web.valuations.html>

Use this formula for a quick way to get an idea of your website's value.

Professional Appraisals

Professional domain name appraisals are mainly conducted by organizations actively involved in domain name trading. These organizations appraise domain names physically upon several factors, such as traffic to the domain, the domain name strength, length, readability, brandability, etc.

Professional appraisals are conducted by domain name professionals and an appraisal certificate is issued by the appraising institution. The majority, if not all, of these institutions are paid services, whereas automated scripts offer services at no costs.

If you consider obtaining a professional appraisal, we recommend the following services:

Afternic.com

<http://www.afternic.com>

Godaddy.com

<http://www.godaddy.com>

Sedo.com

<http://www.sedo.com>

Find out if you're sitting on garbage or a domain that's worth some serious cash by getting it appraised with Premium Domains.

<http://www.premiumdomain.com/>

Self-Appraisal

Professional domainers, who have been involved in this area of expertise for a long period of time, often appraise domain names themselves. By obtaining experience in this area, any domainer can

learn the techniques associated with self-appraisal and determine the value of a domain name without consulting other means of professional appraisals or automated scripts.

We will now take a look at some techniques you need to be familiar with when appraising domain names yourself.

1. Traffic

Traffic is always the most important factor to consider when appraising domain names. The amount of traffic to a domain name will automatically increase or decrease its value. When looking at traffic, you should consider, more specifically, **Natural Traffic**. Natural traffic is also referred to as Type-in Traffic. This is where an individual, who needs to find information on the Internet, types the information into the browser, as opposed to conducting a search engine search.

As example, a person looking for information on Advance Fee Fraud, will type in his browser, www.advancefeefraud.com, instead of going to Google and do a search there. Yes, this type of traffic does exist and do offer a lot of natural traffic to many domains. These are domains with high values.

Other types of traffic refer to **links** or **search engine** traffic. These are visitors clicking links on other websites or search engines, which points to the domain. The more traffic to the domain, from these types of links, the higher the value.

A good way to determine the number of traffic to a domain is to do a check on [Alexa.org](http://www.alexa.org). Alexa also offers a rank. The lower the rank, e.g. 100 000 or 50 000, etc. the higher the value of the domain.

<http://www.alexa.org>

Additionally, you can make use of Market Leap’s link popularity tool to determine how many sites are linking to a domain.

<http://www.marketleap.com/publinkpop>

You can also use this tool to test a domain’s receptiveness to search engine spiders.

<http://www.seoworkers.com/tools/analyzer.html>

Here is another great resource. Find out where your domain ranks on PR, Alexa, and links. You can also take advantage of their URL comparison tool.

<http://www.urltrends.com>

Get traffic graphs for up to three domains at a time on this site.

<http://www.compete.com>

2. Marketability

Your next step to consider in appraising a domain name is its marketability. You need to ask yourself whether the domain name is marketable, i.e. can it be marketed to the general public. Does it represent anything? Can a website with content, which is represented by the domain name, be built?

What is the keyword(s) in the domain name? You can easily search on keywords and determine whether the general Internet community is conducting searches on these keywords. The more searches that are being conducted on the keyword(s), the higher the value of the domain.

A great tool to use in order to determine if keywords are being searched is Overture. This tool calculates the number of searches on keywords on Yahoo! on a monthly basis.

Overture

<http://inventory.overture.com>

You can also make use of Google Adwords’ Sandbox to determine how many people are searching on your site’s top keywords.

Google Adwords’ Sandbox

<https://adwords.google.com/select/TrafficEstimatorSandbox>

3. Brandability

Is the domain name brandable? Will the domain name identify a service, a product or an institution? Is this the type of domain a business would want to associate itself?

When looking at brandability, especially in domain names, it is important to note that a brandable domain name would often be a short, readable, easy-to-remember and catchy name. These domains are very brandable and high in demand.

Let us take a look at a specific branded domain name, which will always be used as an example of brandability. **Google**. Not long ago, there did not exist a word such as Google in any dictionary. It had no formal meaning, but many used this term to refer to the act of ‘looking around’.

A company later took on the word Google, registered it as a trademark and started a search engine. They developed their search engine to become the world’s fastest, most accurate and most used. This company actively promoted their brand and later expanded by offering additional services.

In fact, Google promoted their brand in such a manner that their brand is known in almost all countries around the world. Their brand became so famous and recognized that the term Google was accepted into all formal dictionaries.

This is a great example that could be used to describe the term brandability in domain names.

4. Pronouncability

Another very important factor in a good domain name is its pronouncability. For a domain name to be easily pronounceable, the rules are that it should not contain any numbers of characters such as hyphens. These are often not easy to pronounce and visitors might easily type in the wrong domain name in an attempt to visit your website.

Besides the pronounceability factor, it should be noted that domain names with letter and number combinations or with characters such as hyphens immediately suffer a loss in value and are automatically disqualified as premium domain names.

5. Top Level Domain

The top level domain in domain trading is of utmost importance. The extension (TLD) of any domain name determines the value of such domain. As example, let's look at the domain defrauded.com. This is a dictionary word domain, has a fair number of Internet searches on its keyword (defrauded), easily pronounceable, short and easily remembered. This domain has the quality of a premium domain and can easily trade on the market at amounts exceeding \$5000. Let's look at defrauded.biz – same characteristics, but you will be lucky if you sell it \$500! Why? The domain extension, .biz, drastically decreases the value of the domain.

