

# Explode Your Traffic 24 Day Instant Success Guide

## 24 Days to Success with Expired Traffic



Hey folks, Ken Johar back here again. You know, the first thing I found about starting out anything new is that you're immediately overwhelmed with information. Whether you start learning about how to make a website, how to buy real estate, how to play the stock market, whatever.....things are VERY daunting at first.

Think about it...You're in the same shoes I was about two years ago. And trust me, those shoes were very uncomfortable for a while =)

So I figured, rather than having you blindly pursue the concept in the dark, it's best if I give you this one shot, 24 day fool proof Quick Start Guide to Expired Traffic. I'll explain fully about how you should move into this industry, and take on the big guys with ease.

Let's rock and roll!

Ken

# Explode Your Traffic 24 Day Instant Success Guide

**Day 1** - Read [Explode Your Traffic](#). Let me repeat that....**READ** Explode your Traffic. Don' t skim through it; don' t look at the pretty pictures. Actually read each page and absorb everything.

**Day 2** - Take a nap if you' ve finished reading Explode Your Traffic. If not, catch up on your homework and finish things off tonight :)

**Day 3** - Purchase an [Expired Traffic](#) Account. Really, it' s the best investment you can make to get you right into all the action. With an account, you have access to all the tools you need directly at your fingertips.

The best part, though, are our jam-packed lists. Every day, we' ll email you the list of all the names which have any link popularity expiring tomorrow! These lists on their own are worth the cost of the membership because we' ll do all the work for you.

As a member of Explode Your Traffic, you' ll get your membership to [Expired Traffic](#) at a **30% discount** to those visiting the site directly.

**To take advantage of the members discount, visit:**

<http://www.explodeyourtraffic.com/et.html>

**Day 4** - Study the screen captured video modules. These modules train you on what to look for when navigating through expired traffic tools and the bonus tools that come with your account.

Learn specifically how to:

- 1 - Find which domain list is right for you.
- 2 - How to use our popular keyword extractor to concentrate only on those names that appeal to you.
- 3 - How to use the Bulk Link Popularity checker
- 4 - How to use the Reverse Link extractor and checker.
- 5 - How to use the Google Bulk Link Checker

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- 6 - How to setup your domain' s DNS entries.
- 7 - How to use our site to host your names for free.
- 8 - How to setup a redirect to send traffic to an affiliate site.

### Day 5 - Decide on 3 things:

1. Will you be finding traffic to redirect to your own site OR will you be looking to send traffic to a company like [Domain Sponsor](#) or [Domain Spa](#) and make money off the traffic.

Making this decision really depends on whether you' re a webmaster already with a website, looking for real traffic, or whether you' re looking to make some good money from the traffic the domain is getting.

One of my members already runs a great casino portal. Obviously, his needs are very specific. He wants casino traffic from expired casino names.

If you don' t have a website, then it' s probably best to buy the names and point them to a service like [Domain Sponsor](#) or [Domain Spa](#) which will pay you for your traffic.

2. Are you looking to target specific keywords or are you looking for any and all traffic that you can find? Think this through. Some people tend to concentrate only on the keywords which can make them the most. These would be terms like gambling, finance, loans, dating, web hosting, mortgages, travel etc. Although you may make more money finding traffic related to the high money keywords, remember that there is more competition here than with other keywords.

Sometimes, it' s best to only look for domains which relate to something you know a lot about. If you know a lot about cars, for example, concentrate on getting all names with traffic related to automobiles. It also helps if you' re a webmaster who needs visitors who are looking for an auto related site.

3. What will be your profit strategy? If you have a site, then you know the goal will be to get good traffic targeted in your industry and redirect that traffic to your site.

**Here's a few quick examples:** [www.ccworld.cc](#) was previously a site about domain names and now redirects to the British domain registrar [www.sedo.co.uk](#)

About 25 visitors/day \* 365 = 9,125 real visitors for just \$9

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**www.bratta.com** was previously a site about dhtml scripts and now redirects to the dhtml portal <http://www.dhtmlcentral.com/>

This one gets upwards of 5,000 visitors a day! 365 day \* 5,000 visitors

**www.neonparts.com** redirects to the Dodge Specialist. This name gets about 500 visitors a month, or 6,000 a year!

If you don't have a site, your options depend on how much work you want to do:

As a beginner, the best option is letting someone else manage your traffic. This would be through a service like [Domain Sponsor](#) or [Domain Spa](#).

