

The Beginner's Domain Name and Cash Parking Guide

A Completely Incomplete Guide

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About

This report was written in an attempt to answer the most common questions in regards to registering Domain Names and Cash Parking the author has had till now.

Your mission is to read, take action and keep on reading about this subject even after you “Get-It”.

Introduction

In the year of 1998 I got onto the web with an interest in making money. I knew nothing about programming or Online marketing.

With so many so called money making opportunities, it was difficult to select a path. Ultimately, I selected Marketing through Search Engine Optimization (SEO) as the thing that I wanted to do.

I learned keyword research, how to build web sites and how to get my pages listed high in the Search Engine Results Pages (SERPS).

I placed affiliate links and Contextual Advertising on my pages and started to make money every month. My paychecks started to grow and I achieved the goal of covering my living expenses (Plus a little extra.) with my Internet income.

What happened next is that the companies that were paying me for placing ads on my websites changed the payout and my checks dropped overnight. Not only that, I also noticed that the search engines would change their Algorithms which would change my high SERPS listings to lower positions without notice.

Finally, after all these years, I have concluded that building a business that relies on ranking high in the SERPS is building a business on a foundation of sand.

From SEO to Domaining

In 1998 I was having fun doing keyword research for the purpose of targeting specific groups of consumers to my web pages.

At the same time, I would check certain keywords to see if they were available as a .com domain name. I found many, one and two word domain names which I never registered. Domains which are worth thousands of dollars today. Why? Cause for some reason I never “Got It” until the year of 2007.

In 2007, I happened to see just what price domain names are selling for. I felt like the man who filled out the winning numbers on the lottery ticket but never submitted the ticket.

Here is a guy who started out Online just one year before me **but** “Got It” immediately:
http://www.ricksblog.com/my_weblog/2007/10/the-dilemma-of-a.html

Imagine that, all I had to do back then was register domains, sit back and wait. I never really had to learn HTML programming or how to build web sites or SEO.

I felt blue for many weeks cause I thought I was too late until I realized that I am now sitting where I was in 1998, and all I have to do is register new domains and/or buy existing domains that are for sale by the owner.

The time will pass just as surely as it always has and always will.

The Gold Rush Is Far From Over

Today, more and more big companies (with corporate budgets) are “Getting It”. They are buying domains in the thousands. Speculation is out that soon major players like Microsoft, Google, Yahoo! and others could jump in.

Search engines like Google and Yahoo should especially be interested because 5 – 15% of web surfers will attempt to navigate to a web site just by typing in the domain name into their address bar. This is worrying for them because what they really want you do is use their search engine so you can view (and click) the ads on their SERPS.

What will happen to domain prices if these really big companies with deep pockets start snapping up domains?

Failure or Success?

http://www.ricksblog.com/my_weblog/2007/04/failure_or_suce.html

How Do You Know If you’ve “Got It”?

You will not go anywhere without a notebook and pen.

You will get Domain Name ideas:

- When you go to bed.
- While you are watching TV or a movie.
- While you are reading a book.
- While you are listening to the radio driving to work and during work.
- While taking a nice country drive.

In fact, you will know you’ve “got it” because you will get ideas for domain names everywhere you go. When you get these, write them down.

The most valuable domain names are **generic** in nature, they are easy to **say**, easy to **remember**, and easy to **spell**.

In many cases, the name reflects a product/service or the nature of a product/service in a **generic** way. In other cases, they solve all sorts of problems, inspire people to take certain actions, or supply wanted information.

Domain Name Resources

Domain Weekly Scoreboard

<http://www.dnjournal.com/domainsales.htm>

Keep an eye on the Domain Weekly Scoreboard. It gets updated every Tuesday night (U.S.A. time). Watch what prices domains fetched for that week. Over time, you will gain better understanding about the value of domain names.

Watching the Weekly Scoreboard will also give you many domain name ideas. For example, I always thought that longer domains were not really that valuable, that is until I saw **MyrtleBeachCondoRentals.com** sell for \$11,000 USD! See it here:

<http://www.dnjournal.com/archive/domainsales/2007/domainsales10-30-07.htm>

Register Domain Names Here

<http://www.namecheap.com>

Remember to never register a domain name that contains a Trademark not owned by you.

How To Register A Domain Name:

<http://www.ezau.com/latest/articles/07.shtml>

Domain Cash Parking

Sign up for Free here:

http://sedo.com/services/tour_parking.php?language=us&partnerid=32313

Domain Cash Parking enables you to park your registered domain names and generate revenue when visitors click ads at your domain. NEVER click your own ads!

