Discover How One Man Turned An $8.95 Investment Into a $100,000 Per Day Empire and How You Can Too!

Explode Your Traffic

- Easy Step-By-Step Process Even A Child Could Do
- How To Capture Expired Domains Before Anyone Else
- Learn 9 Keys to Determine the True Value of Expired Traffic
- Find Out Exactly How to Monetize Your Traffic FAST

By Ken Johar & Rod Beckwith

Explode your Traffic!

**The Untold Traffic Strategies of Domain Name Profiteers
And Secret Ways for You to Generate Virtually Free Traffic to Your Website**

A compilation by Ken Johar with Rod Beckwith
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The Domain Marketplace

Every day, come 2pm EST, a small and secretive band of individuals gather round and take their cracks at another day of swashbuckling and profiteering from the biggest little industry on the web.

What is this marketplace, you ask? It's the market for domain names. More specifically, expired domains.

You know the old adage that in real estate only 3 things matter: "location, location, location"……well, that same tenet which has sent the price of homes soaring over the past several years applies online as well.

Most people still don't realize it, but Internet domain names really are the equivalent of offline real estate. They are worth big money. And just like real estate, it's all about location, location, location with domain names.

But hold on….isn't the land rush to acquire great domains over?

I'm sure you've heard that over and over again. In reality though, the domain name market is alive and thriving in the form of a very active secondary market.

So what does this mumbo jumbo mean in plain English?

It means that when you buy a domain, you can only hold on to it for so long. If you don't pay your yearly renewal fee, just like if you don't pay your mortgage on your house, your domain is stripped from you and returned back into the pond for anyone else to acquire.

As it turns out, over 30,000 of these names expire EVERY DAY. That's right, every day, 30,000 names are released back for anyone else on the Internet to pick up and a good number of them are more valuable than you might think on first glance.

You see, up until now most people believed a name was only as good as it sounded.

I mean, at first glance, which name would you rather have:

<div align="center">

potsandpans.com or **bratta.com**

</div>

Why this should be obvious, no?! Of course you'd take potsandpans.com…you could build a great website selling pots and pans!

You know which I would rather take in a heartbeat though? Bratta.com.

So now you think I'm crazy ;)

Well, the fact is, LOOKS can be deceiving.

Let's examine Bratta.com more closely.
www.Bratta.com was a name originally purchased in 1997 and grew to become one of the largest online resources on the dhtml (dynamic html) scripting language. From 1997 to 2001, the owner of Bratta.com built up his site into a behemoth. **We're talking over 20,000+ visitors a day!** Over those 4 years, he also made many friends online, and they linked back to his site because they thought it was a great resource. So the site was also credited with over 40,000 incoming links**!** ***This means there were at least 40,000 places on the web you could go to, to get to Bratta.com.*** Obviously, all these links were generating TONS of traffic for Bratta.com day in, day out.

Remember though that the owner of Bratta.com <mark>had to renew his domain if he wanted to continue keeping the site up</mark>. Well, guess what…..in 2002, when Bratta.com came up for renewal, the owner let his domain slip away by failing to renew it. Fast-forward a few months, and the domain was released back onto the market for anyone else to pickup.

<mark>**That's right, a name still getting 10,000-20,000 visitors/day had now found a new home.**</mark>

Now, for example, when we type in bratta.com into our address bar, we're taken to another DHTML resource site, http://www.dhtmlcentral.com. This, of course, is no coincidence.

When Bratta.com expired, the domain name was reacquired by another individual for what was likely $9-10, the cost to register a name for a period of one year.

You know those 40,000+ links to Bratta.com…..well, most of them are still up and whenever you click on them, guess where you get redirected to……dhtmlcentral.com

Now here comes the fun part. Lets look at the math behind all this.

Assuming that Bratta.com still gets at the very minimum 5,000 visitors a day from all the links it still has across the web on other sites, we get the following figures:

Visitors:	Day	Week	Month	Year
Bratta.com	5,000	35,000	150,000	1,800,000

Are you dizzy yet? Bratta.com is sending dhtmlcentral.com potentially 1.8 million targeted visitors a year looking for DHTML.

And what do you suppose the cost of these VERY REAL 1.8 million targeted visitors was…….(oh, I cringe every time I say it)…….$8.95!

That's right. It probably didn't cost more than $9 to get nearly 2 million targeted visitors over the course of a year.

For comparison purposes, take a look at this link:

http://uv.bidtool.overture.com/d/search/tools/bidtool/

It's the Overture bid browser tool. (Overture is a company which allows advertisers to bid for the top spot in a search engine for a specific keyword they are after. The highest bidding site gets top placement.)

This tool shows you how much advertisers are paying per click for a top spot on a search engine for a particular keyword term.

Enter in "**dhtml**"….what's the current going rate? It is probably $0.08-0.09 per visitor.

Again, doing some quick math, how much would 1.8 million visitors over a year cost if we were to bid for them using a pay per click search engine like Overture?

$0.09/visitor * 1,800,000 = **$162,000**

Heck, realistically, you probably couldn't even get 1.8 million visitors this way because there are no more than 40,000-50,000 searches conducted for the keyword 'dhtml' a month.

Simple question now → Would you fancy paying $162,000 or $8.95 for 1.8 million super targeted visitors who know they are looking for information about DHTML…….. ☺

I hope you're not hyperventilating yet. I know I did the first time I was exposed to these kinds of mind numbing numbers.

Now lets go back to the original question we posed. Which domain name would you rather have? Potsandpans.com or bratta.com

Hopefully, the choice is a bit more obvious now ;)

With that, lets welcome you to the world of expired traffic, the crazy little industry where a handful of secretive individuals you've probably never heard about have made untold millions applying all the tactics and strategies to locating gems like Bratta.com

If you know what they know, there's no doubt in my mind that you can copy their strategies and be just as successful as them.

Brace yourself for a fun and profitable ride.

Ken Johar and Rod Beckwith
http://www.explodeyourtraffic.com/et.html

The Basics of the Domain Name Game

In this first section, we cover the very basics of what domains are, how they are assigned and what their benefits are.

- **Just what is a domain name?**

Domain Name - In its most basic form, a domain name is simply an alphabetical representation of an IP address.

Every computer is assigned an IP, which looks something like:

123.243.23.56

Now, the problem with IP addresses is that they are very, very hard to remember. Trying to remember the numerical equivalent of your favorite websites would be an absolute chore!

So the pioneers of the web got the brilliant idea of assigning an alphabetical equivalent to each numerical IP. And lo and behold, they dubbed concept a 'domain name.'

Let's examine a standard URL (Uniform Resource Locator) and break it apart into its smaller pieces to get a feel for how this all works:

http://www.explodeyourtraffic.com/

The **protocol** is the communication method which one computer speaks to another. "HTTP://" is the protocol in our case, since we are speaking in HyperText Transfer Protocol. Other common protocols include FTP or File Transfer Protocol, which is used a lot in working on creating a website.

The **domain name** itself is "explodeyourtraffic.com"

This consists of the **name**, "explodeyourtraffic", and the **extension**, ".com".

The extension is also referred to as a **TLD**, or top-level domain. There are a variety of TLD's, like .net for network sites, .org for non-profits, and then a range of hundreds of country extensions.

What are the most popular TLD's on the web? Take a look!

http://www.domainworldwide.com/

As you can see, by far and away, the most registered extension on the web is ".com". Think about it yourself: Of all the sites you visit, how many of them end in '.com'? Probably about 80-90%, right? That's because a '.com' offers more commercial, marketing and branding appeal than any other extension. It is also one of the oldest.

The value of a typical .com is about 350% more than an equivalent .net, and about 900% more than an equivalent .org according to top domain speculators.

The bottom line: you should register and concentrate on the .com names first!

Registering Domain Names
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If you're a veteran of the net, you may remember that at the start of the Internet boom during the late 90's, a domain name used to cost $75 to register for a two years period. At that time, there was only one registrar, the 800lb gorilla of the market, Network Solutions. These guys had a monopoly on domain registrations up until 1999, and to this very day, are the world's largest domain registrar. After massive deregulation in 1999 and 2000, a wave of new registrars followed the path to registration riches, starting with companies such as Register.com, and now the market is flooded with over one hundred registrars and you can get domain names for as low as $8/year!

So, who exactly is a **registrar**? A registrar is anyone who has been setup to provide a platform for you to register domain names.

To become a registrar requires a lot of money. You also need approval from ICANN, the Internet Corporation for Assigned Names and Numbers. A list of all registrars is available here: http://www.icann.org/registrars/accredited-list.html

Is there really a difference between registrars who charge $35year/name and those who charge $10 or less per year?

Nope. It doesn't matter if you spend $8 or $50 on a domain, you're still being assigned the EXACT same thing at every place. The problem is that many people aren't aware that domains can be had now for as little as $8 a year. But the fact is you can, and we'll show you how and where to purchase domains for as little as $8/year.

Hosting Domain Names
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Now, having your own domain doesn't necessarily mean that you automatically have a website.

In fact, more than 70% of the domains which are registered in the world go **undeveloped**.

What's an undeveloped name look like:
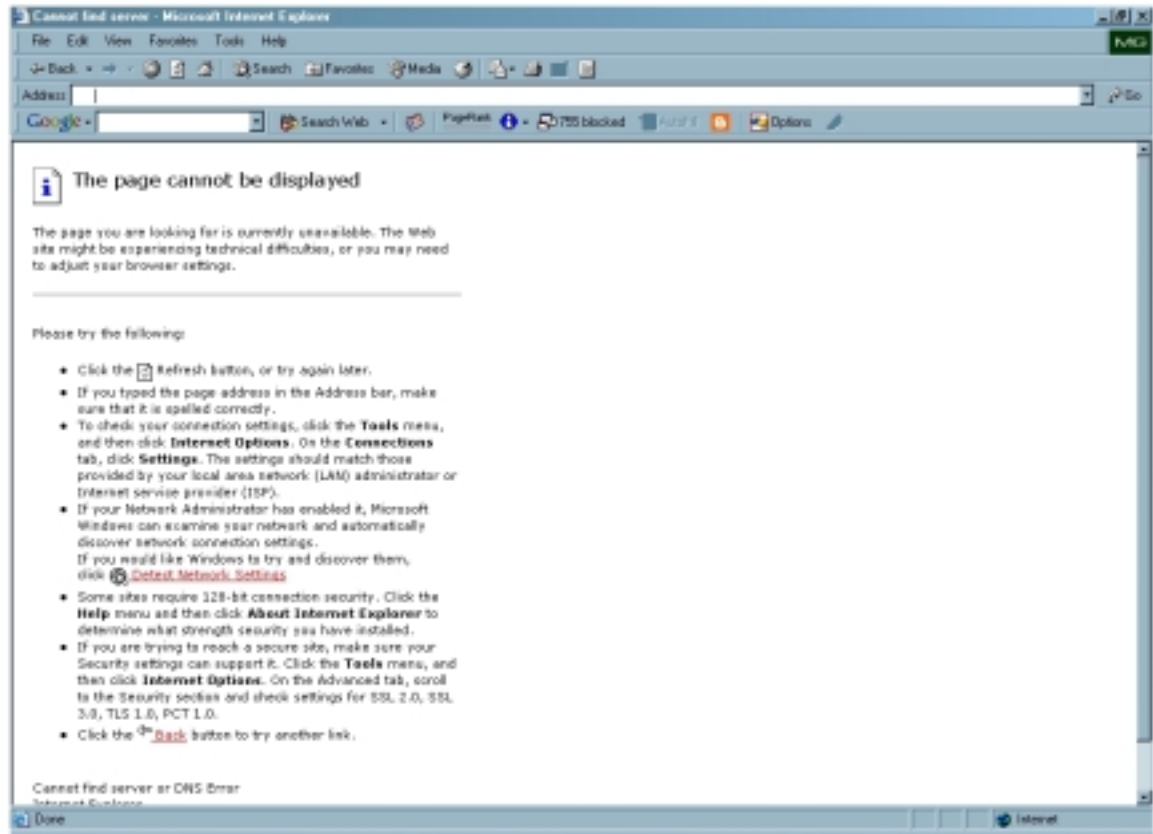
Of course not all domain names are undeveloped.

