

Expired Domain Fortunes!

An Introduction To Acquiring Expired Domains With Existing Traffic

How To Pick Up A Mighty Empire Of Expired Domains That Have Floods Of Targeted Visitors & Potential Customers/Subscribers That Will Earn A Silent & Automatic Income For You NOW!

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Expired Domain Fortunes

The Concept Of Buying Expired Domains – One Of The Internets “Underground Stealth Tactics” For Immediate & Low Cost Traffic, Subscribers & Profits

I love loopholes. That’s exactly what buying expired domain names is – a big traffic loophole. It works because over time a domain has been built up - A mixture of time, money and know-how have been ploughed into it – and it draws in a good amount of traffic. But now, for whatever reason, that domain has expired. Where once there may have been a thriving website pulling income in from various sources, it no longer exists. And it’s up for grabs to the first person who recognized what a potential goldmine it is. We’ll look at why domains expire a little later (it’s not always because some dopey marketer forgot to renew it) but for now let’s look at the underlying concept behind obtaining free targeted traffic simply by scooping them up.

Before we go on, I know some people may have moral objections behind purchasing expired domains, and that’s fine. After all, you’re taking advantage of a domain which has traffic coming into it because someone had invested a lot of time and/or money into it. From my perspective, I want you to understand that **it’s my job to show my customers and newsletter subscribers genuine ways to make money online**. That’s why I have to cover all legitimate topics provided that they are legal (which this is).

Now I’d like to introduce the concept of **link popularity**. When looking for an expired domain with ready made streams of traffic this is one factor that you must pay close attention to. An expired domain with plenty of backlinks is very likely to have a targeted stream of traffic built in to it.

Let’s say that you have a site about beauty products. You then exchange website links with 100 other websites that have a complimentary theme. You’ll then create a steady income of traffic onto your beauty website from these back links. It also improves your status with search engines. Once you find expired domains that have a high amount of backlinks and scoop them up then you’ve just acquired a site that has a stream of visitors interested in the broad beauty niche. You could immediately use this stream of visitors to make money by:

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- Setting up a simple **content website & Adsense adverts** that serve ads that appeal instantly to your website visitors (here's a [great article](#) that shows you how to go about setting up content sites that can make you a fortune with Adsense income) .
- Offering highly targeted beauty products via your **affiliate links**.
- Capturing the visitors email address, perhaps via a free report, so that you can offer them **backend products** via email marketing.
- Perhaps you've already got your own **beauty related product** that you can sell to your visitors.

Ordinarily, you would have to set-up your website first, get the above in place and THEN go about the hard part of actually marketing the domain and slowly getting traffic to it. It can take ages to get a new website listed on popular search engines. It's also time consuming, and often expensive to get traffic coming into a new site (no matter which traditional method you try). With expired domain purchases ,when done correctly, you already have a steady stream of visitors coming into your website from day one. Your site has immediate search engine placement. The income starts to flow from day one. Isn't that just peachy?

The great thing about buying expired domains is that you can also simply use the traffic to feed your existing projects. Got a website on travel that's already successful? Find expired travel domains that fit your site and use them for immediate traffic gains. In fact it does not matter what niche you're in – you can use this strategy to jumpstart your website income immediately.

You can find expired domains that yield anywhere from a few unique and targeted visitors a day, to a few hundred, to a few thousand. Your investment? \$10 to register a domain name. Even if you found domains that yielded 10 unique visitors a day, you would get 3,520 uniques over the course of just one year. Do you think you could make a profit from this if your outlay was just a tenner? You bet.

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Why Would Anyone In Their Right Minds Let Go Of A Domain That's Generatic Sizeable Volumes Of Traffic & Income?

There are many reasons why domain names can sometimes be let go of. Here are a couple of examples:

- People move on. They find other business opportunities which they plough themselves into. Sometimes they don't feel it worthwhile to maintain the domain name they once invested so much effort and expense into. The result is a domain name that attracts good amounts of traffic that can be reshaped to fit in with your new project. It's even possible to find a domain name that fits this criteria and then create a business model for it. If there is significant traffic pointing to it then a simple 1to10 page site that carefully blends Adsense & affiliate income can start earning an income right off the bat.
- The business that had registered and used the domain no longer exists. If you're reading this then there's a very good chance that you're an internet business entrepreneur. However, there are many large corporations that also register domain names on a daily basis. These companies can go bust (thereby exposing the domain to re-ownership) or the particular project that the domain was registered for may no longer be around. Now large corporations may spend hundreds even thousands of dollars on advertising and SEO to get traffic to that domain, but once the domain is no longer needed it may not be worth their while to keep it. It gets abandoned. It still has dynamic traffic streams coming its way. It can be reclaimed. And that's where you can really benefit.

There are more reasons ranging from death to procrastination, but the above listed are the main ones. The next section looks at some sinister reasons that some domain names may be released (and you really need to know about this before ordering an expired domain).

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Beware Expired Domains With A Sinister Past

Not all expired domains are all that they appear. Sometimes a domain name may be purposely released by the previous owner. Why would anyone do this? If for example, the domain name has been tagged by the major search engines as a “**spam site**”, and you buy it, then you may just have made a terrible mistake.

Once a site is tagged as a spam site, for example by Google, it will be banned from search engine results. Even though you want to turn it into an honest website, it will remain banned from Google. And there’s really not much you can do to change that.