Simply put, all you have to do to have your own revenue producing web site is to register a domain name, point the domain name to Sedo's NameServers, and send people (traffic) to the site. Maybe you are lucky and have acquired domains with lots of **Type-In** Traffic. If this is the case, you'll get paid often.

Sedo's Cash Parking service enables you to also sell your domains at their auctions. Simply set the minimum price you would like to receive for your domain name and wait for an offer. When you receive the minimum offer, your domain name will automatically go to auction listed as "reserve met". (Make sure this feature is enabled.)

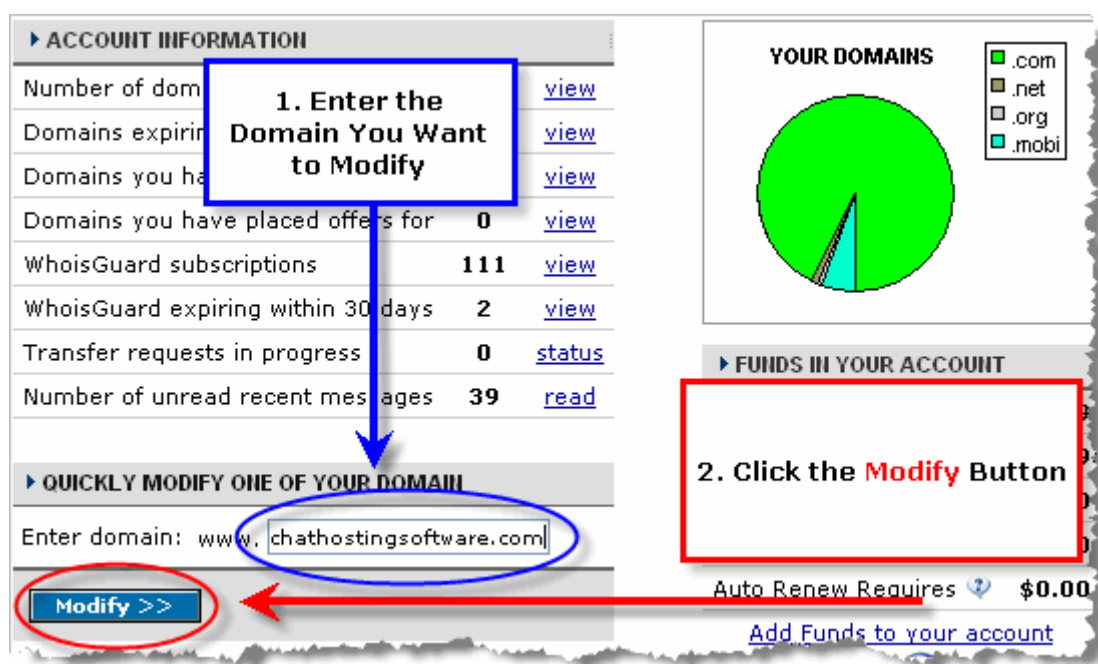
When your domain gets sold, Sedo will charge you 10% of the sales price as commission (As long as you use their Free Cash Parking Service).

How To Point Your Domains To Sedo's Cash Parking Servers

You must be registered with Sedo to do this.

If you used NameCheap to register your domain:

- 1.** Log into your NameCheap.com control panel.
- 2.** To modify the domain you want to change, enter the domain and click the **Modify** button. See screen-shot diagram here:



- 3.** In the Left Navigation panel, click on **Transfer DNS to Webhost**:



4. Now you should see 5 form fields. Enter the following information into the first 2 fields, leave the other 3 fields blank and click the **Save Changes** button.

- **Field 1:** NS1.SEDOPARKING.COM
- **Field 2:** NS2.SEDOPARKING.COM



1. NS1.SEDOPARKING.COM *

2. NS2.SEDOPARKING.COM *

3.

4.

5.

[Add More Nameservers](#)

Save Changes

5. Now log into your Sedo account.

From the Top Navigation Menu, hover your mouse over **My Sedo** and select **Add Domains**:



6. Now add the domain which you just pointed to Sedo's Name Servers, check the "I Agree" box and Click Next:

Enter domains: ?

yourdomainname.com

Add 1 or more Domain Names, check the box and click Next

Please enter the domains that you would like to list at Sedo for sale and/or to park here one under the other (without any spaces or www.).

You can enter up to 50 domains at one setting. Once you have done that, please click the button 'Next' and follow the directions on the next page. This process can be repeated as many times as necessary.

If you would like to list more than 200 domains for sale and/or to park at Sedo, then we would like to offer you our comfort service. All you have to do is fill-out the following [Sedo Excel template](#) and then send it as an attachment to us. Everything else will be taken care for you by your professional Sedo team.