To get your name **developed** you must place actual content on it. To do this, you need 2 things:

1. A **server** which contains your website information
2. Your domain name to **point to that server**

A **server** is a computer which is connected 24/7 to the Internet and functions solely to broadcast websites and serve online content.

To get your site up and running, you only need to approach any one of the thousands of web-hosting companies on the web. Web hosts provide you with the basic services to setup your site--things like webspace, email, and ftp access. Web hosting prices can range from $0/month to over $1000/month depending on how much space and bandwidth you need, and how much support is offered.

> Most web hosting companies only allow you to host just 1 site with each plan you select. Expired Traffic allows you to **host AS MANY sites as you want for one fixed rate.** If you have 100 domains, you can host a site on ALL the names for just one low cost price a month. Click here to find out more.

Once you get a good webhost, you need to point your domain to that host.

Let's take the example of the domain 'xyz.com'. Once you register 'xyz.com' through a **registrar**, and find a reputable host to host the domain, then every time someone visits your site, they will be connecting to your webserver, which was designed to serve up the content on your pages.

To do this, you have to tell your registrar where you are hosting your domain. You do this by specifying **nameservers** or **DNS** entries for the domain that lets everyone who visits your domain know exactly where it is being hosted so content can be displayed.

(We'll touch more on nameservers and DNS later)

Domain Expiration Cycle
Domain Names don't last forever you know!
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A domain name is like a lease. You can only register a name for a fixed period of time, from 1-10 years.

You only get to use a domain if you pay to use a domain. If you don't pay for the name, and it drops, and is grabbed (etc.) by someone else, you don't have a claim to it. You had a claim to it, which you surrendered by not paying.

If the domain was stolen from the owner, that's one thing. But names that aren't paid for go back into the pond. People always seem to act like a domain name is theirs whether they pay for it or not (be it one day or many months). This simply isn't the case.

After your 'lease' period expires, you will have one of two options:

1. You can **renew the name for a nominal fee**
2. You can **decline to pay the renewal fee**. If this happens, eventually, the domain expires and your registrar deletes the name so that others have a chance to buy it.

Every day thousands of these domains expire because people choose option #2 by failing to pay the renewal fee. These domains are put back into the pool of available domains that anyone can register.

Traditionally, with these '**expired domains**' most people tended to focus on finding expired domains which sounded good and which they might be able to use themselves. Other expired domain hunters went after dictionary domains, or names which only had a few characters.

Yet 99% of these people missed the most important point about expired domains
➔ **SOME OF THEM CONTAIN TRAFFIC!**

That's right...among expired domains are thousands of expired websites still receiving daily, targeted traffic.

Expired domains have all been owned by someone else in the past. About 20-30% of these previous owners developed websites for their domains, spent time and money to promote them, registered them with search engines, and participated in link exchanges with other sites.

The bottom line: there are thriving websites which expire everyday that are still receiving streams of highly targeted traffic which can be acquired for as little as $8 a year, the cost of buying a domain name at many places across the web.

What's even more shocking is that less than a few hundred individuals are finding and utilizing any of this 'lost traffic'.

This is partly because most individuals don't have the tools necessary to do so, or don't understand the entire process.

In the following chapters, we'll spill all the vivid details about exactly how the big boys like **Ultsearch**, **Buydomains** and many other top speculators have made millions by buying up names with huge streams of in-built traffic and then profiting from that traffic.

As it stands, anyone can register a domain name from anywhere from 1-10 years at a time. As we stressed earlier, look around, and you'll find that you can register a domain for as little as $8-9/year.

> [Expired Traffic](#) offers domain name registrations for a fee of just $8.95/year. **This is amongst the lowest prices on the web**. The great thing about registering a domain through Expired Traffic is the support that is given to our members. You have access to all the tools you need to manage your domain and we make sure the entire process is as simple as can be.

Now, if you purchased the domain 'xyz.com' for a period of 1 year today, 1 year from now, that name will come up for renewal, and you must decide whether you want to still hold the name, or drop it and let it become available for anyone else on the web to register.

Usually your **registrar will send you an email 30 days before the domain is up for renewal** to remind you that your name is about to expire.

Another useful service being offered by some registrars now is called auto renew. If your credit card details are on file with your registrar, you can opt to have the registrar automatically renew the name for you when it is about to expire. This saves you the hassle of maintaining good records of when your names expire if you know you want to keep them.

Now, the question is, what happens to a domain when it comes up for renewal?

Any one of two things, as we stressed before:

1. The original owner renews his or her domain, and continues to keep it.

2. The original owner fails to renew his or her domain and it goes into the deletion process, where anyone can grab the name once it expires.

Expired Domains Explained

An **expired domain** is a domain name that at one point or another belonged to another individual but is no longer being used, and will eventually be deleted and released back to others for registration.

On a typical day, over 30,000 of these such names expire! On the flip side, about the same number of new names are registered on a day-to-day basis.

While it remains that about 70-80% of these names were undeveloped, (That is, there was nothing on the name to begin with) a few thousand names released each day carry with them some form of existing traffic.

Existing Traffic Types

This type of existing traffic can generally fall into one of five categories:

1. Search engine traffic: This is the traffic a domain name will still get from keyword searches related to the existing site that was up on the domain. Google, MSN and Altavista are all examples of search engines which will still send traffic to an expired domain.

2. Directory traffic: This is the traffic a domain name will still get from listings it maintains in popular web directories. The two largest mainstream directories are Yahoo and DMOZ. If a domain has a listing on a directory, you can look for some consistent traffic on a daily basis from these sources alone.

3. Typo traffic: This is traffic from misspellings of either really popular websites across the web, or generic terms. I have a few of these myself so you can take a look at how it works.

	Check out www.drudgerepport.com …..this is a misspelling of Matt Drudge's very popular www.drudgereport.com site which receives millions of visitors a day….. **I take the traffic from www.drudgerepport.com and forward it to Expired Traffic**

4. Link traffic: This is the large amount of traffic a domain name will get from links it still maintains on other websites across the web. If the prior domain owner participated in link exchanges, or ran a site which others liked, others would place a link to the site on their own sites, adding to the traffic the domain name would be getting.

5. Type-in traffic: This is the traffic which comes to a domain from individuals directly typing in a domain into their address bar. For example, chances are if I was looking to purchase flowers for an upcoming anniversary, I might type www.flowers.com directly into my address bar without searching for the term in a search engine.

The idea is that if you can find these names which already are getting good traffic, even if it is a few hits a day, **you can forward that traffic to an existing website** or **make money off it if you know what the visitors to that site are looking for.**

You can begin to see the immediate benefits of this strategy.

Remember, a **domain name costs about $9 when you register it.** So if you can manage even just 3 good visitors a day from an expired domain, over a year, that's over 1000 visitors for $9. **These are real, live visitors**. Not annoying popups, fake hits, or any of the other silly garbage floating around on the web.

It should be abundantly clear by now that getting good targeted traffic using expired names turns out to be a great option.

Below I highlight some of <mark>the benefits of acquiring expired traffic</mark>:

- **Expired Traffic is real traffic**

Real traffic can only come from two places: search engines and links on other sites. If you've tried any of the other traffic strategies, you know they don't work.

Popunders, popups, guaranteed traffic services, rotators, start exchanges and exit exchanges. These are not traffic strategies but mere annoyances.

- **Expired Traffic builds revenue streams**

Think about it: You're paying $9 (for a domain) for the traffic someone else spent countless thousands of dollars and man hours in establishing. Their carelessness or apathy in managing their domain is your gain.

- **Expired Traffic is simple**

No sales letters.
No merchant accounts.
No auto responders.
No customer support.
No marketing.
All traffic is good traffic.

The key to expired traffic are its speed and low costs. We provide the domain hosting on the house, so all you pay is $9 for the expired traffic.

- **Websites will continue to die on a daily basis**

Every day, webmasters continue to abandon their sites and move on to new projects, leaving behind valuable streams of expired traffic. And a lot simply forget or don't understand the process of renewing their domains. All you have to do is tap into this expired traffic, capture it, and profit from it using the best means possible.

- **Even small streams of traffic can squeak out a profit**

If you find an expired domain that receives even 1 real visitor a day, that's 365 real visitors a year. If you're redirecting to an affiliate program which converts 1% of visitors and pays only $5 per signup, you can generate about $17 worth of revenue and turn a profit. This is with just one visitor.

All expired traffic is good traffic.

- **Fun and addictive**

Once you get beyond the first few weeks and get a firm grasp of the basics, you'll get addicted to building revenue streams. Members are often up till the wee hours of the morning scouring the latest lists for that next gold mine.

And best of all, it works immediately:

No spending time and energy and waiting months for search engine optimization or spending money to get listed in places which don't give you good targeted traffic.

Now you might be thinking that re-registering expired domains with built-in search engine and link traffic is just the lowliest form of cyber-squatting. Aren't you stealing someone else's hard earned traffic?

Not at all. The fact is a domain can expire for a number of very legitimate reasons.

- The previous owner may have run out of money to promote the site.

- They may have lacked the time and motivation to manage the site.