Currently the .com domain extension is the only extension that ensures constant high returns on investments. Other domain name extensions will often sell domain names at high prices, but the .com extension is the only extension continuously increasing its values and sales.

Next to .com, the best returns on investments would be .net, followed by .org. As for traders, it is highly recommended to attempt to limit acquisitions to the .com extension to ensure initial secured growth of your portfolio.

6. Development Potential

Can the domain name be developed into a website? Will the keywords in the domain name assist in attracting search engine traffic to the domain? Can the domain name be identified with the website's content?

These are all factors you need to consider when looking at appraising the domain. If a website can indeed be developed based on the keywords of the domain, the value will increase.

7. Domain Name Length

All 2, 3 and 4 letter .com domain names have been registered and are no longer available for registration. These short domain names have very high value attached to them. In general, the shorter the domains name the higher the value.

Any domain name under the number of 12 letters is considered a good and short domain.

It is also a fact that the majority of dictionary word, or two word combination domains have been registered. It is still acceptable for domain names to be up to 20 letters to be considered to have value. The higher the number of letters in the domain, the lower the value.

8. Grammatical Correctness

A requirement for a good domain name is grammatical correctness. Ensure that the domain sounds right grammatically and that the keywords in the domain name are used correctly.

Additional Reading

Read more at this thread to learn how to appraise the value of your site on your own.

<http://www.webmasterworld.com/forum25/614.htm>

See the way Zetetic.com values domains.

<http://www.zetetic.com/methodology/variables.html>

Consider the cost to create a new comparative website, traffic, revenue, and other factors when valuing your developed domain.

<http://www.webmasterworld.com/forum31/1195.htm>

Get the basics on website valuation in this article.

<http://www.stuntdubl.com/2006/02/20/website-valuation>

Yaro's number one rule? "Your site is worth as much as someone is willing to give you for it."

<http://www.entrepreneurs-journey.com/265/how-to-sell-a-website-how-much-is-your-website-worth>

Read this thread from Webmaster World to calculate future profitability, traffic, and other valuation basics.

<http://www.webmasterworld.com/forum31/1766.htm>

Read more in this guide about domain name valuation from Internet Gold Rush.

<http://www.igoldrush.com/sell1.htm>

Arm yourself with knowledge against scammers who want to take advantage of domain name owners.

<http://www.domainappraisalscam.com>

Chapter 10 – Parking Domain Names

Many domainers often quickly find themselves with a domain name portfolio with 100 and more, often even thousands, of domain names. Many of these domain names might find themselves a home in your portfolio for a number of years before it eventually is sold.

Most experienced domainers, through experience, learned that this portfolio can in fact earn a generous income, instead of laying wasted for a number of years before it is sold. Your next question: How can income be generated through these domains?

This is simple. Income can be generated in two ways. Firstly, create a website for each domain and monetize the site by means of advertisements. Attract visitors and you are set to earn an income from your domain names, before they are sold. This is often a time wasting experience, very expensive and could almost be near impossible if you own a portfolio of 2000 – 5000 domain names.

The alternative? Parking domain names.

When a domain name is parked, you are basically diverting all traffic to a parked page, which is monetized with advertisements. Each time a visitor clicks on any advertisement you earn a fee per click.

Income from parked domains varies according to keyword quality and the number of clicks. Some advertisements might offer an income of \$0.01, while other advertisements might generate an income exceeding \$2.00 per click. Having a large portfolio with large number of traffic to your domains often ensures a great monthly income from parked domains.

How are domain names parked?

Domain names can be parked on two ways. Firstly, you can create parked / landing pages yourself or secondly you can make use of parking service providers.

1. Self-Parking

In order to park your own domain names you will need to create one or more landing pages. These are often a one page-website, which contains information related to the domain name. The page is monetized by placing ads, such as Google AdSense or Yahoo Publisher Network ads on the page.

Ads need to be placed strategically, in a manner that visitors would rather click these ads, which ensures your income.

Again, if you have a large portfolio, this can be a tedious task, as you need to create a landing page for each domain, each page with its own unique content related to the domain name. This ensures that the domain name's parking page displays relevant ads, which visitors are more likely to click on.

2. Parking Programs

Parking programs are much easier to use and often free of charge. These programs in general share revenue with members.

When making use of parking programs, you sign up for an account and add your domain names which you need parked. These services offer various methods with which you can customize each parked page. As example, you can change the page template or keywords for the advertisements you need displayed. You simply change the DNS setting of your domain to point to the parked page, and you are done.

These programs are highly recommended when you own a portfolio with a large number of domain names and do not have the time or resources to monetize each domain individually.

Recommended Parking Services

There is a number of parking programs available on the Internet. As explained, these services in general offer a free membership plan, but generate their income with revenue sharing. Some providers may take up to 40% of your monthly income, while others might opt for less.