If you have better traffic, and some more time, another great option is sending that traffic to an affiliate program. For example, one of my clients, sent all his traffic to a credit refinancing company he was affiliated with. If you had a domain related to flowers, look for the best flower related affiliate site on the web. You can visit an affiliate directory such as [www.commissionjunction.com](http://www.commissionjunction.com) [www.linkshare.com](http://www.linkshare.com) or [www.shareasale.com](http://www.shareasale.com) to locate the best affiliate for your traffic.

The last option is working with someone else who may want that traffic more than you. What I've done in the past is, for example, if I had purchased an expired domain, lets say, [www.widgetcentral.com](http://www.widgetcentral.com), and it was receiving 25-30 visitors on an ongoing basis, find someone who wants that traffic more, and negotiate with them.

This last option is extremely easy if the expired domain is listed in a directory such as Yahoo or DMOZ. If you got the name [www.widgetcentral.com](http://www.widgetcentral.com), find out which category the name is located in Yahoo or DMOZ, find the other sites in that category and approach them. People absolutely love getting the targeted traffic from their competitors, and you end up making a very tidy profit with the traffic. If they don't want the traffic directly, they might be interested in the domain. I know I would be if my competitors domain expired and I knew it was getting even 20 visitors a day. That's over 7,000 targeted leads for me and I would be in a strong position to pay \$300-500 for that traffic if I was offered this proposal from the domain owner.

So to recap, think about things on day 5 and come up with a plan of action you want to pursue. Once you know your strategy, it's as simple as just following it.

### Day 6 - Registration Day.

Today, register an account with the top drop catchers on the web.

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- <http://www.namewinner.com/>- Free, auction based bidding before a name drops
- [Pool.com](http://www.pool.com/) - Free, auction based bidding for the winner
- [Snapnames.com](http://www.snapnames.com/) - Free registration, \$69/Snapnames Snap
- <http://www.dropwizard.com/>- Free registration, \$120 on success
  
- <http://www.enom.com/>- Club Drop. \$99/month, 25 names monitored per day. This one is optional. As a beginner, you shouldn't put yourself in a position of using Enom Club Drop, unless you know exactly what you're doing and want to cover all the bases. I recommend Club Drop only when you have enough knowledge to pick off 10-20 names you want each day.

**Day 7** - Touch up on everything, take a deep breath, and make the most crucial decision:.....where in the deletion cycle will you be concentrating on finding names.

I know the biggest problem I made when starting out was I tried to cover EVERY period in the cycle at once. BIG mistake.

Think of the deletion cycle like an assembly line. When a domain reaches its expiration date, it's hauled on the assembly line and everyone starts to view the name slowly making its way to the end of the cycle. Some names will be picked off early in the cycle because the previous owner decided that they wanted the name back after all. They'll pay a fine, but get their name back.

Let's think of it this way When names enter the expiration cycle on any given day, as many as 40,000 dot coms expire daily. Of those 40,000....as we slowly work our way to the end of the cycle, some careless domain owners who still wanted to keep their names will renew them. By the time we get to the end of the cycle, and the names are released, of the 40,000 initial names that expire on, say August 7th, 2003 only about 20,000 of those will be released 37-81 days following the expiration date. So what's the strategy to use?

Names just put into expiration:

- Many many names in this part of the cycle.
- Not all of them will be released. Some will be picked back by the original owner.
- Placing a Namewinner bid, or Clubdrop order is pointless.
- If the name looks appealing, check to see if the name has a Snap on it. You'll be surprised to find some great names that don't have a snap on them at this point.
- Check in the following order:
  - a.) Does the name have a snap? If yes, proceed to b. If NO, decide whether a snap is worth it. (more on this later)

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b.) Does the name have a Dropwizard bid? If yes, the name is probably very hot. If no, and you think you'd pay \$120 for the name if and when it drops, grab the Dropwizard bid on the name. Remember, you pay only on success, so you're not risking a thing with Dropwizard.

-There is about a 50-60% chance that names in this phase will eventually become available.