In case you would like to sell a project (domain with a developed web presence), please use our [Project sale template](#).

☒ By checking this box, I confirm that I have read the [User Agreement](#) and that I am the rightful owner of this Domain and/ or website. I understand that if I list my domains for sale, Sedo will **actively market** my domains, and that in the case of a successful sale I will pay a commission of 10% of the sales price (min. \$50/€50/£50 for .com/.net/.org, for other minimums please see [price list](#)), which includes Sedo's secure escrow service.

7. From here just complete the forms with the information you want to enter such as the **Category**, **Asking Price** (optional) , **Minimum Offer** and currency:

Language:	Category [?]:	Asking Price [?]:	Minimum Offer [?]:
English	-Tourism	\$500	\$500
English	-Tourism	\$500	\$500

list the domain(s) for sale

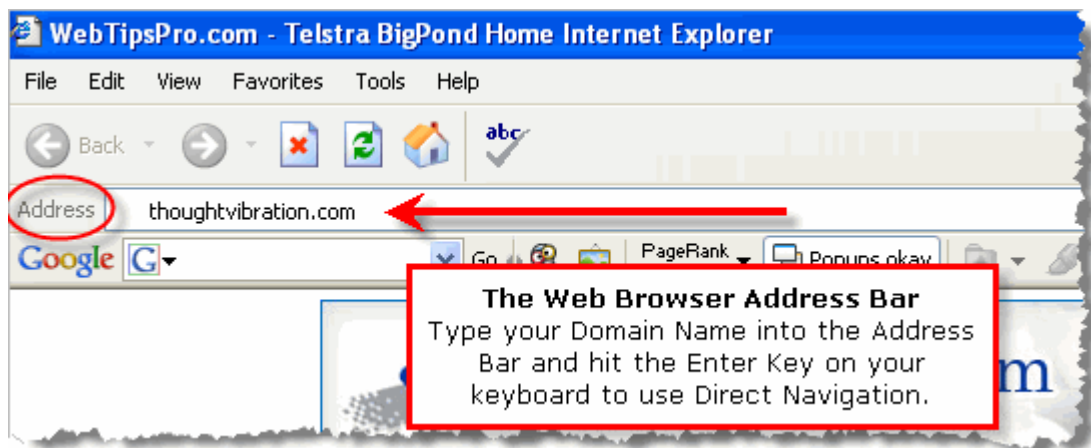
Please note that you do not have to list your name for sale. If you want, you can just use Sedo's cash Parking Service if you want. If you don't want to sell your domain, simply check the box like this:



Also note that it can take up to 48 hours for your domain name to propagate to the new server so please be patient.

Once the name propagates to Sedo's Name Servers, you will be able to use **Direct Navigation** to your domain by typing the address into your web browser's Address Bar.

You don't need to type in http://www. All you have to do is type in YourDomainName.com and hit the Enter Key on your keyboard:



Final Warning: Never click your own ads! This is fraud and can be detected. Also, don't tell your friends to visit the site just to click on ads.

You would be better off advertising your domain on your car's bumper bar or in the newspaper. If you have an easy to remember and easy to spell name, that has meaning, people will visit. You will earn revenue from every click.

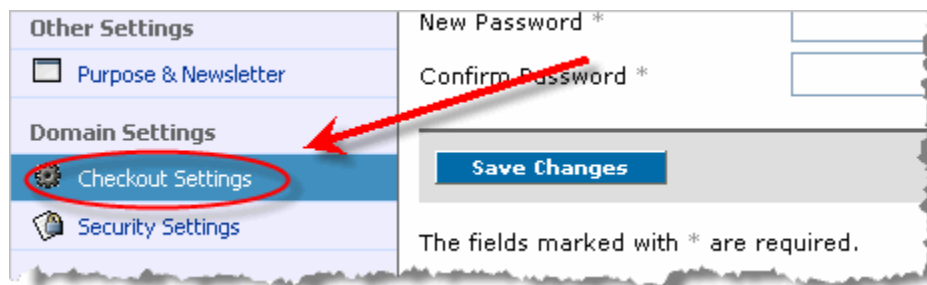
Auto-Setting Your NameCheap Account To Point To Sedo's Name Servers

I have found that by doing this, the domains propagate to Sedo's parking pages as quickly as a few minutes.