Here is a list of recommended parking service providers:

www.godaddy.com	www.skenzo.com
www.trafficclub.com	www.bodis.com
www.parked.com	www.trafficz.com
www.fabulous.com	www.sedo.com
www.namedrive.com	www.hitfarm.com
www.goldkey.com	www.smartname.com
www.activeaudience.com	www.domainsponsor.com
www.dotzup.com	www.domainhop.com
www.revenuedirect.com	www.parkingdots.com
www.parkingpanel.com	www.domainspa.com
www.parkitnow.com	www.imonetize.com

Optimizing Your Parked Portfolio

If you have decided to make use of domain parking and started the process of parking your domain names, your next, most important step is to optimize each and every parked page. With optimizing your parked pages, you will attempt to make every page attractive and relevant to the domain name you are parking.

Firstly, you need to have a look at what options your parking service provider offers. Generally the options will be changing of the page template and setting keywords.

Keywords

You will need to ensure that the keywords you set for the parked page are relevant to the domain name. As example, you domain name you are parking is www.makeasitemap.com. You will need to

set keywords related to making a sitemap, e.g. sitemap, make a sitemap, generate a sitemap, Google sitemaps, Yahoo sitemaps, sitemap generator.

By doing this, the ads appearing on the parked page will be related to generating sitemaps or informational websites about sitemaps. Visitors visiting your domain are likely to click these ads, as they were initially looking for something related to sitemaps.

Templates

You must look at the available templates the service provider offers. The template must suite the domain name you are parking. You do not want a car related template for www.makeasitemap.com. It is suggested that you choose an internet related template for this page.

By optimizing your parked pages correctly, your parked page might almost appear to be a valid website, on which visitors are guaranteed to click on the ads.

Unique Parking Service – Whypark.com

This provider was not mentioned in the list of service providers above, as I want to spend some time explaining this unique service. Although this is not a free or revenue sharing service, they are in high demand, but why?

Whypark.com is in all likelihood the only service offering the following unique service. Members can create parked pages as mini-sites. Whypark.com also offers unique articles for parked pages. In addition, they allow members to add their own Google AdSense codes to their parked pages. This means that members keep their own income generate through clicks and it is not shared with Whypark.com.

Whypark.com charge an annual fee of \$99 for 100 domains parked.

If you are an AdSense publisher, this option is worth your while to explore.

<http://www.whypark.com>

Chapter 11 – Domain Name Brokers

Often, newcomers to domaining might not have the time, resources or experience required for successful domain trading. In many instances these newcomers might find the services of domain name brokers useful.

In general domain name brokers offer domain name listing, promotion, acquiring, selling and negotiating services on your behalf. This is often a useful service to make use of and great deals are often brokers through them.

Many domain brokering services do not charge upfront fees for their services and work on commission only.

Tips on Finding the Right Broker

If you do decide to make use of the services of domain brokers, I want to provide the following tips on deciding upon the best broker to use.

1. Always ensure that the broker specializes in domain brokering, and that this is not simply an ‘additional’ service offered by them.
2. The broker should have knowledge and experience in the field of the domain name.
3. Request a list of recent successful domains brokered.
4. Request a quotation upfront. Make sure there are no hidden or additional fees charged by them. Make sure that the commission fee is acceptable.
5. Determine whether you can use the services of another broker as well for the same domain(s).

Recommended Broker Services

Impressive Domains

Impressive Domains goes beyond “list and hope” with an active team of marketers and experts in domain name negotiation.

<http://www.impressivedomains.com>

Business Broker

If you’re selling an established domain, you’re selling more than just a name—you’re selling a business. Enlist the help of this expert business broker for the best results.

<http://www.businessbroker.net>

Sedo

From brokerage to appraisals and transfers, Sedo takes care of the nitty gritty work of selling your domain.

<http://www.sedo.com>

Website Auction Hub

Use Website Auction Hub’s broker service to get the most money out of your transaction and preserve your identity at the same time.

<http://www.websiteauctionhub.com/tools/websitebroker.html>

iMerge Advisors

For small to mid-market domain businesses, iMerge Advisors offers expert brokerage services.

<http://www.imergeadvisors.com>

Great Domains.com

<http://www.greatdomains.com>

Website Broker

<http://www.websitebroker.com>

In addition to these resources, you will also find quality broker services being advertised on DNforum.com brokers’ section.

<http://www.dnforum.com/f118/>

Additional Reading

Should I use an e-Business broker?

Read this article to determine whether a broker is right for you or not.

<http://www.votanweb.com/content/show/8>

Selling your name via a broker

Check out this guide to using a broker from Internet Gold Rush.

<http://www.igoldrush.com/sell3.htm>

Working with a broker when you buy or sell ecommerce websites

Learn about how a broker can help you improve your domain sale in this article.

<http://www.votanweb.com/content/show/12>

Chapter 12 – Negotiating Sales

As domainer, at some stage you will be interested in selling a domain name or be approached by an interested buyer. Either way, you need to be prepared for this event. Being prepared for a domain name sale, in effect means that you should have the following knowledge:

1. The current traffic to the domain name.
2. The age of the domain name and expiry date.
3. Current income generated by the domain name.
4. An accurate estimated value of the domain name or an appraisal.

Always ensure that you have this information readily available, as this is the information required by most domainers.

In general many domainers will offer an amount for the domain name, plus 12 – 24 times the monthly income generated by parked domains. Some domainers, especially if a domain name earns large revenue from parking pages, often ask up to 72 times its monthly revenue.

When you are approached by a potential buyer you need to provide the required information without delay. This will make you look professional and the type of seller the buyer wants to engage with.

