

Aged Domains

Domains that have been registered and not ever dropped are called "Aged Domains".

These domains normally sell for more than a new one because they have been around for a while. They're usually out of the Google Sandbox and for those who are looking for aged domains with a history, it can help them make a living online or raise credibility in their niche markets simply because if the domain has been around for years, it appears that they have as well.

Aged domains can also be found on forums like DNForum.com and simply by typing in the keywords "Aged Domains" into the search bar you can easily locate domain auctions that include these older domain names.

While there is no exact science on how to flip domains here are a few things to keep in mind:

Development Potential

When you analyze the availability of domains in your list, consider what each domain name could represent and be used for when creating a website presence.

An example of which is whether the domain name is one that could represent a product title or better serve as a personal portfolio, a social community, a directory or perhaps a forum.

While it is unlikely that the purpose of the domain name will match your ideas when it is sold, thinking of a clear purpose for each domain name will not only help you make sound choices during the selection process, but it can also be included in a domain auction as a way of passing on ideas to prospective buyers.

Length

Most of the domain names you purchase should be relatively short, basically consisting of two words.

Trademark Issues

Avoid registering any domain names that could infringe upon the trademark of existing companies. Whether or not you believe that the company will take action shouldn't be considered.

Relevant / Popular Keywords

Does the domain name contain popular keywords that are used by those seeking out more information in search engines? If so, your domain name just increased its value instantly.

One of the easiest ways to determine whether a keyword is a common one is by using the free service available at www.SEOBook.com or [Keyword Discovery](#).

Existing Traffic

If you are purchasing aged or recently expired domains, you will want to determine whether there is existing traffic to the website or not, thus increasing its value immensely.

Organic, natural traffic sent directly from search engines is the best kind, however, back links from other websites are also very important to potential buyers.

An easy way to determine the number of backlinks as well as page rank and other important information is by visiting www.CheckPageRank.net where you can enter in domain names and retrieve useful data relating to the name itself.

When it's time to register your domain names, you can use any registrar that you wish.

www.TLDwebshop.com is a favorite among domain buyers and sellers. Regardless of the registrar you choose, you will want to make sure that you park them on service sites such as Afternic.com or Sedo.com so that you are able to generate revenue while you are preparing to sell the domain itself.

Spelling

Is the domain name easy to remember? If your customer purchases the domain and builds a business with this name, will he be able to easily brand it?

For example, domain names with double letters in them such as www.cashhour.com may often be mistaken for www.cashour.com. Keep in mind that domains with odd spellings, hyphens or numbers would have to be clearly spelled out, or explained, when someone is attempting to promote their website through word of mouth, rather than in print.

Consider this when registering domain names and make sure that the names you choose will not be mistaken or misspelled by potential customers of yours or the person purchasing it from you who will experience a significant loss in perceived value.

When choosing your domain names, there will be many factors that come into play - the type of audience you are offering to, the auction sites you are featuring them on, the price range you are expecting and so on.

There is no 'one way' to do this, and you will need to learn to become a better domain evaluator (and purchaser) through hands on experience. Using the guidelines above, however, will help you maximize your efforts and minimize your costs (and losses). - *Frank Breinling*