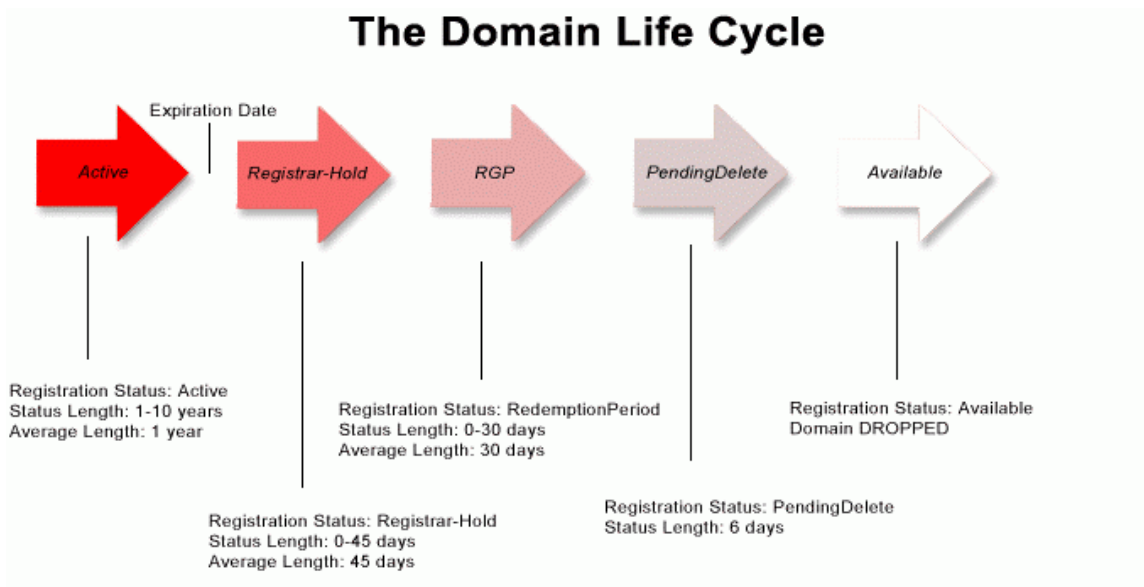- They may have gotten tied up in other activities or another job.

- They simply forgot to renew their domain.

- They may have regrettably succumbed to illness or even death.

- They failed to receive the notice from their registrar informing them that their domain was about to expire.

If it happens that the previous owner wants their name back, the ethical thing to do would be to give it back to them for a nominal fee, maybe $200 or less. In this way, you make a quick profit off the domain, and the previous owner walks away with their old site back.

Now that we understand what expired domains are and that a good percentage of them have some inbuilt traffic, let's take a closer look at finding out how the entire domain deletion process works.

Domain Deletion Process

To get a feel for the deletion process, lets shift our focus on the following chart:

The Domain Life Cycle

Expiration Date

Active → Registrar-Hold → RGP → PendingDelete → Available

Registration Status: Active
Status Length: 1-10 years
Average Length: 1 year

Registration Status: Registrar-Hold
Status Length: 0-45 days
Average Length: 45 days

Registration Status: RedemptionPeriod
Status Length: 0-30 days
Average Length: 30 days

Registration Status: PendingDelete
Status Length: 6 days

Registration Status: Available
Domain DROPPED

As shown, there are **5 distinct phases** in the life cycle of a domain name**.** We'll take a look at how the cycle works with an arbitrary name, 'widgets.com'.

An Example: AnyWidget.com
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On January 1st, I become interested in creating a site about widgets. So, I do a quick search on a domain registrar site and to my surprise, I find that the domain anywidget.com is available for registration. Well, this is my lucky day! So, I purchase the domain for a period of 1 year on January 1st.

(You typically register a name for a one or two-year period but have the option of registering the name for up to 10 years at a time if you wish.)

After you buy the name, it's considered to be **active.** You don't necessarily have to place a website on your domain, but for that one year period the domain belongs to you and you can do whatever you want with it. You might be able to sell anywidget.com to another person, you might want to develop it into a website selling widgets, or you might do absolutely nothing. The choice is yours!

Since I registered the name with the purpose of creating the best-darned site about widgets on the web, I make changes to the nameserver or DNS entries for the name and point it to a hosting server so that I can begin to place content on the site. After a few days of work, I develop my website with all the latest information on widgets. I advertise the site on other sites across the web, get partnerships and link exchanges started, list on all the major search engines, and begin selling widgets.

Within a matter of months, I have an impressive site selling the latest and greatest widgets. I keep the site up for the next several months tending to my customers.

Roughly 30 days before the domain is due up for renewal (November 30th, in our scenario), I am sent a notice by my registrant by email notifying me that widgets.com is expiring on December 31st of this year. At this time, I'm not too concerned, and just discard the letter aside. I might also be pressed for time or I might have found a new job. After 30 days pass, I forget to renew my domain and it enters the deletion cycle. Now it is taken to the **Registrar-Hold** phase of the above cycle.

The **Registrar-Hold** phase is when the registration of a domain has just come to an end, typically one year after registration, but where the registrar is bound to hold on to the name for a certain period of time ranging from between 1-45 days. Each registrar is different, and has their own system for when they will release a name from the registrar-hold period. Some registrars may push the name into the second phase of the above cycle 1 week into the registrar-hold period, others may wait the full 45 days. On the average, expect most registrars to give a domain the full 45-day period in this part of the cycle.

During this phase, the original owner can still renew his name, but has to pay a massive penalty of between $80-150 to do so. A point to remember is that if someone didn't bother to renew their name before it was expired, there's a pretty remote chance that they'll renew when they have to pay a hefty penalty on top of the registration fee.

You have to also be prepared for the fact that a number of names which enter even the first period of the cycle will not make it to the last because the original owner still has a chance to renew the name, although for a higher price, in the **registrar-hold** and **redemption period** of the above cycle.

After the registrar has released a name into the **redemption period** phase, a name will stay in this phase for EXACTLY 30 days. This process was added in January 2003 to bring some predictability to the cycle in which names are expiring. Again, registrars will allow the original owner to renew their name at this time for a higher price, but few ever do at this point. In rare circumstances, this cycle is skipped altogether or shortened. For the most part though, a name will be in the **redemption period** for exactly 30 days.

When the redemption period is over, the domain is set for deletion and the registrar issues the **pending delete** command prompting its deletion. At this stage, it's too late for the original owner to renew the name, and it is bound to drop. In 90% of cases, this process takes exactly 6 days. Sometimes, some registrars will expedite the process and release a name back to market in 5 days.   On the 6th day, the name is deleted and becomes available for registration.

For domains registered with the largest registrar Network Solutions, ***the release time for most names is between 2-3PM EST (Eastern Standard Time) daily.*** At 2PM, new batches of expired domains are released back into the pool of available domains, ready to be registered by anyone who wants them! With a few registrars, names can be released at any time during the day. Most, however, are trying to stick to the 2-3PM EST drop times.

So what's the point of all this? Well, if you understand the above process, you're already ahead of 90% of the people who concentrate on expired domains and expired traffic.

More importantly, after analyzing the entire process, you need to decide on your own at which point in the expiration cycle do you want to jump in to find your names.

Remember, there are 3 stages in the delete process itself: Registrar Hold, Redemption Period and Pending Delete.

The **minimum time** it can take a name to drop after its expiry date would be:

(1 day + 30 days + 6 days) = **37 days**

The **maximum time** it can take a name to drop after its expiry date would be:

(45 days + 30 days + 6 days) = **81 days**

What is important to note is that you will find the best names in one of the first two phases of the process, registrar hold, or redemption period. It's critical you identify names here and look to secure them as soon as possible. Although it is impossible to register the name when it's in **registrar hold** or **redemption period**, you have the opportunity to place a Snapback subscription on the name which gives you about a 40-50% probability of catching the name once it is released.

By the time all the good names hit pending delete, they already have their snapback spots secured, and it's a bit harder to pick up the name. We'll give more info on this later. The key is to be early in the game. Like they say, the early bird gets the worm.

You must also remember that the great names get picked up mere seconds after they are dropped and you need to rely on services such as Snapnames, Pool.com and Namewinner.com to grab them because trying to grab the great names manually is an almost impossible task.

One final tip: Some of the very large players like Ultsearch and Buydomains will actually secure a Snapback on a name before it even enters the expiration cycle! **That is, when the domain is still active.** What these big guys do and how they identify the names which are active and will most likely expire, is explained in further detail in the advanced strategies section which follows below.

Finding Expired Domain Names
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Locate, Capture, & Profit from Expired Traffic
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Now that you understand the basic idea of domains and how they expire, it is important to see where and how to find them, so that you can quickly locate good names which have existing traffic associated with them.

Finding these expired websites with traffic is often tough to do without the right tools and information.

While there is currently no method available to determine the exact traffic an expired domain gets, you can find out a domain's link popularity in all the major search engines.

First let me make one thing clear: One of the biggest things people get mixed up about in this business is understanding the difference between link popularity and a domain with directory or search engine listings.

A search engine crawls millions of websites on a daily basis, and lists websites with appropriate keywords related to the content of a site. Well-known examples of search engines include [Google] and [Altavista]. Having a listing in one of these engines, especially Google, which accounts for more than 60-70% of all searches conducted on the web, will get you a good chunk of traffic on a daily basis.

Google's ranking algorithm, the data it uses to list sites, is based on a lot of different variables. This includes things such as a site's overall traffic or popularity, its content, the size of its pages, keyword density, meta tags, how long the site has been active and the number of links that come to the site from other sites across the web. The problem with getting a listing is that it often will take months just to break into the engines with a new site. Even when you have a basic listing, getting a good spot on the engines takes years of hard work.

One of the criteria used to rank sites, **link popularity**, is a measure of the number of other sites across the web that link to your site.

As we pointed out earlier, there is a big difference between link and search engine traffic.

A search engine listing will give you a spot on a search engine for a specific keyword while link popularity is a tally of other sites that link to yours.

Let's think about what happens to an expired domain with a really high link popularity…. for example, [Bratta.com]. When [Bratta.com] is live, it is receiving loads of traffic from both the search engines and the tens of thousands of links it has on other sites on the web. Those links on other sites also help Bratta.com place better in the engines. Usually, the higher the link popularity of a site, the better a site is listed for specific keywords on the search engines.

This is why the Internet is great--because of LINKS. Pages link to each other to create a virtual web or network.

But what happens when the Bratta.com domain expires and is no longer functional? Do the links to it on other sites and the search engines disappear?

For the most part, no. Websites, search engines and directories hardly have the time and effort to manually check if each of the links on their sites are active. And that is the very reason expired traffic exists.

Take a look at the other sites that still link to Bratta.com by entering it into Google!

http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=bratta%2Ecom

Here's another great example: Head over to www.jimworld.com and click the **"Gazette World"** link dead center on the page.

Is this what you see pop up?

What happened? When the domain name gazetteworld.com expired, for whatever reason, an individual named Yun Yee noticed that it had a huge link popularity count, meaning it was still getting traffic from ALL the sites that it was still linked to. He quickly grabbed the name, put up a website of his own, and now gets upwards of **1,250 real visitors every single day** from this ONE domain. **His net cost: $9, the cost of a domain, for over 456,000 unique visitors a year.**

So, in theory, the higher the more links a site still has on other sites across the web (the higher the sites link popularity), the more traffic it will receive. The idea is to isolate and register those expired domains with high link popularity values because they would still be receiving daily streams of traffic from the search engine and link traffic that is associated with the domain name.

Rule of Thumb:

The rule of thumb for link popularity to estimate the traffic an expired domain gets 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.

