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10 Super Easy Ways To Monetize and Make Money With Domains...

10 Simple Ways To Profit From Domains & Turn www. into \$\$\$



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10 Ways To Make Money With Domains

**“There is a land-rush on domains.
Actually... it has been on for a while now.
It has been largely *underground*.
With some power players ‘Staking out’
their patch.
But there are still ‘gold patches’....
You just need to know where to dig.....”**



**And are all the good ones taken?
NO! (more about that later)**

The Art of The Domain.

Domain names, URL's, Web addresses etc.

They all have the same meaning.

A place on the web – with an address, that you can claim as your own (as long as you continue to renew it).

Somewhere you can setup a website, Install a blog, have an email address set up, or just ‘park it’.

Domain names are easy to come by... Anyone can register one, as long as they have about \$10.

But – and here is the key....

**Not All Domains
Are Equal !!**

And that is worth repeating... NOT ALL DOMAINS ARE EQUAL!!!

Domains can be picked up that have MASSIVE advantages over the ones you can go and register...

Advantages like Age, Backlinks, Pagerank Social Signals and more.

We'll look at how you can track down some of these 'hidden' gems in a little while – because they are there.... As we said, it is just a matter of knowing where to dig.



So let's look at domains.

You may already have a few....

After reading this, you may want to race out and grab a few more!

There is significant money to be made with domain names, and not all of it comes from simply buying and selling – there are many other methods for making the cash registers ring, other than selling the asset.

I hope these ten ways will set off some lights for you - and help you to make some money from ways that perhaps you had not thought of before.

Digital Real Estate....

Domains and Web Property.



Domains are often called 'Digital Real Estate' by many – the development of websites, and the trading of domain names, certainly reflects the 'real' side of property, but without the downfalls.

Like Property or 'Real Estate' – there is only ever ONE of any domain

Anybody who knows anything about how fortunes are created knows that real estate has created more millionaires than any other single profession.

Well located real estate is one of the keys to the success of any physical business and fortunes are made every day in the buying and selling of strategically located properties all over the world.

Will Rogers, the famous American humorist is reputed to have once said, ".... put your money in land because they aren't making any more of it."

Actually that's just a paraphrase of what he actually said but he was totally correct on the concept. There's only so much land along any road, in any city or along any lake shore and land can certainly be transformed from pure dirt to pure Gold by virtue of what somebody builds.



How It USED To Be:

Back before the digital age came about, if you told somebody you 'had a business' it was usually assumed that you had a store or an office somewhere that had a name which somebody had registered (for a small fee) and that the business sat on a piece of land that somebody had bought and paid for (sometimes at great expense) or was located in a building which sat on a piece of land that somebody owned .

Once somebody had registered that name, presumably nobody else could get it.... for example, "Sears and Roebuck". And once somebody built a building on that corner, e.g. the New York Stock Exchange, nobody else could build anything on that corner.

It was off the market – the same is the case with domain names.

Once the domain abc.com is gone – it is gone for good – as long as the owner decides to continue to renew.

Now, it is true... that a LOT of additional extensions of domains are out there. .com, .org, .net are just some!! And many many more are coming.



Ok – So back to our property lines.

To make money in 'real estate' today takes many thousands of dollars and many months (if not years) of time before you see a profit.

But of course, the digital form of real estate is 'Domain names'. But before we go into how the domain name industry works let's be more specific on exactly what we mean by the term "profit".

The key term in running any type of profitable business is "ROI", or Return on Investment. Property developers in the traditional real estate business invest thousands or even millions of dollars in buying and developing 'real' property. And that's not even taking into consideration the amount of time involved to clear the land, build the structures, etc.

(...now, before I get a million emails from people saying you can turn a profit on the same day with real estate. Yes. I know. But in the mainstream way of thinking...)

But with the domain industry it's an entirely different matter...especially in two key aspects:

- (1) The amount of money required to get into the business and
- (2) The length of time necessary to not only recoup your initial investment but also to make a profit.



These two facts, i.e. that anyone can afford a domain and it takes very little time (if you know what you're doing) to make a profit is what makes the domain industry (AKA: "Domaining") such an exciting and potentially lucrative business.

There are several different business models which one can use in order to profit from domains. Here are just a few.