**Benefit:** This is where you lock all the great traffic names before others do by securing the Snap spot on a name.

**Downfall:** Must wait between 2-3 months till the name will be released. Chance of a name being released is only about 50-60%

Names which are in redemption period:

- -About 75% of the names left from phase one of the expiration cycle are now left. Some owners have renewed their names.
- -Owner can still renew their name in Redemption Period, but for a fee
- -There is a 80-90% chance that names in this phase will eventually become available.
- -Some of the top names will already have a snap on them in this phase. There are still some great names though which may not have a Snap on them. If not, pick up the snap spot.
- -Begin to figure out when exactly a name will drop. Remember, if the name is in RGP, check the 'Update Date' in the WHOIS, add 30 days, and then add 6 for Pending Delete to find out when a particular name becomes available.
- -You can begin to place a name in [Pool.com](#), get in an early bid at Namewinner, and check to see if the Dropwizard.com slot is still open. If you like the name, do these things. If the Dropwizard.com slot is open, only fill it if you think the name is worth \$120 to you.

**Benefit:** Get an early jump on names which are almost certainly bound to drop. Snap spots may be available.

**Downfall:** Wait of about a month till the name is released.

Names which are in Pending Delete:

- -Most all the great and good names here have their Snap slot taken. Remember, the early bird gets the worm. If the name still has its Snap spot open, make sure you double check the name to see if it's worth the \$39 to take the [Snap](#) for the name.
- -At this point, realistically, you have two good options on names that already have their Snap slot secured: Namewinner.com & [Pool.com](#)
- -A third option is Enom Club drop.
- -Add 6 days to the update date to figure out when a name is released between 2-3pm EST.

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- -Pool.com has a great search feature for all the pending delete names. You can use this to double check when a name is released.

**Benefit:** Only concentrate on names dropping now and in the next few days

**Downfall:** All the great names will have their Snap spot taken

Now the question is, where do you jump in? If you want an immediate boost in traffic, and are ready to get into the game, your best options are Namewinner.com and [Pool.com](#)

If you are prepared to wait a month or two, look to the names just entering the cycle to identify the great names, and secure the snap spot.

It really is a patience game. If you have time, you will get the great names. If you are in a hurry, your chances of getting a name are greatly reduced but you can probably snag a few fish out of the hundreds of great names dropping each day.

**Day 8** - Ready, get set, go!

The first week really is just a mental game. Learn the ropes, get to have a feel for the system, and understand how the drop catchers work, and the best places to register names. This second week, we start to get our hands dirty, so to speak. Take a rest of a day and let' s get back to what I would do in your situation starting on day 9.

**Day 9** - List familiarization

Domain lists are updated daily and old lists are cleared out every few days.

### Domain Deletion Cycle

An example:

1. xyz.com expires on June 7th, 2003, as listed under its ' WHOIS' record.
2. From June 7th onward, the site is still up, and email functions for the owner anywhere from 1-45 days afterwards. Domain is EXPIRED.
3. Domain enters RGP (Registry Grace Period) - 30 day period. Site and email do not work. Domain is EXPIRED.
4. After 30 days, the DELETE command is sent by the registrar. Domain then enters the delete cycle for a period of 5-6 days.



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5. After 5-6 days, domain becomes AVAILABLE.
6. The entire process can take anywhere from (1+30+5 days to 45+30+6 days) = 36 days to 81 days after the domains expiry.

### Domain List Guide:

Expired & Now Available Domains (last 30 days) - Domains which are have passed through the expiration cycle, and are AVAILABLE for re-registration

On-Hold/Expired Domains - Domains which are currently in the EXPIRED portion of the deletion cycle.

Now Available Names - Expired domains which have become AVAILABLE for re-registration in the last 24 hours.

Soon to Become Available 24 - Domains which are about to exit the deletion cycle and become available in the next 24 hours. (In the last day of the DELETE COMMAND portion of the cycle)

Soon to Expire 72 - Domains which are about to exit the deletion cycle and become available in the next 72 hours. (In the last 3 days of the DELETE COMMAND portion of the cycle. Contains overlap w/ ' Soon to Become Available 24' list)

**Day 10** - Learn to identify the good names (research....)

Here are some basic expired traffic pointers to locate good names

### Rule of Thumb:

The rule of thumb for link popularity to estimate traffic is as follows -

XYZ.com has a link popularity of 500; Estimated visitors/day is approx 10% of a sites link popularity; Therefore, you can expect 50 visitors/day

This is a rough guide of how many visitors you can expect. Some sites with a link pop of 500 may get 200+ visitors a day, others may get less than 10. However, with the techniques we' ve developed, we can help you avoid the duds, and pick up only domains which are bound to be receiving traffic.