You must remember that often link quality is more important than link quality. If an expired domain had 1 link to it on Yahoo's home page versus another expired

domain which has 1,000 links to it on outdated free-for-all pages and message boards, which would you rather have?

The domain with that 1 link on Yahoo, of course!

The way I check for link quality is by going to Google and typing in the expired domain in the form of 'www.domain.com' and seeing how many results there are and where they are coming from. Click on a few links on the result pages. Do the sites look reputable? Are the links visible? Ask yourself these questions when analyzing link popularity associated with an expired domain name.

Sure in most cases, a domain with a link popularity of 1,000 is better than one with 50, but I've had a lot of great success in capturing domains which others overlooked because they thought the link popularity numbers were too small.

Profit Potential: (*HOT*)

Let's say you found an expired domain XYZ.com which is receiving 45 visitors/day. This is how it would break down mathematically:

Expired Domain Name	Visitors in 1 year	Cost of domain	Cost per visitor	Yearly Income Potential w/ **Allclicks**	Income Potential w/ 50 similar sites	Work involved
XYZ.com receives 45 visitors/day.	45*365 = **16,425**	$8.95	8.95/16425 = **0.00054¢ per** visitor	16425*0.03 - $8.95 = $483.8	50*483.8 = *$24,200*/year	Very minimal

Are you beginning to understand the potential here? If not, you may have missed the big picture. This example alone is worth its weight in gold. Where else on the Internet can you acquire **real targeted visitors at a cost of fractions of a cent?!!**

The Directory Listing Bonus:

Some domains are doubly good. Not only do they have high link popularity numbers to validate good incoming traffic streams, but they also have listings on some of the largest directories on the web.

The two directories that we need to concentrate on are Yahoo and DMOZ.ORG. The first is a well-known directory which now costs $299 to have your site be even

considered for placement in. The second, Dmoz.org, is a human managed directory that is useful because it helps you boost your Google search engine rankings. When you find an expired domain with directory listings alongside good link popularity numbers, you will get a small amount of extra, targeted traffic.

Let's evaluate the benefit of an expired domain having high link popularity versus directory listings:

Value of Expired Domains

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.

Value of Domains w/ Listings in Yahoo or DMOZ:

A domain with listings in Yahoo or DMOZ usually -

- Receives anywhere from 10-1000 visitors/day from these directories alone.

- Means that the domain was previously developed for a fact.

- Means you will save $300 by finding a site already listed in Yahoo. Yahoo now charges a nonrefundable $299 to review all commercial sites for inclusion into its directory.

- Can be used to make money through affiliate programs, a PPC search engine, or redirection of the traffic to an existing site.

- Not as valuable as a domain having high link popularity

+-+

The Ultsearch Expose

Although you may have already read this information on the Explode Your Traffic website, we think it is important enough to include it here to let those who don't know about what UltraSearch and others are doing to capitalize on Expired Traffic.

How the Greatest Internet Visionary of our Times Makes Over 5-Figures...A DAY

Introduction

A few years ago, an Internet visionary named Ultsearch came along, stumbled across the most ingenious traffic and profit generation idea in the history of the Internet age, and quietly went on to make untold millions. To this very day, he has held a monopoly on the biggest underground traffic industry on the web. In fact, you've likely helped him out, and not known it. So how did he single-handedly go on to plunder the spoils of the internet? He connected two simple dots: expired domains + link popularity and realized their sum equaled expired traffic.

He hides behind his flickering computer screen, waiting patiently until the time is right. Every waking minute, he is compiling more and more valuable information about your website--he knows how popular it is, how much traffic it receives, what market segment it serves, and most importantly, when your domain will expire. And then he pounces. In an instant, your domain, your hard work, your time is his. Who is this elusive swashbuckling buccaneer of the Internet? He's Ultsearch…and he's coming to a domain name near you.

Ultsearch (he has been known to go under the alias Yun Ye) is an icon. He's a legend in his own right—yet he's also a vague apparition whom no one really knows about. His concept is simple: Pillage and plunder the net, one site at a time. And so far, it's working…to the tune of six-figures….per day.

Ultsearch – Has he caught up with you yet?

We begin with a quick demonstration of just how ubiquitous and all-encompassing the Ultsearch concept has become.

The question is this: Have you ever stumbled across a site which looked like the following:
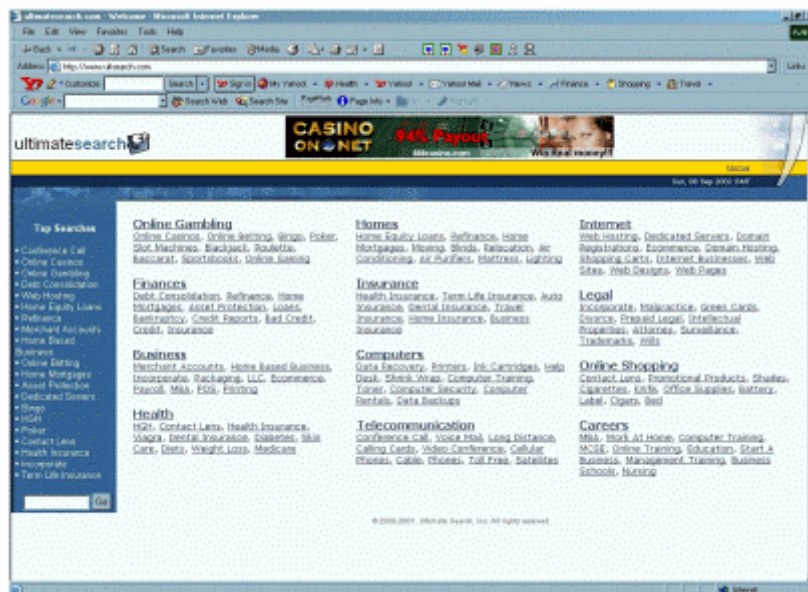
Yes or No?

If you said yes, you're one of the millions upon millions of passive contributors maintaining the continuity of one of the most finely orchestrated, and unknown concepts in Internet history--an operation truly of monolithic proportions. Oh, and you've proved his concept works.

If you said no, then somehow, you've managed to elude and escape the path of this king of the Internet. Don't count on it to continue for too long--he'll catch up with you eventually.

If you're like the overwhelming majority of respondents, you should have answered in the affirmative. So it begs to be asked, why are his sites so prevalent, and what's the scoop behind his operation?

As the story goes, Ultsearch operates a PPC (pay-per-click) business based in Hong Kong that has a portfolio of over 50,000+ registered domains that it uses for this purpose. It is believed he started grabbing up domains in late 1998, and has only accelerated acquiring them in recent years.

Understanding Pay Per Click Search Engines

(Skip over this if you are already familiar with the concept. If not, read on...)

In order to fully appreciate and comprehend Ultsearch's strategy, one must have a grasp of the concept of Pay Per Click Advertising.

In short, PPC search engines are performance-based search sites where search results are ranked according to the bid amount advertisers are willing to pay, and advertisers are charged whenever a searcher clicks on their search listing.

Advertisers supply listings, potential keywords and their bid amount per keyword. When a search is performed, the first search engine listing for a specific keyword is the one with the highest bid. The remaining listings are ranked according to bid amounts (highest to lowest). A higher ranking generally brings in more traffic. However, the higher an advertiser's search results are placed within the engine, the more he coughs up for each successful click to his site.

There are a great deal of PPC search engines on the Web. By far the largest include FindWhat, Ah-ha and 7search. Findwhat is a publicly listed company and one of the fastest growing sites on the Internet.

Large networks such as Yahoo! have, in most cases, set up a profit sharing (affiliate) agreement with large PPC search engines, to share the revenue generated by clicks originating from their sites. Google has a competing concept called Adwords, which allows advertisers to place sponsored links for specific keywords searched by Google Users.

How Ultsearch uses the PPC Search Engines

To give you an idea of how Ultsearch uses the PPC engines in his grand scheme, consider an example.

There are 4 parties in the process:

XYZ.com -- An advertiser who runs a gambling site

Bob -- An Internet user who likes gambling

Ultsearch -- Operates 50,000+ PPC link sites

Findwhat -- A PPC company. Furnishes search results for Ultsearch's site.

In this scenario, let's suppose that XYZ.com would like to rank first among the search results for the search term 'casino' in all sponsored search matches.

XYZ.com goes to Findwhat.com, creates a new account, and then proceeds to bid, for example $3.50, for each successful click to its site from any PPC result sponsored by Findwhat.

This is where Ultsearch comes in. Ultsearch has worked out a partnership/affiliate relationship with Findwhat through which he receives a cut of the bid amount generated from each successful clickthrough to XYZ.com that originates from one of his Websites.

And Bob, who likes casinos, happens upon one of Ultsearch's many cookie-cutter Websites. He notices that there is a link for casinos, so he clicks that link, and is taken to a list of sponsored results for casino sites. Noticing XYZ.com's top ranked listing, he clicks the sponsored link, and proceeds to XYZ.com for casino fun and excitement.

How Does it Work?

In this example, XYZ.com pays Findwhat $3.50 for referring Bob, as this was the amount it bid per click. Findwhat then pays Ultsearch a cut (30-50%), as the referral originated on one of his sites. Net take for Ultsearch: $1.75 for one click.

So it follows that, if you run Websites that receive lots of traffic, you can partner with PPC search engines like Findwhat to split the revenues generated by each click to a sponsored listing that originates on one of your sites. The revenue per click will vary depending on the search term, from just 1¢ to over $20 per click.

As an example, the term 'casino' currently has a maximum advertiser bid of $30 per click by Royal Casino! In contrast, a less commercial term like 'paintings' has a maximum advertiser bid of only $0.33 per click.

Now this is all fine and dandy and thousands of individuals on the 'net now affiliate with PPC engines in one capacity or another to boost the potential revenues they can achieve through their Websites. Yet we've only barely scratched the surface on how Ultsearch operates.

A Real World Example - Could This Be You?

To get some background on the way Ultsearch conducts business, let's take a look at the story of The Underdogs, a very popular Website that's home to one of the largest collections of abandonware and shareware games on the Web. In March of 2002, Sarinee, owner of The Underdogs, neglectfully forgot to renew his domain, as he didn't receive the warning emails his registrar had sent him about the looming expiry of his domain.

Unbeknownst to Sarinee, his expired domain was quickly grabbed the moment it became available -- by Ultsearch.

Now, although the domain name changed hands, the site was still heavily trafficked-due in large part to a network of reciprocal link partners and high search engine rankings that Sarinee had established over the years. The Underdogs was still receiving hundreds of thousands of visitors a day, even though the old Website was no longer active. Ultsearch quickly converted the thriving shareware site into his facsimile PPC directory to make money off the established traffic that was still being channeled to the site.

As a side note, many well-known companies have sued Ultsearch over this practice and failed, because what he does is still considered a "legitimate business" under WIPO arbitration rules).