Always start your sale off with a little more than you expect to get for the domain name. This will allow for negotiations, which is a good sign to many buyers.

When you get a buyer making a very low offer, do not enter into a confrontation with this buyer. Sincerely provide them with proof why you believe the domain is worth much more, usually the information that is mentioned above, and leave the topic there.

Once a buyer makes an offer which you find acceptable, take it. This offer, if expired, might not come again. Do not wait too long to allow the offer to expire.

Once a transaction is agreed upon, recommend the use of an Escrow service. Be aware of buyers who refuse to make use of this service.

BIN – ‘Buy It Now’ Prices

When selling domain names, be careful of setting BIN prices. If you are comfortable with the price of your domain, then set a BIN. If you are not sure, do not set a BIN. Often the BIN might be too high and your domain will not sell. Buyers might show no interest in entering into correspondence.

Rather advertise your domain with no BIN and inviting offers.

Multiple Sales

Always ensure that you advertise domains on multiple forums or aftermarkets. You need to attract as many potential buyers as possible. On some forums your offers might be limited, while on others your domain can sell instantaneously.

Additional Reading

How to negotiate domain name prices.

Learn more about the art of negotiating and employ the tactics laid out in this post.

<http://domainerpro.com/negotiate-domain-name-prices/#more-26>

Use these simple ideas for a look into the basics of domain seller negotiating.

http://domainsellingtips.com/tip_13_negotiate_like_a_pro

Domain Price Negotiation.

Take a look at this basic rundown of domain negotiations from BuyDomains.

<http://www.buydomains.com/domain-resources/domain-auctions/domain-price-negotiation.jsp>

Keep negotiations secret when selling an e-business.

Find out why it's vital to keep quiet about your domain sale in this article.

<http://www.votanweb.com/content/show/20>

Negotiate a Deal

Check out these tips for domain buyers to see how the other side thinks.

http://domainsmagazine.com/Domains_2/Domain_404.shtml

How to Negotiate a Deal.

This site is full of ongoing advice on the art of negotiation that can be applied to any situation, including domain sales.

<http://www.how-to-negotiate.com>

Chapter 13 – Protect Your Domains

Protect yourself against Domain Name theft and abuse

1. Pick your registrar

When looking for a registrar, ensure that the one you choose are ICANN accredited. This will ensure that your registrar complies with ICANN’s requirements when it has been set up. Note that accreditation is no guarantee against misuse and abuse. Also ensure that your registrar has a great reputation and an excellent customer service.

2. Registration information

Upon registering your domain name, ensure that you provide true and accurate personal identifiable information. Ensure that you always update your information as and when it changes. This information is needed by the registrar to contact you should the need arise. Also note that many registrars, if they are unable to come into contact with you, will remove your accounts, along with the domain names.

3. Keep your domains locked.

Always ensure that your registrar offers this service. You need to keep your domains locked at all times. This ensures that a domain cannot be transferred to another registrar without your knowledge.

4. Keep them double-locked

If you are in possession of high value domains, you might want to contact your registrar and request that additional methods of security be imposed on unlocking domains, for example an authorization code that should be applied when unlocking a domain.

5. Get an EPP Authorization Code

Request an EPP authorization code from your domain registrar. This code is unique to every domain and is provided for the purpose of authenticating transfer requests. This code will give you additional security for your domains.

6. Get Insurance

Look for insurers offering insurance on domain names, in case of misuse or abuse by third parties and you can be compensated for your losses incurred in any such event.

7. Register a Trademark

Register a trademark for your domain. Tip: If your company’s name is CCCNew and your domain name is CCCNEW.COM, get a trademark on CCCNew, so that your brand would have trademark protection. You will receive protection against spoof offenders and cybersquatters. If you can’t trademark your brand, then trademark the domain name itself.

8. Continuous Monitoring

Ensure that you monitor your domain names, the websites and domain name accounts at registrars on a regular basis. Ensure that content has not changed or irregular activities taken place. Stay up to date with the daily business news of your registrar. You should always be on the lookout for signs of financial trouble, possible liquidation, trends in domain name thefts, etc. This will enable you to take proactive measures in advance and not get stuck in a position where you might stand a chance in losing your assets.

Chapter 14 – Avoiding Banned Domains

Often you might come across an unethical domainer, who would attempt to sell off domains that were banned by Google. Yes, you read it correctly – a domain banned by Google.

Often webmasters might conduct in a manner that infringe on certain rules set by Google, for instance spamming, link farming, cloaking, selling pagerank, creating doorway pages, etc. Google ban these domains from Google search results as well as from AdSense programs.

It is a known fact that Google is the single largest search engine responsible for at least 60% of all search engine traffic to a website. This means, in fact, that these domains will not receive this amount of traffic from Google. Furthermore, these domain names and websites cannot be monetized by Google AdSense.

In short, these types of domain names are worthless and should not be acquired.

There are tools available, which domainers can use to check whether a domain was banned from Google. We recommend the following two tools:

http://www.iwebtool.com/google_banned

and

http://www.selfseo.com/google_ban_tool.php

Both tools conduct the same service, but we list both in case one or the other might be out of service in future.

Ensure that you use these tools and do not end up acquiring a domain you will have no resell value for.