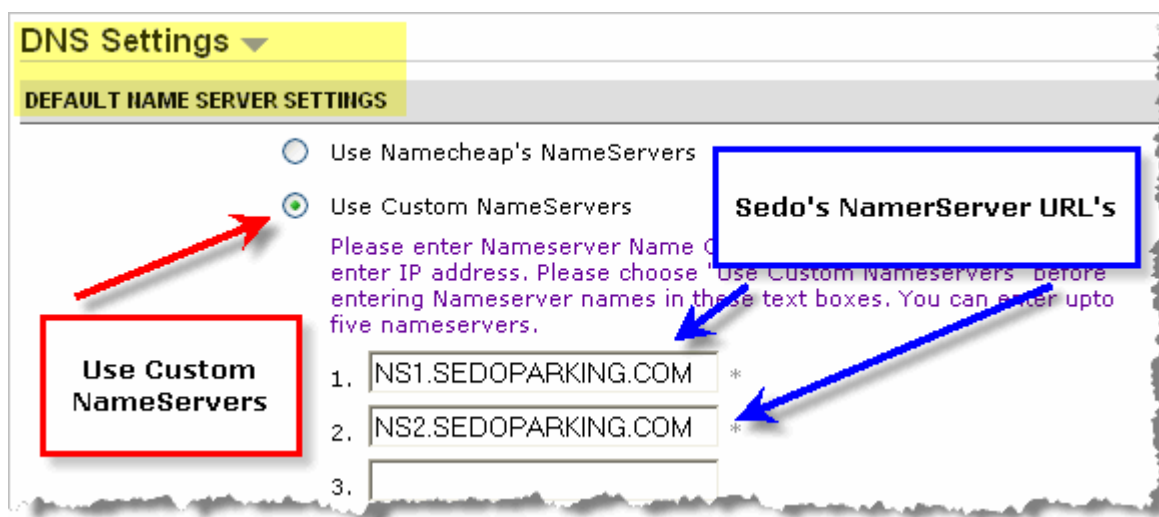
- 1.** Log-In to your NameCheap.com account.
- 2.** In the Top Navigation Menu, click on **Manage Profile**:



3. Now in the Left Navigation Menu, click on **Checkout Settings**:



4. Under **DNS Settings** – DAFAULT NAME SERVER SETTINGS, click the radio button next to **Use Custom NameServers** and enter Sedo's Name Servers into the first 2 fields, leave the other 3 fields blank and click the **Save Changes** button at the bottom of the page:



Auto-Setting your NameCheap account to automatically point to Sedo's NameServers will save you time because you can use NameCheap's "Express Checkout" when registering new domain names and they will automatically point to Sedo.

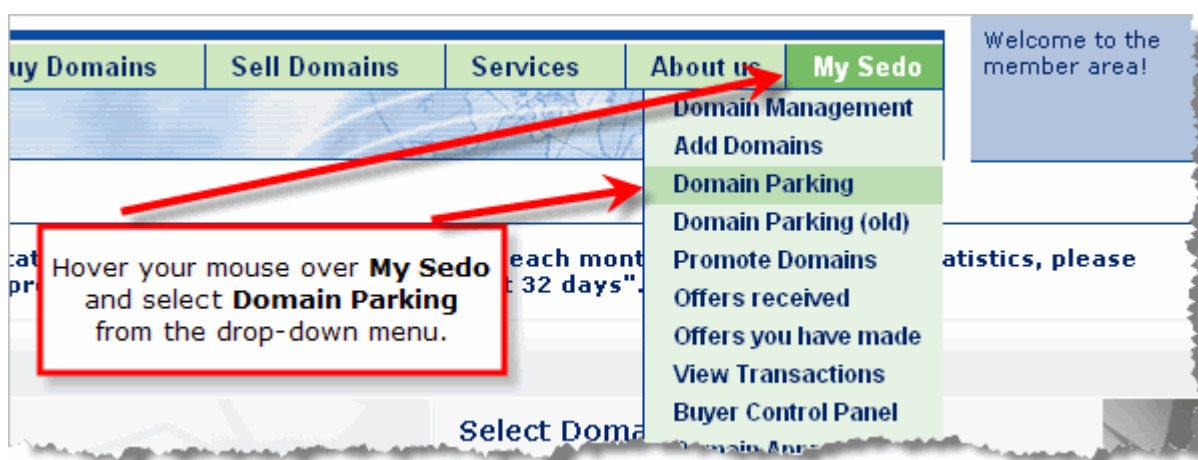
The only thing you need to do now after you register new domains is go ahead and add the new domains to Sedo as explained earlier. The NameServers will automatically point

to your Sedo Parking Pages but you must **add** the domains to your Sedo account in order to get credit for clicks.