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Value of Domains w/ High Link Popularity:

A domain with established link popularity usually -

- Means a site is highly trafficked
- Means a domain was developed
- Means the previous owner spent time and money promoting the site by finding link partners and directing more traffic
- Higher link popularity also tends to mean a higher quality of search engine rankings. Since search engines now use link popularity in their ranking algorithms, finding sites with large link popularity numbers means even more traffic.
- Will continue to get a constant and predictable stream of traffic to it since webmasters and search engines don't have the time to weed out sites which have expired by hand
- Can make anyone large money through affiliate programs, a PPC search engine, redirection of traffic or by selling the expired website on Ebay.

Also, when I check link popularity, I make sure the quality of links is as good as the quantity of links. Think about it, if a domain had a link popularity count of 1,000 but those links were all on obscure sites, and outdated message boards, would you want it? Chances are you wouldn't. On the other hand, a domain with even a dozen well placed links on directory sites, and prominent sites is worth more than the name with 1000 links on bad sites.

Identifying the good versus the bad links comes mostly through practice. You can usually get Alexa.com rankings, Archive.org histories and more to back up your data to see if a domain is really as good as it looks to be. Also, check out its page rank, if you have the [Google Tool Bar](#) installed on your browser.

An expired domain with a page rank above 4 will almost always have good, clean traffic. These names are particularly useful to go after.

**Day 11** - The Bulk Link Popularity Strategy (available at [Expired Traffic](#))

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Bulk Link Popularity tools query a list of domains for link popularity in a number of prominent search engines and return the results. This strategy is the most basic strategy for locating expired domains which have traffic.

The theory is that if there are still other sites on the web linking to an expired domain, the expired domain will get traffic. The more sites that link to an expired site, generally, the more traffic a domain will get.

How to use the tool:

1. Using daily lists of expired domain names, you can find lists of expired, soon-to-expire and on-hold domains and run them through the Bulk Link Popularity Checker to find those with existing link popularity.
2. It is recommended that if you will be searching entire files, that you cut domain files into sizeable chunks, less than 1500 domains per text file. (about 25kb or less)
3. Keyword Searching (POWERFUL): Download the [Expired Traffic](#) Name Filter Tool provided in the domain tools section. Using the program, you can "import" the lists of provided expired domain names. You may want to import all 5 lists into the filter tool, or you may want to specify a specific list, such as the current registrar on hold list. Click on "Filter Setup". Here you can specify the filter criteria to narrow down the domains to only those you are interested in. You can specify domain length, domain extension (ie. you may only want to search .coms), and domains which contain keywords at the beginning, at the end, or anywhere within the name. Once you have finalized your criteria, hit 'ok' , and then hit ' go' ! Your list should be processed and the resulting names should appear on the right hand of the program. Click ' export output' and save all or save selected domains to text file. You now have a targeted list of domains to search using the bulk link popularity checker.
4. Upload your list of domains in .txt format and choose the search engines you would like popularity stats reported on.

### Best methods of use:

- a. Search large lists of domain on only ONE search engine. Preferably Alltheweb or MSN. Once you have quickly searched through a large list of domains, target the domains with a high enough link popularity (anything over 25-50 could be valuable traffic) and save them, or re-search them again, either individually using Marketleap or by short listing these hot domains and searching against 3-5 engines the second time around.

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b. Once you have compiled a list of domains which interest you, you can register them directly through the interface if they are available. If they are not available, and the name looks lucrative, buying a Snapback on a domain name will give you a very high chance to secure the domain name once it expires.

NOTE: Alltheweb.com will on occasion report erroneous data. Although Alltheweb will check domains the quickest, it will also tend to be the most inaccurate. The structure of Alltheweb.com' s link popularity feature means that Alltheweb looks for a specific domain as a keyword, rather than an exclusive domain. This means that if, for example, you search free-software.org, Alltheweb will report back ALL links to ANY domain with the phrase "free-software" in it as having a link popularity associated with free-software.org. To compensate for this, it is recommended that you check Archive.org records, the Alexa rating, and run the domain again against ALL search engines when you find what appears to be a highly lucrative domain using Alltheweb.

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What I tend to do is search link popularity for domains that have just entered the expiration cycle, and link popularity checks for names that are in pending delete and will be deleted within the next few days. The pending delete lists are large, and usually contain 10-20k domains per day in each file. A way to cut down the checking is to focus only on specific keywords.