Chapter 15 – Avoid Trademark Domains

Trademarked domain names have been in the sight of many money-seekers in the past. The idea of owning a domain name, which could have been used by large organizations, was thought to bring in large amounts of money when sold to these organizations. These ideas were floating castles.

If you find the domain names, googleforums.com, adsenseincome.com, yahoosearchengine.com, etc. interesting, note that you might be bordering the possibility of ending up in court and being sued by these organizations. Even worse, you will lose all your money and time invested in building websites associated with these domain names.

Our advice, before proceeding with this section, is to forget and stay well clear of trademarked domains. Also note, that these domains have no resell value as no experienced domainer will invest in them, in fact, none will take it free from you!

If you do end up registering and utilizing a trademarked domain, you will usually receive a letter from an attorney of the infringed organization with a Cease and Desist order. In most cases you will be requested to close your website and also to transfer the domain name to the company involved. In most cases, these organizations might offer to repay your registration expenses of the domain name at most. In some instances, you will not be offered any compensation and you will lose all your invested funds and be responsible for expenses of the transfer of the domain.

Should you ignore this the next step to follow will be the infringed party’s attorneys contacting your hosting provider, who will with immediate effect close your website. You will in this event lose all your funds invested in hosting fees. Furthermore you are likely to receive a subpoena to appear in a civil court and held responsible for various expenses and losses incurred by the infringed party.

Should you decide to defend the matter and go to court you will incur further expenses by appointing legal representation to present your case. Should your defence fail and you lose the case, you will in addition to the infringed party’s claim, be held responsible for all court costs as well as the legal representation costs incurred upon the infringed party. You might suddenly be responsible for costs exceeding hundreds of thousands of dollars, even millions, lose the domain name and your hosting account.

Unless the domain name is guaranteed to generate these funds prior to losing it, I suggest that you do not consider this route.

Tools for Looking Up Trademarks

Australian Trademark Database Search

http://pericles.ipaustralia.gov.au/atmoss/Falcon.Search_Screen?p_search_no=0&p_SearchLevel=BASIC

Canadian Trademark Database Search

<http://strategis.ic.gc.ca/cipo/trademarks/search/tmSearch.do>

UK Trademark Database Search

<http://www.ipo.gov.uk/tm/t-find/t-find-text.htm>

US Trademark Database Search

<http://www.uspto.gov/main/trademarks.htm>

Chapter 16 – Trade Domains Securely

There are a number of domain name scams around, and you are likely sooner or later, to fall trap to a scammer online. The losses you will suffer could often be severe. This section will take a look at how you can securely buy and sell domain names.

The scams

One of the most common scams on the Internet is a scammer claiming to be the owner of a domain, usually a premium domain, something like forgot.com. This scammer will claim that he wants to sell the domain, but that is an urgent sale and that he needs the funds urgently. The domain will then be advertised at a ridiculous amount, usually around \$300 to \$500. This is an amount affordable to most domainers.

Once you show interest the seller will state that the domain will be sold to you if you immediately pay the funds into his/her Paypal account, or some other means of payment. You will be told that the domain will be transferred once payment is made. The scammer will also ask for your personal information for purposes of the domain transfer.

Once the funds are paid you will never see the domain name.

Another scam is an e-mail you might receive claiming that an organization is interested in acquiring one of your domain names at a very high price. You will be requested to transfer the domain upon completing negotiations. Often these scammers will pay money to you with either stolen credit cards or fraudulent checks.

Once the domain name is transferred and you discover that the funds have been reversed from your bank account, the scammers are gone and you will be responsible for any funds you utilized, and minus your domain name.

How to Avoid Scams

Avoiding these scams are often hard to do, but being prepared and knowing what to do, might just save you from falling victim to these scammers.

Selling on Forums

If you are trading on forums, always ensure that you buy from or sell to users with good ratings. The majority of these forums work on a system called iTrader, where users can rate one another and leave comments. Make sure that you read a seller’s comments and that he has a positive iRater rating.

Be very careful of a ‘newbie’ or person with no iTrader rating or comments. You need to conduct proper research into this individual’s posts made to ensure that he/she is legitimate.

Conducting Whois Searches

When you are buying a domain from a person, you need to ensure that this person is the legitimate owner of the domain. Obtain the buyers information prior to the sale and conduct a Whois enquiry on the domain name involved.

Whois.sc

Go to www.whois.sc from where the enquiry can be done. Simply type in the domain name and you will find the details of the legitimate owner of the domain. In addition you will also find the e-mail address and contact telephone numbers of the domain name owner.

From here you can contact the legitimate owner and establish whether he/she is indeed the owner of the domain and in the process of selling it.

Using Escrow Services

Escrow services are the safest way in conducting transactions related to domain names. These services cater for a process in which payment is made and domain names transferred. These processing usually are conducted as follow:

1. The seller initiate the transaction by providing details on the domain name, the amount involved and the buyers' information.
2. The buyer is notified of the transaction and requested to pay the funds into Escrow. The funds will be held by the Escrow service and not released at this time.
3. Once the funds are received by the Escrow service and secured, the seller will be requested to transfer the domain name to the buyer. The details on the transfer will be provided to the seller by the Escrow service.
4. Once the domain name is transferred the Escrow service will ensure that the ownership changed hands. If done correctly, the buyer will be awarded a period of inspection, usually a minimum of 24 hours.
5. Once the buyer is happy with the domain name transfer, the funds will be released to the seller once the inspection period expired, with permission of the buyer.
6. If the buyer is not happy with the domain name, the process starts again with the buyer requested to return the domain name to the seller.