Each visitor, each search, each click to The Underdogs put more and more money in Ultsearch's pockets. With just this site alone, Ultsearch made in the vicinity of a few thousand dollars a day at the hands of unwitting visitors who clicked sponsored links for search terms within his directory. Fortunately, Sarinee was able to buy back his site from Ultsearch for the modest fee of $400-modest because Ultsearch very rarely returns an expired domain to its previous owner.

The Strategy

This brief account outlines the essence of Ultsearch's strategy:

1. Locate expiring Websites that are/were once developed and still receive traffic from search engines and other sites that still link to them.

3. Grab the domains as they expire due to:

- Absentminded Website owners who neglect to renew their domain names
- Webmasters who get tied up in other ventures or interests
- Webmasters who discontinue site operation due to time constraints
- Webmasters who run out of money and couldn't continue to operate

3. Make money off the continual stream of traffic still being sent to the site by setting up a PPC search engine or any other targeted affiliate program and earning revenue off each successful click.

Ultsearch's strategy is big business, without a doubt. To quote an ex-search traffic partner "Yun Ye's checks are so big that if you saw them your eyes would pop out!" And the fact is, it's true.

What is even more mind-boggling is that only a handful of individuals on the Web are exposed to what Ultsearch is doing. And even fewer are trying to mimic what he has done -- although it remains quite feasible. The whole industry of expired traffic reclamation has been shrouded under a veil of secrecy for a long time. Those in the know would never reveal to an outsider the nuts and bolts of the concept. Thanks to this secrecy, they've quietly gone on to make untold millions by utilizing the expired traffic of other sites for their own purposes.

One of the primary reasons why individuals across the 'net have yet to embrace this ground-breaking strategy for wealth creation is because they lack the appropriate tools and knowledge require to locate expiring Websites that may still be receiving expired traffic. Very rare is the site that puts in the hands of ordinary individuals the valuable tools that might help a person locate an expired domain that still attracted traffic.

The concept is only now beginning to hit the mainstream, and the land rush is on for one of the most ingenious new methods to make money, supplement the traffic of an existing site by redirecting expired traffic to it, or to start a new venture using a site which is already receiving traffic.

Doing the Math

OK, now let's consider the figures involved.

50,000 sites x estimate of 50 visitors/day/site = 2,500,000 visitors/day

2,500,000 visitors x clickthrough rate of 3% = 75,000 estimated uses of Ultsearch/day

75,000 uses x estimate of $0.40/click = $30,000/day

1 year net = $10.9 million

The closest estimate we have regarding the number of domains from which Ultsearch monetizes expired traffic is roughly 50,000. This is based on our analysis of past domain registration trends and industry sources. Now, if we estimate that Ultsearch is generating roughly 50 unique visitors a day on each of his domains -- a fair estimate given the fact Ultsearch usually only goes for high-end names -- this equates to 2.5 million uniques a day across his network of sites.

The next crucial forecast is the number of people who actually use his search engine. We make a reasonable assumption that 3% of users will click on a link within the Ultsearch PPC directory that appears at the domain they happen upon. We generate this estimate by looking at the clickthrough rates of other ad mechanisms such as popups, banners, and popunders, which all have click rates around 3%. Making this assumption, roughly 75,000 uses of the Ultsearch engine will be generated per day.

Finally, we must make an estimate of the revenue Ultsearch generates off each of these 75,000 successful uses of his site. As Ultsearch only displays high conversion, impulse-type items that appeal to a wide audience, we can make an estimate that the average revenue per click will be $0.40. This is a very practical estimate given that items such as prescription medicines, gambling, and Web hosting, which Ultsearch prominently displays, have individual bid amounts as high as $7 per click.

Given all these very probable estimates, Ultsearch may well generate an income of about $30,000 per day, which equates to a 1-year take of roughly $10.9 million. Needless to say, Ultsearch is definitely the most elusive and successful entrepreneur on the Web today.

Remember, lots of folks buy and sell domains.

But the goal is to make revenue streams by targeting domains that produce income.

It's about working smarter.....NOT harder.

When you buy any expired domain with established traffic, you are buying someone else's hard work and money.

Think of it this way: You're paying $10 for the traffic someone else spent countless thousands of dollars and man hours in establishing.

Hopefully, by now you can appreciate with some greater comprehension why monetizing expired site traffic is the biggest secret on the Web!

Click here to visit Expired Traffic to get your hands on all the tools necessary to profit from expired domain traffic!

Tutorial #1: Finding Expired Traffic

Reading WHOIS Info

What is WHOIS? A Domains whois info is essentially its contact info. It provides the address, the name, the servers, the email address, and the purchase and expiration date of a domain name.

In regards to WHOIS info for Expired Domains, you can have essentially 4 types of output.

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The following images were taken on June 20, 2003

1. Regular Whois Data

```
Website Status:  Active
Reverse IP:      Web server hosts 12 websites (reverse ip tool requires free login)
IP Address:      66.218.70.48 (ARIN & RIPE IP search)
Visit Website:   www.yahoo.com
Cached Whois:    Cached today
Record Type:     Domain Name
Monitor:         Monitor this Domain
Wildcard search: 'yahoo' in all domains.

                 .com .net .org .info .biz .us
Other TLDs:
                  X    X    X    X    X    X

Name Server:     NS1.YAHOO.COM
ICANN Registrar: ALLDOMAINS.COM INC.
Created:         1995-01-18
Expires:         2012-01-19
Status:          REGISTRAR-LOCK
```

```
Registrant:
        Yahoo! Inc. (DOM-272993)
        701 First Avenue Sunnyvale CA 94089 US

    Domain Name: yahoo.com

        Registrar Name: Alldomains.com
        Registrar Whois: whois.alldomains.com
        Registrar Homepage: http://www.alldomains.com

    Administrative Contact:
        Domain Administrator (NIC-1382062)  Yahoo! Inc.
        701 First Avenue Sunnyvale CA 94089 US
        domainadmin@yahoo-inc.com +1.4083493300 Fax- +1.4083493301
    Technical Contact, Zone Contact:
        Domain Administrator (NIC-1372925)  Yahoo! Inc.
        701 First Avenue Sunnyvale CA 94089 US
        domainadmin@yahoo-inc.com +1.4083493300 Fax- +1.4083493301

    Created on..............: 1995-Jan-18.
    Expires on..............: 2012-Jan-19.
    Record last updated on..: 2003-Apr-07 10:42:46.

    Domain servers in listed order:

    NS4.YAHOO.COM            63.250.206.138
    NS5.YAHOO.COM            216.109.116.17
    NS1.YAHOO.COM            66.218.71.63
    NS2.YAHOO.COM            66.163.169.170
    NS3.YAHOO.COM            217.12.4.104
```

This is whois info for yahoo.com

The key items to look for are the 'created' date and the 'expired' date. We cans see that this domain was registered on January 18, 1995. It has been registered up until 2012! Obviously, Yahoo.com won't be dropping anytime soon.   Another dead give away aside from the fact that we'd have to wait at least 9 years till Yahoo approaches expiry is the words 'REGISTRAR-LOCK' which means that Yahoo.com has essentially locked the name from being transferred.

HINT: If a domain is active, and is within 1 or 2 months of expiry (the expiry date marked on the whois), make sure you don't see the terms "Registrar Lock" anywhere on the WHOIS info for the domain. If you see this status, chances are the domain will more than likely be renewed come renewal time.

HINT 2: A lot of the registries are reporting false data for expiry dates. Sometimes you will get WHOIS information which reports a domain will expire 1 year ahead of when it will actually expire. That is, if a name was to expire on August 10, 2003, you might see the expiry date as August 10, 2004. Make sure to double check

---

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Registrar Hold Whois Data

```
Name Server:     DNS1.REGISTER.COM DNS2.REGISTER.COM
ICANN Registrar: REGISTER.COM, INC.
Created:         02-jun-1999
Expires:         02-jun-2004
Status:          REGISTRAR-HOLD


Organization:
  Richland Marketing Inc.
  Richard Hetherington
  371-532 Montreal Rd
  Ottawa, ON K1K4R4
  CA
  Phone: 613-741-5662
  Fax..: 613-741-5371
  Email: sales@refills.com

Registrar Name....: Register.com
Registrar Whois...: whois.register.com
Registrar Homepage: http://www.register.com

Domain Name: EASYREFILLS.COM

  Created on...............: Wed, Jun 02, 1999
  Expires on..............: Mon, Jun 02, 2003
  Record last updated on..: Mon, Jan 06, 2003

Administrative Contact:
  Richland Marketing Inc.
  Richard Hetherington
  371-532 Montreal Rd
  Ottawa, ON K1K4R4
  CA
  Phone: 613-741-5662
  Fax..: 613-741-5371
  Email: sales@refills.com

Technical Contact, Zone Contact:
  Register.Com
  Domain Registrar
  575 8th Avenue - 11th Floor
  New York, NY 10018
  US
  Phone: 902-749-2701
  Fax..: 902-749-5429
  Email: domain-registrar@register.com

Domain servers in listed order:

DNS1.REGISTER.COM                216.21.234.71
DNS2.REGISTER.COM                216.21.226.71
```

This is a good example of what a domain in REGISTRAR HOLD will look like. Remember, this is the period if the expiry cycle that lasts between 1-45 days. Our picture here was taken on June 20, 2003. You can see above that the domain expired on June 2, 2003. This means this particular domain is 18 days into the REGISTRAR HOLD period. As we've said, in most cases it will take the full 45 days for a REGISTRAR HOLD name to move to REDEMPTION PERIOD

3. Redemption Period Whois Data

Now, this Is an image of a domain that is in Redemption Period. If you see the words REDEMPTION PERIOD marked on a domain, you know it is in the period in the expiration cycle which lasts exactly 30 days.

4. Pending Delete whois data

The **delete command lasts for 6 days.** In the case of Network Solutions, they often drop names early, and the delete command lasts 5 days. This means the name will become available after either 5 or 6 days. To identify a name which is about to become available, you have to look for one critical line in the Whois info.

Here is a domain in PENDING DELETE, the 6 day period in the expiration cycle where you know the domain will definitely be released for anyone else to pickup.

 I use two tools which help me tell exactly which day the domain will drop.

One is http://www.dropwizard.com/getwhois.pl

When I took this snapshot on June 20th, 2003, the following info was reported:

Now, this domain has gone through the REGISTRAR HOLD PERIOD, the 30 day REDEMPTION PERIOD and is now in the 6 day PENDINGDELETE period.

How can you tell when the domain will be re-available?

To know exactly when the name will fall, **look at the UPDATE DATE and add 6 days to it.** Since the UPDATE DATE here is June 19, 2003, adding 6 days gives us June 25, 2003.

This name will therefore drop on June 25th, 2003, likely between 2-3PM EST.

Finding Expired Traffic - Using the Mass Link Popularity Checker

General Tips

- Check Link Popularity Integrity - Make sure that the links leading to a particular domain are legit and not "spiked" by hundreds of partner domains.

- Check Link Popularity [L] - Popular domains (100+ linkpop) are usually worth more than low popularity domains.