Here' s another helpful hint for pending delete names.

Check out <http://www.snapcheck.com>

This is an amazing tool which lists daily those domains about to be deleted that have their snap spot taken, and those that don' t, along with names ranked by the highest bid on Namewinner.

On a typical day, out of 30k names deleted, only about 500-600 will have a snap spot taken, or about 1-2% of the entire domains being deleted that day. These 1-2% of the crème de la crème are names you can play around with on Pool.com and Namewinner.com. They are the ones that are also the best to scan for high link popularity.

### **Day 12 - The Google tool strategy**

The Google Tool strategy involves identifying names with good link popularity results in Google. The theory is that since 60-70% of searches are conducted through Google, it must be the best gauge of how many sites link to a particular site and how much traffic a site gets.

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The way I use this strategy is I go to [www.deleteddomains.com](http://www.deleteddomains.com) and do a power search.

I enter keywords which I'm after, tick the "domains that were placed on hold" to identify those names which will be released in the near future, and make sure that I search only those domains that were placed on hold in the last 7 days or 24 hours. This way, I can concentrate on finding names early on in the cycle. If I can find good names early on, then I have a chance at securing the Snapnames spot for a name, which gives me great odds of picking up the name when it is released.

The Google tool itself works like a charm. All you need to do is just enter domains, 1 per line, without the 'www.', and let it go. Alternatively, if you are working from [Deleteddomain.com](http://Deleteddomain.com), you'll see that the results have several columns which interfere with just the domain name which you are after. That's not a problem here. Just cut and paste the entire table of results into the tool (ctrl + c to copy, ctrl + v to paste), and let the tool go to work.

I find it best to process 100 names at a time. Sometimes the tool may lock up if it hits a domain which has a really large link popularity count. If this happens, close the program down by clicking the "X" to shut it down or by using ctrl+alt+del and delete the domain that was causing the problem. (The program will leave an html file in your folder when this happens. Click that file, and see which domain was causing the problem)

### Day 13 - The Overture tool strategy

The Overture tool strategy is a great way of locating typein domain names. These are names which get continual daily traffic because people will enter them into their URL address bar looking to find something. (ie. I might enter cars.com into my address bar if I'm looking to find info about cars)

To use this tool, you need to enter domains, 1 per line, upload them to the tool, and hit start.

This tool works off of: <http://inventory.overture.com/d/searchinventory/suggestion/>

The Overture suggestion tool shows how many searches took place over the past month for specific keywords. If you enter a full domain name, like "hotpants.com" you can see how many people searched directly for a URL in search engines across the web.

You can search by keyword or by domain name, adding a '.com' to the end of the name. A name which shows search results when you search by domain name is

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likely a candidate for typein traffic. Notice how when you enter ' hotpants.com' you get a figure around 200, whereas when you enter the keyword 'hotpants' you get a much higher result. If you focus on the result for just the domain name, this value gives a sign the domain is getting daily traffic. Usually, a domain will get 50-60% of the stated number of searches a day on the results you get. So if hotpants.com gave back a value of around 200 searches on this tool, that means maybe 100-120 people are visiting hotpants.com by directly entering it into their URL bar daily.

So the goal here is to find domains which return a value of the number of searches conducted on the DOMAIN NAME alone over the past month. Look over these names, and they could contain hordes of daily traffic.

Typein traffic is the best traffic because you don' t have to do anything to get the traffic. Visitors will continue to come to a site just because the domain name is really good.

**Day 14** - The Reverse Link Tool & Bulk Whois Strategy (for webmasters)  
(Avaliable at [Expired Traffic](#))

The reverse link tool will help you to locate domains from active sites on the web. This tool takes any website link, usually a directory link with a list of sites, extracts all the domains and checks to see if any of the domains within that page are expired.

This tool is great for webmasters specifically

If for example, you own jokes sites, you can search joke sites and link sites on popular humor sites across the web for expired domains or you can search joke categories on search engines and directories to find any expired names. Additionally, you can see how your competition stacks up in terms of the link popularity they have.

To use it, grab any site URL link, and paste the entire link to be checked, one per line.

Select whether:

- a.) You just want the domains on a certain page extracted
- b.) You want the names extracted and checked for availability. Tick the box below if you want each name checked for availability.

I usually search categories in [www.dmoz.org](http://www.dmoz.org), the Yahoo directory, or popular directories in a specific industry that I' m involved in.