Escrow.com

We highly recommend the services of Escrow.com

<http://www.escrow.com>

As mentioned, this is a very secure service, especially when dealing in domain names with high values.

Again, always be wary of offers that seem too good to be true, often they are!

Chapter 17 – News & Publications

We cannot stress the importance of staying up to date with the latest domaining news and industry trends. These are very important information every domainer should know about as this would assist in your daily domain trading strategies and decision making.

Here is a recommended list of news and publication resources.

Get industry buzz, sales charts, resources and more on this online magazine.

<http://www.dnjournal.com>

This is a recommended blog for beginner domainers.

<http://www.domainerpro.com>

Get headlines from the domain name industry aggregated on Domain Food.

<http://domainfood.com/headlines/>

This is Frank Schilling’s blog for domainer news as well as information on internet infrastructure and paid search.

<http://frankschilling.typepad.com>

Get news, musings and ramblings on the domainer industry here.

<http://www.domainersgazette.com>

This major new source covers topics like registrars, disputes, domain tasting, and more.

<http://www.avivadirectory.com/detail/link-22162.html>

Get more information on Domain Stock Index on this site.

<http://dnvw.com>

Learn about domainer strategies from the “Domain King”, Rick Schwartz here.

http://www.ricksblog.com/my_weblog/

DotSauce goes beyond news and ICANN controversies with articles, reviews, and apps for domainers.

<http://www.dotsauce.com>

Learn about domain sales, news about domain companies, and other happenings in the industry on this new site.

<http://domainnamenews.com>

Take a look at this Digg for domainers that lists popular news stories as well as domains up for auction.

<http://www.dnhour.com/index.php>

Here you will find lots of insightful news and domainer commentary on this blog.

<http://whizzbangsblog.com>

Read this blog from domain entrepreneur Sahar Sarid.

<http://www.conceptualist.com>

This is a comprehensive blog on the latest in domain industry news.

<http://blog.domaintools.com>

This news source has information about sales, services, and laws that domainers need to know about.

<http://www.domainnamewire.com>

Chapter 18 – Domain Portfolio Scripts

If you have a large portfolio, which you are looking to sell, it is advisable that you set up a website of your own where you can showcase your domains on sale.

There are many good paid and free PHP scripts available for this purpose. We recommend a free and professional portfolio script, which can be found at DomainPortfolio.us.

This script offers a professional layout for your domain names in your portfolio and offer visitors the opportunity to make offers on your domain names.

<http://www.domainportfolio.us>

Annexure 1 – ccTLD Domain List

A	B
.ac - Ascension Island	.ba – Bosnia and Herzegovina
.ad - Andorra	.bb – Barbados
.ae – United Arab Emirates	.bd – Bangladesh
.af – Afghanistan	.be – Belgium
.ag – Antigua and Barbuda	.bf – Burkina Faso
.ai – Anguilla	.bg – Bulgaria
.al – Albania	.bh – Bahrain
.am – Armenia	.bi – Burundi
.an – Netherlands Antilles	.bj – Benin
.ao – Angola	.bm – Bermuda
.aq – Antarctica	.bn – Brunei
.ar – Argentina	.bo – Bolivia
.as – American Samoa	.br – Brazil
.at – Austria	.bs – Bahamas
.au – Australia	.bt – Bhutan
.aw – Aruba	.bv – Bouvet Island (not in use)
.ax – Aland Islands	.bw – Botswana
.az – Azerbaijan	.by – Belarus
	.bz – Belize
C	D
.ca – Canada	.de – Germany
.cat – Catalunya	.dj – Djibouti
.cc – Cocos (Keeling) Islands	.dk – Denmark
.cd – Democratic Republic of the Congo	.dm – Dominica
.cf – Central African Republic	.do – Dominican Republic
.cg – Republic of the Congo	.dz – Algeria
.ch – Switzerland	
.ci – Côte d'Ivoire	E
.ck – Cook Islands	.ec – Ecuador
.cl – Chile	.ee – Estonia
.cm – Cameroon	.eg – Egypt
.cn – People's Republic of China	.eh – Western Sahara (not assigned)
.co – Colombia	.er – Eritrea
.cr – Costa Rica	.es – Spain
.cu – Cuba	.et – Ethiopia
.cv – Cape Verde	.eu – European Union
.cx – Christmas Island	
.cy – Cyprus	G
.cz – Czech Republic	.ga – Gabon
	.gb – United Kingdom
F	.gd – Grenada
.fi – Finland	.ge – Georgia
.fj – Fiji	