- Make sure to double check the stats on any domain you plan to register/backorder. Keep in mind that a large portion of the domain names in the daily database files will have "spiked" link popularities. This is usually done with Chinese names and severely brings down the value of the domain.

- Also be wary of Alltheweb.com's reporting of link popularity figures. 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.

- Be careful of hyphenated domains. Popularity values may be flawed because some engines only look for keyword matches to determine link popularity counts, and do not look for the entire domain name string.

What is Archive.org and Alexa.com and how should they be used to find a domain with traffic?

There are two very useful tools online which allow you to verify if an expired site was once a thriving website or just another parked domain collecting rubble.

Tool #1 is Alexa.com:

Making Sense of an Alexa Ranking

Alexa attempts to track and catalog rankings of most all of the developed TLD's (top level domains) in existence.

As an Alexa user navigates to a web site or web page, the Alexa service retrieves data about the page the user is requesting. They gather information from a number of sources, then organize it to be presented by the Alexa Service, helping the user to be better informed about the site he/she is viewing.

Basic Rule of Thumb:

Alexa rankings below 2 million are considered good. Any Alexa ranking below 1 million should be a clear indication that a site is still receiving some traffic. Domains with Alexa rankings below 500,000 are very hot and could have a very steady stream of traffic.

The Alexa service does have its shortfalls--namely, it only measures the visits to a site by those users who have installed their toolbar. As such, some sites are given greater weight, while others are ranked sufficiently lower, due in part to the demographic of Alexa toolbar users.

In sum, the rankings should be used as a loose barometer to value if an expired or soon-to-expire domain receives any tangible traffic.

Correlation Between Alexa Ranking and # Of Visitors per Day
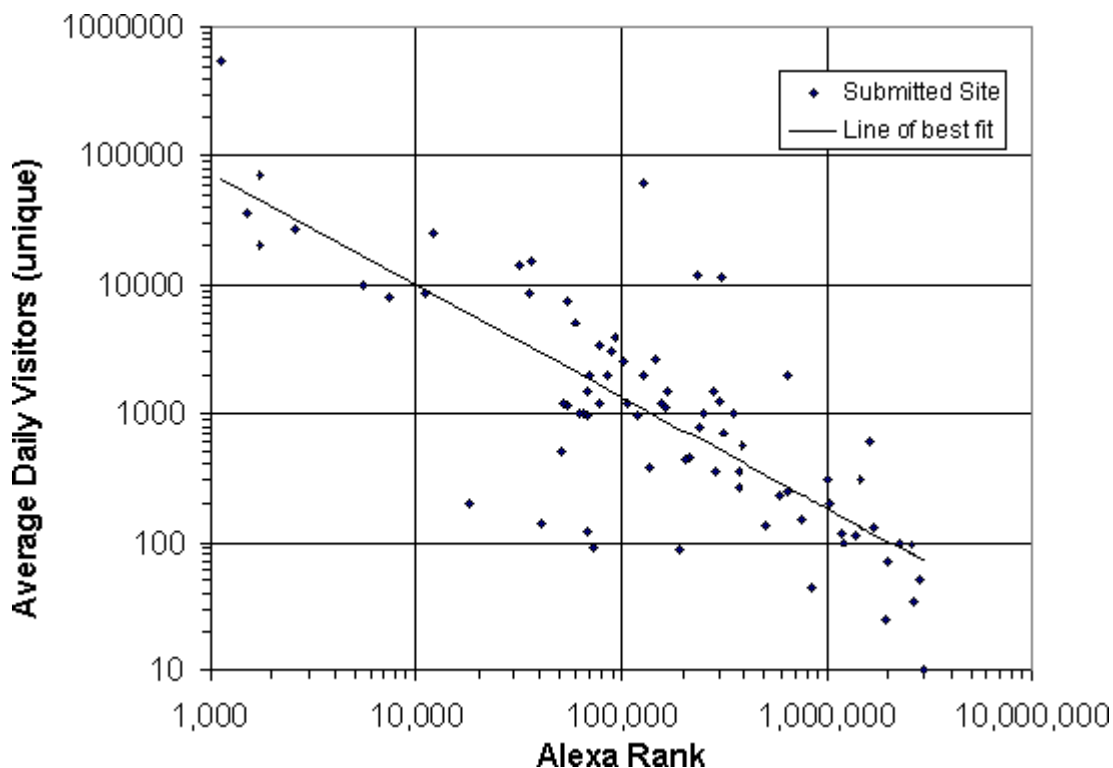
Tool # 2: Archive.org

About: The Internet Archive is a public nonprofit that was founded to build an 'Internet library,' with the purpose of offering permanent access for researchers, historians, and scholars to historical collections that exist in digital format.

As the description states, Archive.org has attempted to create an archive of the historical trail of all of the websites in existence on the web. This is a very useful service, since it allows an individual to pinpoint with accuracy if an expired or inactive domain was once a thriving website. With this information, you may also be able to find out traffic stats for a domain if the site had an existing counter. The best way to find out the average number of uniques is by taking a look at the change in the counter over 2 periods in time. Take the number of days between the two counter values, and divide the change in the traffic value by the number of days that have passed to determine a rough estimate of how much traffic a site received during a certain period in time.

The real benefit of Archive.org is in verifying that a site was previously active. Once this is done, you can research a domain further and monetize it using the right affiliate, PPC, or redirect option.

The basic rule of thumb:

Look at Archive.org histories for a domain. If there are none, you will need to rely on the link popularity figures and Alexa rankings alone. If there are histories, look at the previously developed material on the site? Was it a few simple pages or a complex website? How long are histories available? **The more complex the website looks and the longer Archive.org histories for a domain are available, the better the chance of it having a residual stream of traffic.**

The main pitfall of Archive.org is that not all websites are tracked and certain sites have opted out by requesting their historical data not be tracked by Archive.org for privacy reasons.

Tutorial #2: Registering Expired Traffic

There are 3 ways to register domain names.

1. By hand

2. Back ordering/Name grabbing services

3. Automated Scripts

Registering a domain by hand:

Cost: $8 and up

Benefit: Cheap, and works well for most expired domains with traffic.

Registrars to use: Godaddy.com ($8.95), Expiredtraffic.com ($8.75)

Works Great for: Domains which have expired and are now available

- If a 'now available' domain is still available, you can directly register the name for $8.75 from our site.

- If a 'now available' name is not available, this means someone has registered it over the past few days.

Backordering/Name Grabbing Services:

Cost: $8.75, $69, $120+, Auction style, Private clubs

Benefit: Others will attempt to register the name on your behalf. Sometimes, if you are going after a really great domain, one which has high link popularity, and looks as though it may have a large stream of traffic coming to it, chances are that others will want that domain as well.

A name grabbing service attempts to register an expired domain on your behalf the moment it is released from the expiry cycle saving you the hard work of trying to guess when it will drop, and how you can be the first to register it.

Name Grabbers to Consider: Snapnames.com ($69/snap, first come first served), Namewinner.com (Auction system, from $8.75/name), Enom Club Drop ($99/month, 25+ names monitored per day, need a reseller account), Pool.com (auction model on success, $60 per success if yours is the sole backorder on a name)

Great for: Domain names where you feel the value of the traffic or the sound/feel of the name will outweigh the added costs to use a name catching service over registering the name manually.

- Only place a Snapback on a name if you feel you can get back more than $69 from the domain over the course of a year

- **HOT:** Since Namewinner now allows you to place a bid on a name for as low as $8.75, it is a invaluable service to use for expired domains which are about to be released. If a name is currently expired, it will take anywhere from 1-45 days for that name to be released. During this time, you can place a bid on the name for only $8.75, and Namewinner will attempt to catch that name for you when it becomes available. Namewinner also offers a "One Click Registration" function which works great for names which are available

since it allows you to register them in mere seconds, rather than going through the normal 4-5 step procedure with other registrars.

- The only downside to Namewinner is that your name will be registered with Namewinner.com's affiliated registrar, Dotster.com. (This is not entirely a bad thing, but cuts the flexibility of choosing your own registrar)

Name Grabbing Scripts

Cost: $500+

Benefit: Name grabbing scripts will attempt to register a domain name the moment it expires by constantly hammering the shared registry.

Best for: Experienced domain speculators after domain names where there will be intense competition amongst top speculators.

Since Expired Traffic does not tend to focus on generic names, or good sounding names, but rather names with traffic, these tactics are not necessarily required nor are they suggested since they present a world of problems and issues. Expired Traffic does not advise the use of automated scripts to target domains but can point individuals to these scripts if they are interested in them.

Snapnames, Namewinner, Enom Drop Club & Pool.com In-Depth

For most all of us, the best options to grab good names is using the drop clubs on the market.

I rank them as follows in order of preference:

1. [Snapnames](#)
2. [Pool](#)
3. [Namewinner](#)
4. [Enom Club Drop](#)
5. [Drop Wizard](#)

What is [Snapnames](#) and their Snapback Service?

Back-order the names you want.

Ever tried to register a good domain name?

More than 27 million names are registered under .com, .net, and .org, though only a fraction of registered names are in active use.

The remaining millions become available at the rate of more than 800,000 per month. Many are immediately taken — for most people, it's nearly impossible to compete for the best names.

This is why Snapnames invented SnapBack.

For only $69 per name for the first year (and $39 per year thereafter), they'll monitor the name around the clock and attempt to register it for you the instant it becomes available. The price includes the cost of your first year of registration.

Snapbacks are great to place on names which you are certain will expire or have expired, and which you know you can generate at least $40 worth of income out of. As such, you should only place a Snapback on a name which you feel can substantiate the $39 cost of the Snapback at Backorderbay.

Otherwise, it is best to use an alternative service.

We recommend NameWinner

What is NameWinner?

Namewinner, like Snapnames, offers domain grabbing services. They will attempt to register your domain the moment it expires on your behalf. Unlike Snapnames, their minimum bid requirement is only $8.75/name. Namewinner functions more along the lines of an auction system.

Essentially

· You look for the expiring domain names you want.
· Decide the domain's value and place your bid--Starting at $8.75/year, (cost of registration included)
· Second bids are $25. If Namewinner grabs a domain, it goes to the highest bidder for that domain
· You'll are only charged if you win the domain.

As such, Namewinner is recommended for the second tier domains where you feel you can generate at least $9 of revenue off of. The benefits with Namewinner are that it is a relatively cheap system, and makes it much more easier for an individual to catch a great expired name, since they do not have to actively track the name themselves.

[Pool.com](#)

Pool is another alternative service which has recently launched and it looks very promising.

The way it works is this:
You back-order as many names as you want. No charge for placing the back-order. Enter 10,000 names if you like. They use their connections to grab the names for you. When they get a name, your cost is $60. The price includes the cost of registration. If more than two people bid on a successful catch, the format reverses to an auction model and the highest bidder wins the name.

These guys were past [Snapnames](#) partners and have been successful in catching some great names.

I now use Pool.com on any great name expiring each day since there is no risk. If a name is worth at least $60 to you, then it's the best options on the market.