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This tool works great in conjunction with another tool called [Watch My Domains Pro](#) by Softnik. Watch My Domains Pro has the ability to check hundreds of names quickly and get back to you with the WHOIS results for each name.

What I do personally is extract domains from link sites related to my industry. So I would go to link directories looking for casino sites, if I was a casino webmaster. I then extract all the domains on these link pages using the reverse extractor tool, and save the domains to a file. After this, I load the domains up into [Watch My Domains Pro](#), click 'scan', and [Watch My Domains Pro](#) will return the whois info for most all my domains in a matter of minutes.

Once the results have been tabulated, I sort the search results by 'expiry date' to see which domains are closest to expiry. Some names may already be expired which is a real bonus! If a domain is within 1 month of expiry, I will look at it to see what's on the site, and how many links the site has, etc. My goal is to find domains in a category related to my existing website which are already active and ABOUT to enter the expiration cycle shortly. This way, I can get the jump on great domains with link popularity before they even enter the expiration cycle. And the fact that the name was found on a links site means that the domain must have at least a few links on the web, which should mean daily traffic when and if it becomes available.

The trick here is to make sure everything checks out. If you visit a site, and there's no page up, chances are higher the name will drop. Also, check the admin email in the whois info. If you can't send an email to the admin email, then chances are the domain owner will not receive a renewal notice to renew the domain from his registrar. It's checking up these small things which pays off in this strategy to snap up great names before everyone else will have a chance to know about them.

### Day 15 - The Google Pagerank Strategy

**(This is a VERY juicy strategy**, for more info, [click here](#) for more info on this strategy)

The Google Pagerank Strategy employs finding names with good a Google Pagerank number.

You can find a detailed explanation of pagerank here:

<http://www.webworkshop.net/pagerank.html>

In a nutshell, Page Rank already does the dirty work for you. Pagerank takes into consideration a variety of factors to assign a numerical rating to a page. It considers such things as the number of sites linking to another site, the quality of

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sites that link to this site, and the depth and utility of the information on a page. Higher Google Page ranks are achieved mostly through hard work, so being able to identify names with good PR numbers is like an all in one solution to finding good expired domain names.

If you find a great name with thousands of links, you can usually validate if the links are any good by entering the expired domain into your address bar and seeing what its Google PR is.

To check the Page Rank, you need to install the Advanced version of the Google Toolbar

<http://toolbar.google.com/>

This is a handy dandy tool bar which no one should be without. It blocks popups like a breeze, fills forms, and is an all in one search bar for conducting Google searches.

When you visit websites, you will see that a green bar on the Google Tool Bar changes values depending on the page you are on. This is the Google PR value of a page.

Try visiting <http://www.yahoo.com/>

What's the pagerank? It should be 9/10

Now try [Expired Traffic](#) it should be 4/10

As you can see, Yahoo's page rank is much higher than [Expired Traffic's](#) because it's a much larger, older, and more established site.

When using this strategy, check expired domains by typing them into your address bar and seeing what its PR number is.

I look more closely at any name with a pagerank over 3-4. If I know the domain has a page rank, then I know it has to get at least some form of useful traffic.

This is one of the best strategies for verifying your earlier research on a name. It's one that I always use.

Sometimes, great names won't have any Page Rank. You shouldn't automatically just scratch off these names off your list, but research them a bit further to see if everything else is solid. Google cannot assign PR values to all domains, and occasionally blocks, or skips certain domains. Many great names will not have page rank values associated with them, as with adult names and casino names, which Google tends to penalize when it comes to PR.

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### Day 16 - Another well deserved rest

Take a break. You should have learned about all the strategies necessary to locate great streams of expired traffic.

Starting tomorrow, we'll grab our first name!

### Day 17 - Grab and register your first name

If you've followed on everything thus far, you should be ready to go after your first few names. Pick your strategy, and execute. If you want to focus on a niche, look for expired domains containing certain keywords.

To test out and grab a name at this point without any long wait, you should look to either the pending delete lists for the coming week to identify good names about to drop, or you should look at the list of domains which have dropped in the last 24 hours to 7 days.

You can find the pending delete lists at one of three places

- Within your [Pool.com](#) members area
- On <http://www.snaganame.com/>, you can do searches within the pending delete lists
- On <http://www.snapcheck.com/>, you can see a list of all the names being deleted in the next few days, and which have snaps on them, and which don't.