(Remember though.... Before you rush out and register 100 domains... You can get SIGNIFICANT advantages by grabbing domains with existing pagerank, Backlinks, age etc.

See <http://prrage.com> for the best tool on the market to do that.

So let's break this down for you.

Here's 10 different ways to make money from domains:

Strategy No. 1

Buying and Selling Domains

This is the most basic method of making money with domains and it applies equally to totally new domain names or old, "used" domains. Imagine how much money you could make if you owned the domain name, "GoldCoins.com"!! Here's a list of what some well known domains have sold for in recent years:

Sex.com	\$13,000,000
Hotels.com	\$11,000,000
Toys.com	\$ 5,100,000
Shop.com	\$ 3,500.000
Investing.com	\$ 2,450,000

Believe it or not, every single one of those domains sold originally for approximately \$10. In many cases, for example with Diamonds.com, these domains have been sold and resold several times and each time the domain name got a higher price than the previous sale.

There are two things that are especially interesting about buying and reselling domains:

1. New domains are being created every day.

2. Old, used, unwanted domains (AKA: "expired domains") go on the market every day. Sometimes it's because the previous owners simply forgot to renew them and sometimes it's because they actually don't want them anymore or just don't know what they're really worth. In either case, they actually have great value and can be bought for very little money.... \$30 on the average.

(**This** is one of the GOLD strategies... Again – I recommend the tool <http://prrage.com> for the best way to find these aged domains)



But...what about this self-renewing aspect of the domain name market? What is it about the domain market that continually creates new opportunity? How are valuable domains being created?

New domain opportunities occur every time something becomes newly popular. It might be a new type of science, a new manufacturing process, a newly popular area of a town or state, a new movie star, a newly significant world event.... you get the picture, right?

There are several factors that often make a particular domain a good investment. Probably one of the easiest ways to make money in the domain industry is to find new geographical areas that are growing. If you'll look for geo-specific domains for certain common trades and professions in that area you'll be amazed at what you can find.

For example:

www.newcityautorepair.com

www.newcitytires.com

www.newcitycosmeticdentistry.com

www.newcitydivorceattorney.com

And, just like land, these domains become more valuable as time goes by and your potential ROI goes up, up, and up.

Next, what are some of the other factors that make a domain valuable?

The age of a domain has a lot to do with it too. In fact, even though that's always been the case, it's even more so now in light of Google's recent changes in the way it ranks websites.

A website with an older domain is almost always going to outrank a website with a younger domain. This assumes, of course, that all relevant factors are similar.

Why is this?

Older domains rank higher because Google considers them to have greater authority and (presumably) better content by virtue of their greater age. They have a TRUST factor about them that can't be faked. This is the reason why 'aged domains' are the domains of choice of really savvy webmasters. These webmasters know that having an aged domain will give them an immediate head-start in the Google search rankings.

(Whatever tool you use to analyse domains before you buy them... make sure it has AGE built in as a factor)

There's another factor of aged domains that works to your advantage too.

What kind of social reputation does that domain have? In other words, how many other people know about that domain? What kind of reputation did it have when it was being used before? Was it popular in its former life?

Google now has the technology to detect how often that domain name has been mentioned on sites such as Facebook, LinkedIn, Twitter, and all those other social sites that are so popular today. They consider every mention of that domain name as a 'vote' of popularity and that prompts them to rank the domain higher than it would rank without those mentions.

Social factors are INCREASING in significance in the algorithms that are in play when ranking sites.

BACKLINKS

Another characteristic that helps a domain rank on Google is the number and type of backlinks that point to it. In other words, how many other websites have that domain name in the copy of the page or a keyword with anchor text that points back to that domain name?

Google considers this to be a vote of confidence and (assuming the links are "good quality") rewards that site with a higher ranking.

Up until the Google Panda and Penguin updates, it was possible to fool Google into ranking a site higher by buying what amounted to 'fake' backlinks. This was a decidedly 'grey hat' practice and, depending on how it was done, some would say even 'black hat'.

At best, it was always a 'risky' technique and the recent Google updates severely penalized, and in many cases totally 'wiped out', sites of this type.

Backlinks are still valuable current Google parameters for rewarding 'good' backlinks now are based more on the quality of the backlinks rather than the quantity of the backlinks. If you know what to look for, you can check

the number and quality of backlinks manually but there are a few tools that can do it automatically for you too.