.fk – Falkland Islands	.gf – French Guiana
.fm – Federated States of Micronesia	.gg – Guernsey
.fo – Faroe Islands	.gh – Ghana
.fr – France	.gi – Gibraltar
	.gl – Greenland
H	.gm – Gambia
.hk – Hong Kong	.gn – Guinea
.hm – Heard Island and McDonald Islands	.gp – Guadeloupe
.hn – Honduras	.gq – Equatorial Guinea
.hr – Croatia	.gr – Greece
.ht – Haiti	.gs – South Georgia
.hu – Hungary	.gt – Guatemala
	.gu – Guam
I	.gw – Guinea-Bissau
.id – Indonesia	.gy – Guyana
.ie – Ireland	
.il – Israel	J
.im – Isle of Man	.je – Jersey
.in – India	.jm – Jamaica
.io – British Indian Ocean Territory	.jo – Jordan
.iq – Iraq	.jp – Japan
.ir – Iran	
.is – Iceland	K
.it – Italy	.ke – Kenya
	.kg – Kyrgyzstan
L	.kh – Cambodia
.la – Laos	.ki – Kiribati
.lb – Lebanon	.km – Comoros
.lc – Saint Lucia	.kn – Saint Kitts and Nevis
.li – Liechtenstein	.kp – North Korea
.lk – Sri Lanka	.kr – South Korea
.lr – Liberia	.kw – Kuwait
.ls – Lesotho	.ky – Cayman Islands
.lt – Lithuania	.kz – Kazakhstan
.lu – Luxembourg	
.lv – Latvia	M
.ly – Libya	.ma – Morocco
	.mc – Monaco
N	.md – Moldova
.na – Namibia	.me – Montenegro
.nc – New Caledonia	.mg – Madagascar
.ne – Niger	.mh – Marshall Islands
.nf – Norfolk Island	.mk – Republic of Macedonia
.ng – Nigeria	.ml – Mali
.ni – Nicaragua	.mm – Myanmar
.nl – Netherlands	.mn – Mongolia
.no – Norway	.mo – Macau
.np – Nepal	.mp – Northern Mariana Islands
.nr – Nauru	.mq – Martinique
.nu – Niue	.mr – Mauritania

.nz – New Zealand	.ms – Montserrat
.nc.tr – North Cyprus	.mt – Malta
O	.mu – Mauritius
.om – Oman	.mv – Maldives
P	.mw – Malawi
.pa – Panama	.mx – Mexico
.pe – Peru	.my – Malaysia
.pf – French Polynesia	.mz – Mozambique
.pg – Papua New Guinea	Q
.ph – Philippines	.qa – Qatar
.pk – Pakistan	R
.pl – Poland	.re – Réunion
.pm – Saint Pierre and Miquelon	.ro – Romania
.pn – Pitcairn Islands	.rs – Serbia
.pr – Puerto Rico	.ru – Russia
.ps – Palestine	.rw – Rwanda
.pt – Portugal	S
.pw – Palau	.sa – Saudi Arabia
.py – Paraguay	.sb – Solomon Islands
T	.sc – Seychelles
.tc – Turks and Caicos Islands	.sd – Sudan
.td – Chad	.se – Sweden
.tf – French Southern Territories	.sg – Singapore
.tg – Togo	.sh – Saint Helena
.th – Thailand	.si – Slovenia
.tj – Tajikistan	.sj – Svalbard and Jan Mayen islands (not in use)
.tk – Tokelau	.sk – Slovakia
.tl – East Timor	.sl – Sierra Leone
.tm – Turkmenistan	.sm – San Marino
.tn – Tunisia	.sn – Senegal
.to – Tonga	.so – Somalia
.tp – East Timor	.sr – Suriname
.tr – Turkey	.st – São Tomé and Príncipe
.tt – Trinidad and Tobago	.su – Soviet Union
.tv – Tuvalu	.sv – El Salvador
.tw – Taiwan	.sy – Syria
.tz – Tanzania	.sz – Swaziland
U	V
.ua – Ukraine	.va – Vatican City
.ug – Uganda	.vc – Saint Vincent and the Grenadines
.uk – United Kingdom (see also .gb)	.ve – Venezuela
.us – United States	.vg – British Virgin Islands
.uy – Uruguay	.vi – United States Virgin Islands
.uz – Uzbekistan	.vn – Vietnam
W	.vu – Vanuatu

.wf – Wallis and Futuna	Y
.ws – Samoa (formerly Western Samoa)	.ye – Yemen
	.yt – Mayotte
Z	.yu – Yugoslavia
.za – South Africa	
.zm – Zambia	
.zw – Zimbabwe	

Annexure 2 – TLD Domain List

- .aero - Intended for the air transport industry
- .asia - Intended for organisations and individuals in the Asia-Pacific region
- .biz - Intended for international businesses
- .cat - Intended for Catalan language and/or culture
- .com - Intended for commercial organizations
- .coop - Intended for cooperatives
- .edu - Intended for post-secondary educational establishments
- .gov - Intended for governments and their agencies within the United States
- .info - Intended for international informational sites
- .int - Intended for international organizations established by treaty
- .jobs - Intended for employment related sites
- .mil - Intended for the US military
- .mobi - Intended for mobile related websites
- .museum - Intended for museums
- .name - Intended for individual and family names
- .net - Intended for network infrastructures
- .org - Intended for organizations
- .pro - Intended for certain professions
- .tel - Intended for services involving connections between the telephone network and the Internet
- .travel - Intended for travel related websites

Annexure 3 – Domain Name Glossary

Administrative Contact:

The administrative contact is an individual or role account authorized on behalf of the domain name registrant to deal with administrative matters relating to a domain name.

AdSense:

Contextual advertising by Google. Website publishers earn a portion of the advertising revenue for placing Google sponsored links on their site.

Appraisal:

An evaluation carried out to establish the potential market value of a domain name.