So once you get a potential expired domain that you’d like to add to your virtual real estate portfolio, ensure that the domain name was not a spam site or banned from the popular search engines for whatever reason. Remember also that if a site is banned from Google, and you take ownership then that’s YOUR NAME behind the banned site. What’s that going to do for your reputation? Not much!

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The Domain Expiry Process

Domain expiry doesn't work quite like most people think. A domain doesn't just plop out of the previous owners hands on the expiration date. Instead, once a domain name passes this date, it enters a static period of 40 days during which the original owner can still re-register it. After this period, the domain then switches to another phase (lasting a further 35 days) whereby the owner can still re-register it (for a significantly higher fee than before). It's after this period that the general public can then get their hands on these expired domains.

However, after this period things can get tricky. Even if you "backorder" the domain, there's no certainty that your order will be filled if multiple people are trying to get hold of the same expired domain name. This can happen, particularly in popular niches where the expired domain has thousands of backlinks and a huge surge of daily traffic coming in from the search engines.

Later on I'll show you one place where you can do a basic search for expired domains for free. First let's investigate the potential behind buying up expired domains by looking at an example.

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A Simple Example – How To Yield A Quick Income By Buying Up Domain Names In Your Niche

Earlier on, we talked about the travel niche as an example where you could potentially buy expired domains to start making a quick income. Now let's investigate this in a little more detail. The below is a simple model you could employ by combining content (for example any plr content you may have) with expired domains and various targeted affiliate programs and AdSense.

I really do love the travel & holiday niche. It's a mini-site owners dream. You see, it's very potent for use with both affiliate & adsense income models. The affiliate commissions for holiday purchases can be several of hundreds of dollars per sale and the AdSense potential is great because many people actively use the internet to research their holidays. Once you get them onto your site, as targeted visitors they will actively click all over your AdSense displays as part of their research for travel deals. By the way, here's an article about the [high-profit travel niche](#) and how anyone can yield an income from it.

Now let's say you identify a really dynamic market inside the travel niche – luxury holidays to the Maldives Islands for example. Here's how you could make a fast return from buying up expired domains related to this niche:

1. First, you would need some ready-made content, adsense templates & affiliate links that offers holiday advice about the Maldives. You can [get this here](#) by the way.
2. Find a list of expired domains with built in traffic that are related to the Maldives holiday niche. A quick search finds that (at point of writing) these were just a few of the expired domain names available:
holidayislandmaldives.com
journeymaldives.com
maldives-holiday-4u.com
maldives-hotels-accommodation.com

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maldiveshotelsresorts.com

Do you see how targeted these domains are to the Maldives? If some of these had a significant stream of traffic flowing into them, would you be willing to pay \$10 to grab the domain? Of course you would.

FREE BONUS – As a customer of this eBook, you can download the “**Travel Niche Profits**” eBook for free. It shows how anyone can simply and easily set-up content based websites that pull in multiple streams of income from the wildly profitable travel industry. The eBook retails at \$19 but you can pick up the book, with master resell rights & sales package for free by visiting the below link:

<http://www.digital-resale-rights.com/tnp.htm>

Can you see how you could use this simple business model to develop a huge empire of virtual real estate, in record time and with minimum expense? You could whip up sites for just about every niche – here’s another dynamic niche where the pay per click values can to be up to several dollars per click for example. The whole world is your oyster once you discover that practically free targeted traffic plus a targeted website equals serious profits.

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Tools To Find Expired Domain Names With Existing Backlinks & Traffic!

There are some great resources out there that will help you pin-point & purchase high traffic expired domain names for the niche you're seeking. Clearly, with tools of this nature, the more you're willing to pay, the more features you receive to find expired domain names fast.

If you're just on the look-out for **basic domain names** that are expired or on hold, you can perform a **Free Keyword Based Search** below:

[Free Keyword Search For Expired & On Hold Domains](#)

The big problem with a free search is that it's impossible to really analyse the quality of backlinks or the amount of pedigree traffic coming into a particular domain. To give you all the domains that have huge streams of traffic flowing into them you need more sophisticated tools. If you're serious about setting up additional income streams using the expired domains model then the below tools are worth their weight in gold:

[Expired Traffic Domain Name Members Site](#)

This is a highly valuable site for those wanting to **switch on multiple domains** that contain high levels of existing traffic. In particular, it allows the user to generate reports that spit out only the most valuable expired/on hold domain names from the criteria you specify. These include expired domains that are **listed in Yahoo and DMOZ**, and these alone can be worth several hundred dollars per domain.

The site includes comprehensive education and offers detailed tutorials on generating profits through purchasing expired domains. There are also a huge suite of tools that can be used to grab the most valuable domains as they become available.

Another good feature is that it hosts the domains you choose for you which saves you quite a bit with hosting fees. Check it out here: [VISIT NOW](#).

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[Domain Name Suggestion Tool](#)

This website allows you to perform simple keyword based searches on domain names that have expired but have blazes of traffic coming into them. It actually highlights those domains, based on your search criteria, that have high amounts of traffic but that are ready for you to buy.

Check it out here: <http://www.expireddomains.net>

That's basically all there is to picking up expired domain names that have existing traffic feeds.

To your immediate success,

Andrew W.

<http://www.DesktopCatcher.com>