[Enom Club Drop](#)

Club Drop works on a monthly fee model. After signing up, you will be granted access to the Club Drop website and tools. Everyday you can input a list of domains that you want to register. eNom does the rest. Any domains successfully registered on your behalf will appear in your account and you will receive a confirming email. You pay $99 per month to place up to 25 names to try and grab per day. The cost of registration for the domain is extra and based on your Enom reseller price per domain.

Tutorial #3: Using [Expired Traffic](#)

Below are the current methods we are monetizing expired website traffic, and how you can do the same.

1. Forward/Redirect Expired Traffic to an existing site

Great for:

1. Webmasters who would like to redirect traffic to an existing site

2. Individuals who will be selling traffic and forwarding to other websites

- Forwarding/Redirect services are usually provided at no charge by your domain registrar. However not all registrars provide these services.

- Godaddy.com, Stargate.com, Dotster.com (Namewinner affiliated registrar), and Registry Rocket through Expired Traffic all provide free redirection services.

- If your registrar does not provide free redirection, it would be best to use a free service like Mydomain.com to redirect expired traffic to an existing site.

Redirecting/Forwarding an Expired Domain's traffic to an existing site through Registry Rocket (Enom.com)

Host Records Setup
For help, please see our Definitions Page or our Help Page.

	Hostname	Record Type	Meta Tags	Address
1)	www	URL Frame	edit	http://www.top-banners.con
2)	@ (none)	URL Frame	edit	http://www.top-banners.con
3)		A (Address)		
4)		A (Address)		

- Login to your Enom.com account to manage your domain

- Click on DNS Host Records

- You will only need to modify items 1) and 2). For record type, you must choose either URL Frame or URL Redirect. URL Frame will keep the expired domain in the address bar, masking the redirection to your existing site whereas URL Redirect will change the url in the address bar to reflect the site the expired domain was redirected to.

- Add the address you wish to redirect to and any accompanying Meta Tag info, if you want the domain to be still accessible by search engines, and you're set.

Redirecting a Domain Using the MyDomain.com Service

Under Construction | Standard Forwarding | Stealth Forwarding

Web Settings   Minimize

Cloaked/Stealth Domain Redirection. Visitors are redirected to a URL you provide, such as the URL of your pre-existing web site on another server. Content from this url will appear in the visitor's browser, BUT the address field in the browser will remain as http://www. This is done by including your website within an HTML frame. Your domain name will remain in the "Address" field of the web browser. You can set Metatags for: title, keywords and description.

URL to Forward to: [http://]
Example: **http://your-isp.net/users/~username/**

Pass Subdirectories. ○ Yes ◉ No

Properties for signaturespace.com   Minimize

MetaTag Title (Max 100 char)
[   ]

MetaTag Keywords (Max 300 char)
[   ]

MetaTag Description (Max 300 char)
[   ]

[Continue]

- Mydomain.com provides free URL and Email forwarding for any domain, irrespective of which registrar the domain was registered with.

- Signup for a Mydomain.com basic account.

- You will need to change the DNS Nameserver entries for your domain through your registrar to the following:
  NS1.MYDOMAIN.COM 216.34.94.181
  NS2.MYDOMAIN.COM 216.52.121.234
  NS3.MYDOMAIN.COM 216.34.94.182
  NS4.MYDOMAIN.COM 216.52.121.235
  (not all registrars require the IP address. In most cases, you will only have to enter the NSx.mydomain.com info)

- Once you have made the above changes, add the domain to your Mydomains list.

- You will now be able to put an Under Construction page, a Standard Forward, or a Stealth Forward on your domain, as shown above.

- A Standard Forward will change the URL in the address bar to the one that is redirected to, whereas a stealth Forward will maintain the expired domain URL in the address bar, hiding the fact the domain name was redirected.

- Enter any additional Meta Tag info, and you're set!

- It may take up to 24 hours to have the redirect in effect.

2. Place a targeted affiliate program on the site, using a sponsor from an affiliate network like CJ.com

Great for:

- Individuals with basic HTML knowledge, and an understanding of affiliate programs.

- Expired domains which are receiving a good stream of traffic, which is most likely to be commercial in nature. (See, for example, "The Rundown".)

This is what you would do:

- Once you've found a good expired domain receiving traffic, you will need to host that name with a hosting company.

- If you will be hosting your site for free with Expired Host, you will need to change your DNS Nameserver settings with your registrar to the following: NS1.EXPIREDHOST.COM NS2.EXPIREDHOST.COM

- If you are hosting your site elsewhere, you will need to check your host's site for the proper DNS Nameserver entries.

- Once you have your hosting account setup, you will need to create your HTML page.

- You will also need to open a publisher account with CJ.com, if you will be using one of their affiliates.

- Login into CJ.com, click "Get Links" up top, and find a category your expired traffic will work well with. (ie. If you registered the domain www.bobsflowershop.com, for example, your best bet would be to click 'Flowers' under Gifts and Flowers, and select a suitable merchant)

- Once you've selected a category, the best way to select a merchant within that category is to sort the merchants by their 3 month EPC. The EPC is the estimated revenue you will generate based on 100 clicks to that merchant. The higher the EPC, the better.

- Once you've selected an appropriate affiliate program, get your special affiliate code, and design a page which will be receptive to the visitors which come to it.

- Upload your page and you're set!

3. Earn $0.02 per each successful click from a program like
Allclicks.com

Great for:

- Most any expired domain traffic, commercial or non-commercial traffic.

- Individuals who can whip up a quick "Enter Here" button in HTML, and upload it to their site through free hosting from Expiredhost.com

- Individuals based in the US (For a similar program for international members, check out Clickthrutraffic.com)

NOTE: Allclicks will **NOT** credit you any revenue if you simply redirect the visitors to your special Allclicks affiliate link. The site visitor MUST physically click a link, irrespective of what the link says, for you to receive the $0.02 per click.

This means you WILL need to host domains which you will be monetizing through Allclicks.com

Here is the procedure to get an expired domain set up with Allclicks.com:

- Signup for an Allclicks.com account. Currently, they are only accepting US individuals.

- Once you've found a good expired domain receiving traffic, you will need to host that name with a hosting company.

- If you will be hosting your site for free with Expired Host, you will need to change your DNS Nameserver settings with your registrar to the following:
  NS1.EXPIREDHOST.COM
  NS2.EXPIREDHOST.COM

- If you are hosting your site elsewhere, you will need to check your host's site for the proper DNS Nameserver entries.

- Once you have your hosting account setup, you will need to create your HTML page.

- The most receptive pages in our experience are pages with a simple "Enter Here" button on them. We've found a clickthru rate of between 70-95% with a simple Enter button.

- Therefore, create a quick HTML page with an "enter here" button linking to your special Allclicks.com URL, and upload it, or use Frontpage to publish it to your domain name.

- Let the revenue roll in.

- Repeat! Repeat! Repeat!

- Remember, you need approximately 1.5clicks/day, which should be a cinch to find. The more expired traffic you acquire, and utilize with Allclicks, the more you will make.

Clickthrutraffic.com **Limitations**

- WIth Clickthrutraffic, you get from 6 cents (e.g. movies and music keywords) to 20 cents (e.g. casino keyword) every time the surfer clicks on any thing on ClickThruTraffic page. No popup window or exit consoles will appear. **Unlike Allclicks.com, a ClickThruTraffic.com link or banner may not be the only thing on a web page or on a webpage with limited content.**

>> Unbiased reviews of other top Pay Per Click type affiliate programs useful for traffic monetization: http://www.clickaffiliate.com

4. Establish a PPC Affiliate Partnership.

Great for:

- Individuals who want to make this more than just a hobby

- Individuals who will be monetizing at minimum 100+ domains.

- Individuals who want to automate their entire backend, and quickly setup a template page across all their expired domains

One of the real benefits of the PPC Affiliate method is that it can be utilized on almost any type of expired site traffic, and the per click amount can range anywhere from $0.05-$20/click or more!

Below we list the main programs you may want to consider:

Program	% Revenue Share	Minimum Requirements	Limitations
Overture.com	50%	1,000,000 Uniques/month	Tend to deal with large, well known partners and reputable partners
Findwhat.com	50%	1000+ Domains or 100,000 uniques/month	Second only to Overture, more relaxed terms, but lower revenues
Espotting.co.uk	15-50%	20,000-70,000 Uniques/month	UK Based Individuals
Search123.com	50%	No minimum requirements	None
7Search.com	60%	No minimum requirements	5th largest independent PPC search site

Revenue Pilot	50%	No minimum requirements	None
Findology	35%	No minimum requirements	None
Revenuefeed	60%	No minimum requirements	None
Searchfeed	35-50%	No minimum requirements	Feeds off Findwhat.com results. Good partner for US based individuals.
Eclickz.net	50%	No minimum requirements	None
Ropile	60%	No minimum requirements	None

- Overture, Findwhat and Espotting.co.uk are recommended for those individuals who will be attempting to monetize expired traffic on a full-time basis.

- 7Search.com is recommended of the PPC affiliate programs without any major restrictions. You may wish to look at the others depending on the type of traffic you are accumulating.

5. Resell the domain/site and its associated traffic on Ebay.

- To see this strategy in action, take a look at Developeddomains.com

- This individual makes roughly 8-10K a month buying up 5-10 great expired domains, quickly redeveloping them, and then selling the entire site, with the inbuilt traffic on Ebay and through his site for $500-2,500 per domain.

- Great strategy for individuals competent in HTML, and who would like to quickly turn an $8 investment into thousands by spending a few days renovating an expired website.

6. Utilize Traffic Aggregators who will setup a PPC presence for you

A traffic aggregator is essentially a site which utilizes the traffic from hundreds of individuals with parked and expired domain names to create a network of sites which can then meet the lofty requirements of PPC search engines such as Findwhat.com and Overture.com to create an affiliate partnership.

In this sense, they cut a deal with a PPC operator like Findwhat.com for a 50% revenue share. They will then cut a deal with you to split up this 50% revenue share with you, while handling what appears on your domain name.

Great for:

- Individuals who would rather spend more time looking for expired traffic, rather than managing it

- Individuals with a large portfolio of expired traffic

- Individuals without any real knowledge of HTML, affiliate programs, or domain name maintenance

The downside to this method rather than monetizing the revenue yourself by partnering with a PPC is that you get a much smaller revenue share.

Below is a list of some current traffic aggregators and the type of revenue they can generate for you.

Program	% Revenue Share	Minimum Requirements
Traffic Support	50% of PPC rev. from Engine54.com	None
Trafficz	$1.00/1000 visitors	Useful for Foreign Traffic
Name Renters	$2.50+/1000 visitors	None
Target Words	$0.01-$0.08/click, 50% PPC rev. share	5,000+ uniques a day for special opps.
Domain Sponsor	50% of revenue generated	

I personally recommend Domain Sponsor as do most of my colleagues.