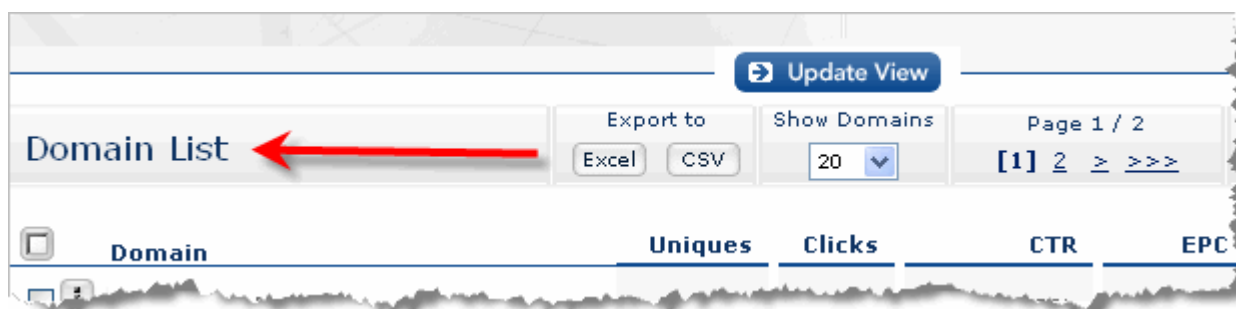
Changing Sedo Parking Page Keywords And The Look Of Your Parking Pages

The default Sedo “Lite” parking page template is not very impressive. Sedo has a few other templates to choose from. Here’s how to change the look and feel of your parked page in order to make it look a bit more professional.

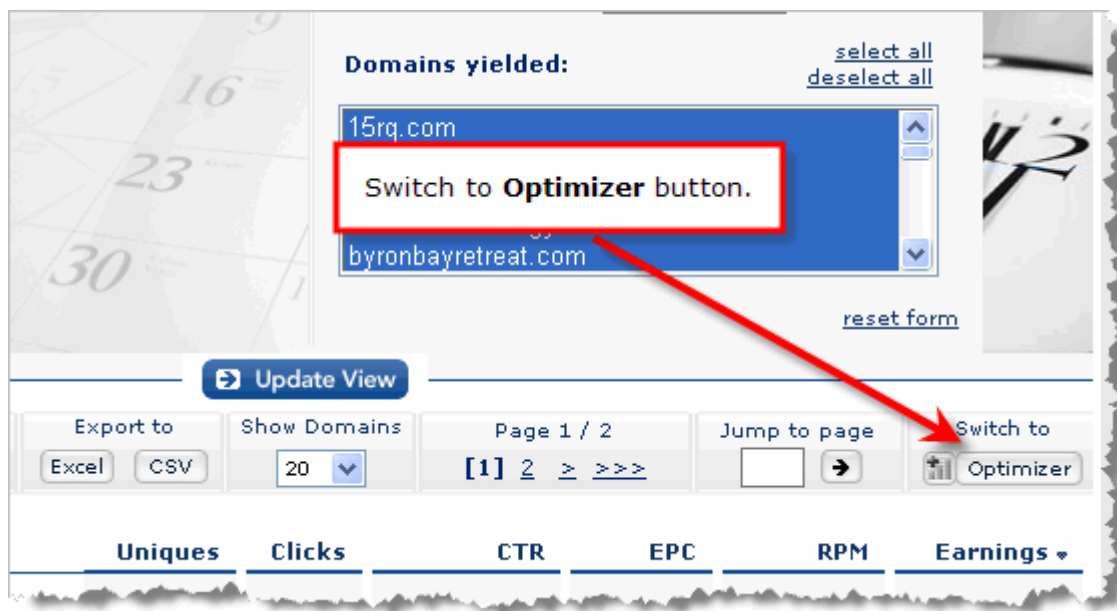
1. Log-In to your Sedo account.
2. In the Top Navigation Panel, hover your mouse over **My Sedo** and select **Domain Parking** from the menu:



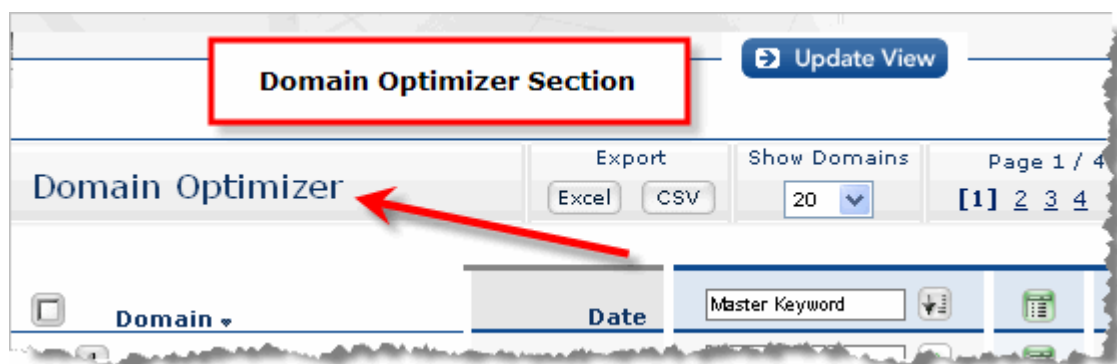
3. Now scroll down the page to the **Domain List** section:



4. On the right hand side of the page just above the “Earnings” column, click on the Switch to **Optimizer** button:



5. Now scroll down the page to the **Domain Optimizer** section:



6. In the same row for each domain, you will see a field to input keywords and a Drop-Down Menu to change the default “Lite” Parking Page Template:

The screenshot shows a web application interface for managing domains. At the top, a blue-bordered box contains the text: "Do Not Set A Master Keyword or Master Template unless you want all your domains to have the same keyword and template! Set each domain individually." Below this, a table lists domains with columns for Date, Master Keyword, Template Selection, and Photo. Annotations include: a red-bordered box labeled "Keyword Input Fields" pointing to the keyword text boxes; a red-bordered box labeled "Template Selection Drop-Down Menus" pointing to the template dropdowns; and a green-bordered box labeled "Drop-Down Menu Button" pointing to a specific dropdown arrow. The table contains several rows of domain data, including dates, keywords like "Webcam Dating", "aluminium formwork", and "cheap water tank", and templates like "Lite", "Simple", "Adult B", "Retro p", "Retro purple", and "Uncategorized".

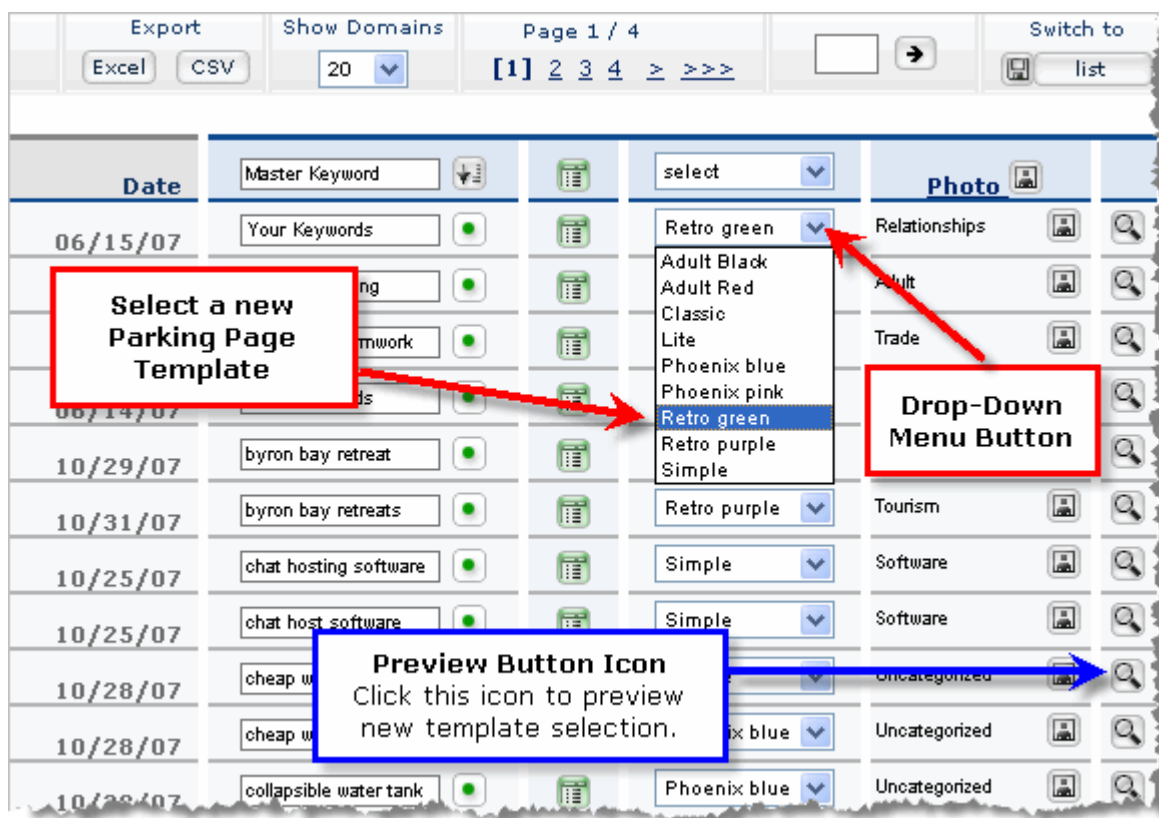
Date	Master Keyword	Template Selection	Photo
06/15/07		Lite	Relationships
07/02/07	Webcam Dating	Simple	Adult
10/29/07	aluminium formwork	Simple	
06/14/07		Adult B	
10/29/07	byron bay retreat	Retro p	
10/31/07		Retro purple	Tourism
10/25/07		Simple	
10/25/07		Simple	
10/28/07	cheap water tank	Simple	Uncategorized