If you are looking for the recently available domain lists, your best bet is

<http://www.deleteddomains.com> and see their daily updated lists of recently available domain names.

Use the Google Popularity Tool to mine names here and you may find a gem or two that's readily available.

Otherwise, play off the pending delete lists and use either [Pool.com](#) or [Namewinner.com](#) to take a crack at names which appeal to you dropping in the next few days.

[Namewinner.com](#) and [Pool.com](#) will automatically register a name on your behalf if they are successful in grabbing it.

If you find a good available name, which has indications of traffic, then the best option would be to register it at a place like [Namecheap.com](#) or [Godaddy.com](#).

# Explode Your Traffic 24 Day Instant Success Guide

## Day 18 - Setup DNS for your name

Setting up DNS or domain name servers for your names is the process where you can get your name ready for hosting.

Depending on where your domain is registered, the way you go about this will vary. In most cases, it is very simple to do.

If you register domains with us, we use Enom.com as our registrar. Being able to change your DNS through us is a snap.

If you register your name through Godaddy.com, Namecheap.com, or other registrars, the process is also fairly easy.

When you win a domain name through Namewinner, they will automatically open an account for you at Dotster.com, their affiliated registrar. When you win a name at [Pool.com](http://Pool.com) or [Snapnames.com](http://Snapnames.com), they will open up an account at any one of a dozen different registrars which they work with.

If you are hosting a site with us, you would just need to change your first 2 DNS entries to:

**NS1.EXPIREDHOST.COM**  
**NS2.EXPIREDHOST.COM**

If you are ever stuck in changing your DNS/Nameservers, consult the help section of your registrars site.

Once you' ve made the changes, you need to wait from between 24-48 hours before your changes are reflected across the web and you begin to see your new domain resolve under the new name server entries.

## Day 19 - Analyze the name. What option works best to make money from it?

[http://www.expiredtraffic.com/index.php?page=make\\_money](http://www.expiredtraffic.com/index.php?page=make_money)

Also, be sure to see the monetization section in Explode Your Traffic.

Some of the best new options include:

[Click here](#) to gain access to your Expired Traffic Account. Do it Today!

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- Clickbank Malls
- Google Adsense Banners
- Affiliate programs from Commission Junction, Linkshare.com or Reporting.net

**Day 20** - Host the name and get it ready for monetization redirection.

[http://www.expiredtraffic.com/members/domain\\_hosting.php](http://www.expiredtraffic.com/members/domain_hosting.php)

**Day 21** - Redirecting your first name to an existing site

-Refer to the [eBook](#) for information on how to redirect traffic

**Day 22** - Finding an appropriate affiliate for your name

-Refer to the [ebook](#) for information on how to find an appropriate sponsor for your name.

There is a great site here: <http://www.50-best-affiliate-programs.com/>

This site helps you combat the various affiliate directories to find the best affiliate program to link to. It explains in detail the best affiliate programs at [Commission Junction](#), [www.Linkshare.com](http://www.Linkshare.com), and [www.Reporting.net](http://www.Reporting.net), and how to properly analyze the ones which are performing, and the ones which aren' t.

Be sure to check it out.

**Day 23** - Learn to check your traffic stats for a domain name.

Checking traffic stats for a name hosted through us is very simple

Just go to the following URL, replacing www.domain.com, with the domain you are checking

[www.domain.com/wwwstats](http://www.domain.com/wwwstats)

Your stats go live after 24 hours. When they are live, you can see just how well you fared and what type of traffic your name is getting.

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Some of the most important things to note are if the domain is receiving any search engine traffic, and who the top referrers are. This way, you can see just what links the traffic is coming from, and how people are finding out about the site in the search engines.

### **Day 24** - Put your entire plan into action

By this point, you should have enough arsenal to chase any name you like. The only thing you need to do now is put your plan into action. Will you be grabbing specific domains to redirect traffic to an existing site? Will you be sending traffic to a domain monetization service like [Domain Sponsor](#) or [Domain Spa](#)? Will you be placing quick content on domains and setting up affiliate programs and Google AdSense banners? Will you look to sell your domains on Ebay for quick profits to others? Really the choice is yours.

The most critical thing to do though is start. It doesn't matter what you start with, but give it a solid effort, get the right tools from [Expired Traffic](#) and you should be on your way to profiting from and utilizing the vast amount of traffic from expired domains.

Happy hunting!