Authentication:

The process of verifying the identity of an individual or organization. Authentication allows the recipient in an electronic transaction to be confident of both the identity of the sender and the integrity of the message.

Authorization:

A process to verify that an individual or organization that has requested an action actually has the right to make the request. Requiring a password to modify a domain names' registration information is an example of authorization.

Billing Contact:

The billing contact is the person or role account designated to receive the invoice for domain name registration fees and renewal (re-registration) fees.

Broker:

A company in the business of buying and selling domain names. Domain name brokers usually act as facilitators between buyers and sellers, but very rarely buy for their own account.

Cybersquatter:

The illegal act of buying up domain names and “sitting” on them with the intent of making a large profit off the sell. Cybersquatters will often buy out large quantities of names, trademarks, or highly marketable names to try to make a buck or prevent others from lawful use of the name.

Deletion:

The process of removing a domain name and its corresponding record from the Domain Name System (DNS) and InterNIC' domain name database.

Deleted Domain:

A previously registered domain name whose registration has been cancelled by the registrar, possibly due to a dispute over ownership or a breach of contract. A dropped domain is available for registration by the public.

Domain Host:

The business or registrar responsible for a domain name's server and keeping their web site "live."

Domain Monetization:

It is a process of converting a domain name's traffic to money. A monetization company places ads on domain name WebPages. Advertisers pay the monetization company a fee, which is currently based on pay-per-click (PPC).

Domain Name:

A domain-name is your own cyber-estate. This estate, just like its physical counterpart, has its value depending on its address (name) and its content. A domain name in short is what brings visitors to your website, your own space on the Internet.

Domain Name Disputes:

Disputes that arise over conflicting positions as to who has the right to register a specific domain name.

Domain Name Space:

An Internet addressing scheme that is hierarchical in nature and uses a "tree" structure to organize information that describes networks and computers.

Domain Name System (DNS):

A local database that translates domain names to Internet Protocol (IP) addresses.

Domain Parking:

Registries require the use of name servers or hosts for every domain registered. In other words, every domain name has to be linked to a name server for it to be valid. Some people do not have their own name servers, therefore various organizations offers 'domain parking' (name parking) on its servers. It is a convenient way to hold or 'park' domain name(s) for an extended amount of time.

Dropped domain:

A previously registered domain name whose registration was allowed to lapse by the original owner, who refused to pay the renewal fee. The domain name returned to the "available" pool of domain names.

Email Forwarding:

A process to redirect your incoming mail to a specific mailbox.

Escrow:

A third party service that will essentially hold on to the buyer's payment when selling a domain name, thereby protecting both the buyer and seller.

Expired Domain:

A domain that has not been reregistered by the owner in the grace period allotted eventually becomes expired, or unusable by the owner, and is placed into the pool of available names again.

Hold Status:

A domain name that has not been reregistered by its owner, but not yet in the pool of available names may be said to be on hold status.

ICANN:

Non-profit organization in charge of overseeing domain name disputes and maintaining overall control of the domain name system.

InterNIC:

The name given to a project that originated under a cooperative agreement with the National Science Foundation (NSF).

Link Exchange:

Placing a link to another website on your own site in exchange for a return link back. Also known as reciprocal linking.

Name Server:

Also called a host (name server). A computer that has both the software and the data (zone file) needed to resolve domain names to Internet Protocol (IP) numbers.

Pay-Per-Click (PPC):

This is a traffic generating method where a search engine or directory places your link in their searchable database and charges you a fee every time your URL comes up in a search and it gets clicked on.

Registrant:

The individual or organization that registers a specific domain name with InterNIC.

Registrar:

A business that is given permission to register domain names on behalf of anyone wishing to obtain one.

Registration:

The process through which individuals and organizations obtain a domain name.

Registration Fee:

The charge for registering, a domain name.

Registry:

A registry is responsible for delegating Internet addresses such as Internet Protocol (IP) numbers and domain names, and keeping a record of those addresses and the information associated with their delegation.

Renewal date:

The date on which the periodic maintenance fee paid for a given domain name runs out.

Reseller:

A company/person that sells domain names through registry services provided by an ICANN approved registrar.

Search Engine Optimization (SEO):

The process of optimizing a web page for high search engine rankings for a particular search term or set of search terms.

Sponsored Links:

Paid advertising which displays next to the natural search results. This is normally a sponsor paying for a fixed and visible advertisement on certain spaces on a website.

Top Level Domain (TLD):

In the Domain Name System (DNS), the highest level of the hierarchy after the root. In a domain name, that portion of the domain name that appears furthest to the right. For example, the com in DomainMart.com.

Technical Contact:

When you register a domain name you must specify a technical contact for that domain.

Trademark:

A word, phrase, graphic image, or other symbol used to represent a business, commercial, or other organization.

Traffic:

The visitors and page views on a website.

Transfer:

The process of changing the party whom is listed as the domain name registrant. The party taking over the domain name is responsible for paying a new registration fee.

Whois:

A searchable database maintained by VeriSign, which contains information about networks, networking organizations, domain names, and the contacts associated with them for the com, org, net, edu, and ISO 3166 country code top level domains.

UDRP:

The Uniform Dispute Resolution policy is a document which governs how domain name disputes will be resolved within the gTLD namespace.