7. Change Keywords for each domain by typing into the keyword field. (If required.)

8. Drop the Template Menu down to select a new template.

Preview new template selections by clicking the magnifying class icon. Please note that a different style of parking page will display if you have no keyword set.

For best results, you should have a keyword set for each domain. In most cases, the keyword phrase will be the same as the keywords in your domain except there will be a space between each word:



9. Click the Save Changes button when you are done.



Domains and Keywords

I use WordTracker to find all my keywords. I use the **Keyword Universe** feature 99.99% of the time (Probably because I have not yet read the user manual ☺)
More information about Wordtracker here: <http://www.ezau.com/go/wordtracker.shtml>

Why do keyword research?

The most valuable domain names are composed of words and phrases that people search for every day. The more searches a word or phrase gets in a month makes a domain name more valuable if those same keywords and phrases are in the domain name exactly.

Just one of the reasons that keyword rich domains are so valuable is because 5 – 15% of web users will attempt to navigate to a site by typing SomeKeywordPhrase.com directly into the Address Bar of their Web Browser. So what it really means is 100% free traffic for the domain owner.

More info about type-in traffic in this article by Rick Schwartz:

http://www.ricksblog.com/my_weblog/2007/04/domain_type_ins.html

Another reason that keyword rich domain names are so valuable is that they are highly sought after by end users who want to develop the site because the keywords make it easier to achieve higher search engine rankings.

Keyword rich domains are also highly sought after by Pay-Per-Click (PPC) advertisers because if the keyword they are bidding on is also in their displayed domain name within the PPC ad, it can improve their click-through-ratio which reduces the price per click.

Sample of Wordtracker Keyword Universe results for the keyword “travel deal”:

Searching...300 row(s) returned
Taken from all Dogpile & Metacrawler queries over the last 90 days.

[Click here to add all keywords to your basket](#)

Keyword (?)	Count (?)	Predict (?)	Dig (?)
travel deals	1070	1887	✍
last minute travel deals	423	746	✍
best travel deals	87	153	✍
travel deals	69	122	✍
travel package deals	62	109	✍
cheap travel deals	36	63	✍
travel deal	36	63	✍

Imagine owning **traveldeals.com** , **cheaptraveldeals.com** or even **lastminutetraveldeals.com**. Ooops, too late, already registered!

Sample of Wordtracker Keyword Universe “Related Keywords” results for the keyword “travel deal”:



Keyword Universe will return the top 300 results for keywords you search as long as there is 300 results to return. Usually, the more popular the keyword, the more results you will get.

The Wordtracker Adult Filter

Sometimes it is necessary to turn the adult filter off even if you are not researching adult terms. If you are researching strictly non-adult mainstream terms, you should make another filter selection to increase mainstream keyword results:



Trend Watching, Keywords and Domains

Some people have the ability to Trend-Watch. That is, they anticipate certain words and phrases in certain markets and register those as domain names.

It can be a new world trend, or a new trend just in your country or state.

If you intend to be a trend watching domainer, don't expect to see your keywords show up in Wordtracker.

A new trend is not necessarily composed of a new product or service. It can be an existing product or service which the media is making very public because of some new law or regulation in your country or state.

It can be an existing product or service with a "new twist".

For example, a new weight loss diet book might come out with a slant towards a particular type of food or exercise. Or, a new investment trend might be emerging.

Trendwatch domaining is a bit more risky, with more failures than successes, but the rewards can be very high because one success here will more that make up for all the losses.

Trendwatching becomes easier for those who are familiar with keyword research because they already know certain twists (keyword variations) in different markets which may be similar in nature to the new emerging trend. For example, "diet" + "new trend", "realestate" + "new trend", "old trend" + "new trend".

While I am not an expert in trend watching, I do have a couple of links which helps to see what the masses are doing at any one time.