For more info on the best traffic monetization programs, check out this great site:

www.ppcincome.com

Tutorial #4: Random Tidbits

1. Your vantage point should be one year out. Generating a paltry $9-10 of revenue off a domain over this period of time is very doable, even if a site is getting 2-3 visitors/day. The great thing about expired traffic is that the visitors are most often targeted....no popups, popunders, automatic traffic generation scams, nothing of that sort. If you get genuine traffic to a site, you are bound to recoup your costs.

2. You have to develop a system and then just do it. It doesn't even matter if your system is flawed, just do it. Start somewhere and repeat, repeat, repeat. You will learn what works and what needs to be changed and you will refine your process as time passes. Don't get discouraged, just do it. . It doesn't matter if you make mistakes, or falter and run across some duds.....the point is to get going. Build up a portfolio, and always think a year out. You don't know what kinds of gems you will snag until you actually do it.

Read these posts for some great tips:

http://www.expiredtraffic.com/members/forums/viewtopic.php?t=5

http://www.expiredtraffic.com/members/forums/viewtopic.php?t=3

http://www.expiredtraffic.com/members/forums/viewtopic.php?t=22

The 9 keys to determine the value of expired traffic (THE HOLY GRAIL):

1. Link popularity value - The higher the better. Look out for anything greater than 50.
2. **Link popularity integrity** - Is the link popularity value actually associated with the domain in question? Alltheweb.com may report erroneous link popularity counts.
3. **Alexa Rank** - How does Alexa rank the site in comparison to all the sites across the web? The lower the number the better. Use the following graph as a guide.
4. **Archive.org histories** - Was the site previously developed? Archive.org lets you verify if it was.
5. **Overture.com keyword frequency/domain typein frequency** - Did people type the site name into search engines over the past month? Did they even type the domain into the search engine?
6. **Yahoo/Dmoz Directory listing** - Does the domain maintain listings on directories such as Yahoo or Dmoz?
7. Google link count - What is the link count according to Google? Since Google is the best search engine on the planet, its count of a sites link popularity is more meaningful.
8. **Google Page Rank** - Did the domain have an associated page rank for the existing site? The higher the page rank, the better. (1-10 scale) Anything above 3-4 means the site may still get traffic.
9. **Link popularity quality** - Where are the links located that point to a domain? A domain with 1 prominent link on a site like Yahoo.com may receive more traffic than a domain with a link popularity of 10,000 if those 10,000 links are on free-for-all pages no one visits.

Battle Scars - Tips From the Front Line

1. Working With Files

You will need to work with lists of domains frequently. Sometimes you may have domains in the format 'expiredtraffic.com', other times in the format 'www.expiredtraffic.com' and yet other times in the format 'http://www.expiredtraffic.com'

Most tools are designed to accept the 'expiredtraffic.com' format. If you ever need to switch between formats, use Microsoft Excel.

Create a column full of text with "http://www." in each row. In the next column, plug in the list of domains in the 'expiredtraffic.com' format. In the 3rd column, add the following "=a1&b1" and you're set! Now 'fill down' and you have yourself domains in either format.

The 'http://www.expiredtraffic.com' format is great for the Xenu homesteading tool.

2. List cleaning:

Don't like large lists with a lot of unnecessary characters per line. For example the deleteddomains.com lists. Just cut and paste the entire list and drop it into our list cleaner and you'll get a column of formatted domains!

3. Multiple checking for Snapbacks and Dropwizard slots:

For snapbacks, limit 100 names: http://www.snapnames.com/search.jsp
For dropwizard, limit 50 names: http://www.dropwizard.com/search.pl

tip: A great name will likely have both slots filled. Most often, a Snap spot will be filled before the dropwizard.com slot for a name.

4. How much does Ultsearch really earn?

Ultsearch gets his search solutions from the PPC search engine, Findwhat.com

To verify, check out www.frenchchampagne.com and now compare over at www.findwhat.com by typing in 'CHAMPAGNE" into their search. The top sites should be the same!

Findwhat will do approximately 70 million in revenues over 2003.

http://biz.yahoo.com/e/030514/fwht10-q.html

In that release, you can see they had one search partner (which is definitely Ultsearch) account for between 10-20% of total revenues.

So $70 million * 10-20% = $7,000,000 - 14,000,000

Can you debate these numbers. Ultsearch makes a lot of money, no doubt about it.

5. Using Whois.sc

A great whois checker is www.whois.sc

To check the whois info for a domain, just type in the name in this format. "www.whois.sc/domainname.com"

If you want to be snoopy, make sure to check out what other sites someone has on their server.

Try this: go to "www.whois.sc/ultsearch.com" .....now it should say about 6000 odd sites hosted on the server. Click the link, and you can see a small listing. Boy, Ultsearch owns a lot of names!

6. **Namewinner** Tips:

Bidding closes at 1PM EST each day. It is best to get your bids in during the last 10-15 minutes to secure yourself the top bid for a name you want

7. Godaddy:

Godaddy will release names that its own members have defaulted payment on in the Used Domain Store over at:
https://www.godaddy.com/gdshop/used_domain/used_domain.asp

I've found a few good names here, but most aren't really worth it.

8. Directnic:

Directnic also has a pre-owned domain section where they will release names that their own members have defaulted payment on. It can be found once you are a member of the site (which is free).

I've had some good luck here, especially with some very nice typo names.

9. Domain Name Forums:

Dnforum.com: The largest forum for domain members.   It recently went over to a paid subscription model. You can take a look. If you are serious about the game, the subscription fee is worth it.

Domainstate.com: Another great forum which has some of the top domain owners on the web. Smart people who exchange in meaningful discourse on the domain name industry

Namepros.com: A new forum which is more lively and bubbly than the latter two. They're introducing a lot of new features, so it should be fun to see how this forum grows up over the next year.

10. Snapnames.com vs. Snapnames partners -

Snapnames offers you the chance to buy a snapback for $69/year with unlimited exchanges. This means that if they are not successful in grabbing a name for you, you can exchange it as many times as you want and put the snap on another name within the course of the year your Snapback is valid.

Backorderbay offers the exact same snapback service as a partner of Snapnames. Here you can get a Snapback for only $39/year but with only 3 exchanges over the course of a year.

So which one should you take? The second one tends to be better if you tend to grab snaps early on in the deletion process. Realistically, you shouldn't have to do more than 4-5 exchanges over a year. In my experience, I've easily been able to get a name I want using Snap without ever using 3 or more Snaps. With Backorderbay you get virtually the same thing, but save $30, so it works out to be a better option.

Links to Valuable Resources:

[Expired Traffic Service](#) – Automatic Service to Locate Expired Traffic.

[Overture Keyword Tool](#) – For typein traffic research

Overture Bid Tool

http://www.dropwizard.com/getwhois.pl

ET List Cleaner

[Keyword Extractor Software](#)

[Compare Your Clicks](#)

Typein Story - http://www.valuationmodel.com/outdoorgear.html

[Mydomain.com](#)

[Erealestate.com](#)

Email Dossier http://centralops.net/co/EmailDossier.vbs.asp

http://www.trafficranking.com/

http://www.searchspell.com/

http://www.whois-search.com/deleting/caught.php

http://www.whois-search.com/deleting/

http://www.whois-search.com/ukdrops.php

[DN Forum](#)

[Domain State](#)

[Name Pros](#)

[Namewinner](#)

[Drop Wizard](#)

[Free Who](#)

[Enom Club Drop](#)

[Secrets of the JV Masters](#) Free Traffic with Joint Ventures

Conclusion:

In this book we have shown you some amazing ways to locate, capture and monetize expired traffic. We have mostly focused on monetizing that traffic through various affiliate programs.

One major point about expired traffic is that it is a VERY economical way to purchase traffic for your website, whatever that might be. Advertising and Marketing can be very expensive to say the least. Even a couple of keyword programs running on Overture or Google can run up a steep bill in a hurry.

For the price of a couple of Happy Meals you can have a years worth of traffic. There isn't a better deal on the Internet that we have found. For as little as $8.95 you can have traffic coming to you already targeted to your market for a whole year! Wow, is that cool or what?

Another important realization from this book you should have noticed is **that YOU MUST PROTECT YOURSELF** by purchasing a long term contract with one of the domain registrars if you do not want to worry about people like Ultsearch grabbing your valuable domain property. $89 is a small price to pay for 10 years of piece of mind.

We don't want to scare you here, but the facts are the facts. On the Internet, if you are not paying attention, you can lose everything by not re-registering your domain(s) in a timely manner. So, if you can afford it, sign up for the maximum number of years, which is 10, so you are protected. Then, go use one or more of the FREE reminder services to let you know 9.6 years down the road, to do it again.

Good luck and we hope you enjoyed reading Explode Your Traffic.

Please feel free to contact either of us with any questions, tips or success stories. We would love to hear from you.

Contact Information:

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Domain Monetization Expert	**JV Expert**
Ken@ExplodeYourTraffic.com	Rod@ExplodeYourTraffic.com

If you hadn't noticed, we have a very nice fully automated service that compliments this book and what we have been teaching throughout. If you would like to try this service and capture Expired Traffic for your own purposes, please click on the link here--------→ Expired Traffic

Surprise Bonus: **A FREE Sample of the Weekly Expired Traffic Report**

We are including a FREE sample of the weekly Expired Traffic report that you will receive if you sign up for our new service. It comes every week and takes all of the guesswork out of knowing which domains are the best to capture for your Expired Traffic. Some of these domains may still be available, so check them out.

This is the WIRED weekly report for November 1, 2003.The WIRED report is published each Saturday and distributed to all Expired Traffic Gold & Premium members.

Headers defined

1. Domain : The domain itself

2. Link Count : Number of external links. (Linkpop)

The WIRED report

These are the top expired domains with link popularity located over the past week. These domains were all available at the time of creation of this report.

Domain	Count
1a-dating-service.com	30
4-0.net	291
777casinowinnersguide.com	68
911pctech.com	58
9circles.com	43
acisc.net	33
adultsmontreal.com	44
ajax4ever.com	103
alagresca.com	89
alastorseven.com	76
am980.net	47

amateur-sex-shows.net	151
amr-digital.com	52
amydoucette.com	34
andalusianscanada.com	49
animalsexz.com	43
anime-movies.net	168
anothersunday.com	48
att-wireless-service.com	48
aulosagency.com	39
azizmerchant.com	56
bank--loan.com	34,275
bass-boats.net	81
bear-sex.com	1,232
bedandbreakfast-online.com	122
beenzthere.com	128
bekkijune.com	42
bethesdafgc.com	27
bigslimblues.com	26
bijoubi.net	80
blackbodycontinuum.com	42
bloodwashed.com	31
bluelineenterprises.com	37
bluesattack.com	208
bluesoftheworld.com	44
bombaziandisis.com	129
bradpittfans.com	63

britannca.com	52
broken-fairytale.com	191
broodat.com	64
bruininsider.com	39
bsdpromotions.com	54
bulawayoonline.com	93
burningshithead.com	36
c0nflict.net	99
calhaze.com	26
canningarts.com	106
carolinastaffing.com	43
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