Here is a few links to help you trend-watch:

Google Trends:

<http://www.google.com/trends/hottrends>

Yahoo Buzz:

<http://buzz.yahoo.com>

Most Viewed YouTube:

<http://youtube.com/browse?s=mp>

Most Popular eBay Searches:

<http://pulse.ebay.com>

Global Top 500 Web Sites:

http://www.alexa.com/site/ds/top_500

Top 50 Software Downloads:

http://www.download.com/3101-20_4-0-1.html

Amazon Best Sellers:

<http://www.amazon.com/exec/obidos/tg/new-for-you/bestsellers/-/books/>

Promoting Your Parked Domains

Because you make money for each and every click on your Cash Parked Domains, it makes sense that you should encourage people to visit your sites.

Each domain need only generate the yearly registration fee in order to pay for itself each year. Any revenue generated will offset the cost of holding onto the domain.

Don't spend too much time on this if you are going to flip the domain for a quick profit.

A few simple but effective ways to promote your sites:

- During your personal conversations with others, mention your web site domain names but don't tell them that you own the domain. If your domain name is easy to spell and easy to remember, you will get some visitors.
- Add one or two domain names in your email signature. Set your email program "signature" to do this with all outgoing emails.
- You could also add your domain name to your vehicle. If you drive around in any city, this would get you some visitors.
- Create flyers and post them on community notice boards in shopping centers, laundry mats and so on.
- Test classified and small display ads in newspapers, magazines and trade publications.
- Print your domain name on T-Shirts, baseball caps, etc and give them away. For example, imagine if you owned a domain name like **formworkcompany.com** and gave away T-Shirts to construction workers.

If your budget is tight, you can simply make just one T-Shirt for each domain you want to promote and wear them whenever you are out in public. (I wonder how I would go wearing a T-Shirt in Jupiters Casino with **topgamblingstrategies.com** ☺)

- Join online discussion forums and add your Domain Names to your profile and your Post Signature. For best results, the forum theme should be related to your domain name. For example, if your site is “weight loss” related, you should participate in weight loss forums.

Okay, the above methods will not bring in swarms of traffic but it’s a start. Maybe you’ll get lucky and jag a domain with lots of **Type-In** traffic (The best traffic.).

Related Articles, Information and Links

Rick’s Blog:

<http://www.ricksblog.com> – Read the archives and be informed.

A good article written in 2006 about the domain name industry and what is to come:

<http://www.dnjournal.com/cover/2006/january.htm>

The Domain Name Weekly Scoreboard Archives:

<http://www.dnjournal.com/archive/domainsales-archive.htm>

The Beginners Guide To Making Money With Domain Names:

<http://www.namenewbie.com> - Some of the links on this site are dead but there is still a lot of good information.

How To Get Started As A Domainer – 28 Tips, Tricks and Resources:

<http://www.avivadirectory.com/domain/>

Don't Get Sucked Into This Domain Name Scam:

<http://www.ezau.com/latest/articles/0115.shtml>

NamePros – Buy, sell and discuss domain names:

<http://www.namepros.com>

DNForum: A handy resource for domainers and webmasters:

<http://www.dnforum.com>

DomainState - A handy resource for domainers and webmasters:

<http://www.domainstate.com>

Webmaster and SEO Discussion Forums – A few more forums to visit:

<http://www.ezau.com/latest/articles/0230.shtml>

InstantDomainSearch – A fun domain name suggestion tool:

<http://instantdomainsearch.com>

AfterNic – Domain name marketplace:

<http://www.afternic.com>

GreatDomains – Domain name marketplace:

<http://www.GreatDomains.com>

PremiumDomains – Domain name showcase:

<http://www.premiumdomains.com>

SnapNames – Backorder domains which are about to expire:

<http://www.snapnames.com>

Pool – Backorder domains which are about to expire:

<http://www.pool.com>

Brisbane Website Hosting – Host unlimited domains on one account:

<http://www.brisbanewebsitehosting.com>

Desktop SideBar:

<http://www.desktopsidebar.com/download.html> - A Free RSS news reader.

RSS Feeds

I have the following RSS Feeds loaded in my Desktop Sidebar so I can see new developments every time I turn my computer on.

If you want to keep up to date, you can add the links to your RSS News Reader:

The Rick Schwartz Domain and Traffic Blog - Home of the "Domain King":

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

Sedo Domain News:

http://www.sedo.com/rss/rss_list.php?rss_id=1&partnerid_rss=35425&tracked=&partnerid=32313&language=us

Sedo - Closing Soon Auctions RSS Feed – I like to see which auctions are coming to an end just in case there is a bargain domain that has been missed.

http://www.sedo.com/rss/rss_list.php?rss_id=2&partnerid_rss=35426&tracked=&partnerid=32313&language=us

Sedo - Reserve Met Auctions – I like to see which domains have just entered the auction:

http://www.sedo.com/rss/rss_list.php?rss_id=4&partnerid_rss=35428&tracked=&partnerid=32313&language=us