One of the traps of buying aged and page ranked domains is to maintain the integrity of the backlinks.

A personal strategy that has worked well for us with over 300 domains in our 'stable' has been to install Wordpress (free) on the domain as soon as it becomes ours – and then to install a 'Link Doctor' that preserves the integrity of any backlinks that were out there.

Without this, the backlinks turn into 404 errors – that google quickly wipes out, and so to goes your Pagerank.

We use a professional level link doctor – Which is here:

<http://prrage.com/protect>

So, where do you go to buy and/or sell domain names?

Web sites which sell totally new, fresh, domain names are called 'registrars'. GoDaddy.com, the largest domain seller on the internet, is one example.

Other sites, like Flippa.com, specialize in selling domain names and/or websites but all the domain names they sell are sold 'used' in the sense that somebody else owns them and is simply offering them for resale on Flippa.com similarly to a car owner parking his/her car on somebody else's lot with a 'for sale' sign on it.



Selling.

Flippa.com is actually a good place to sell or buy a domain name or website although you need to know the rules and there are some fees involved. Just like selling your car, you need to know how to set up your offer, you need to know how to list your domain name/site so that it gets attention, and you need to be familiar with the transfer process if/when the domain/site sells.

The only trap with Flippa.com is that it costs money just to LIST your domain for sale – No guarantee of selling... so you are out of pocket for the fees.

Selling DIRECT is one of the easiest ways to sell your domains. Contacting an interested person, setting a price and exchanging details means, no commissions – and it's a simple process to transfer.

One of the biggest wins we've seen in direct sales is being able to search for 'verticals' in a location.

Example – you buy a domain about real estate

And specifically in Houston

We can search for all real estate agents in Houston, and contact them directly using tools like [ColdReach](#)

(we've made significant sales using this approach. Rentals too.)

Strategy 2.

Buying and Developing.

Developing a site is where you, as a business person can begin to get real leverage in your dominion business. Again, it's very similar to traditional real estate. Just as a piece of land with a business built on it will usually sell for more than the land by itself, likewise putting some kind of website on a domain also increases its value.

The key in developing, or 'building out', a domain name (assuming you chose the domain name wisely) is knowing what you want to put on there as you purchase.

Quick website development can be done easily with some 'plug 'n' play' tools.

One of the key factors of making money in this 'development' model is valuing your time properly. Don't spend \$1,000 worth of time buying a domain name and building a site that, at best, will only bring \$999 on the open market. On the contrary, you should make at least 3x, 4x your money on flipping any site or domain. Of course – it is hard to know. But, looking at recent sales history on Flippa.com will give you some idea.

By buying aged and ranked domains, picking the right niche of site to build, and building the right kind of site in a timely and expeditious manner, you can create a very high ROI for your invested resources of time and capital. That's the essence of 'site flipping'.

In making money with this model and using the right tools – you can build sites in an EXPRESS way (as easy as copy and paste) and have a ready made 'Developed' site that you can sell for a profit.

Of course, if you can find specific domains that fit a pattern – you can put ready made systems to them as well. Like for example... you can set forums, auction sites, amazon stores etc – as easy as installing a script. <http://hotscripts.com> or <http://goldscripts.com> are great sites for inspiration on what you can do quickly.

Following the example given earlier about geo-targeting domains within certain professions, you could probably easily 'turn over' a pre-built website for Dentistry or Accounting or Auto Sales (or any other common type of business) in almost any city in any developed country in the world.



STRATEGY 3

Affiliate sales

Another alternative means of profiting from domains is to use the power of a domain name to attract buyers for related goods or services. This is known as affiliate sales and is one of the biggest sources of income on the internet.

For the vast majority of goods and services sold on the internet, the majority of their sales come not from the efforts of the original source but from affiliates...i.e. other individuals or companies who market that product or service and receive a commission for all sales made from their site.

Amazon is probably one of the biggest such affiliate sales opportunities. For example, if you had a domain name such as www.blenderalchemy.com you could possibly do very well by becoming an Amazon affiliate and selling various models of blenders on your site.

Another example of a large source of affiliate income for you might be (again...assuming you know what you're doing!) is Google AdSense. Again using the above mentioned domain name about blenders, you could build that site, fill it with blender related articles that get indexed by Google and

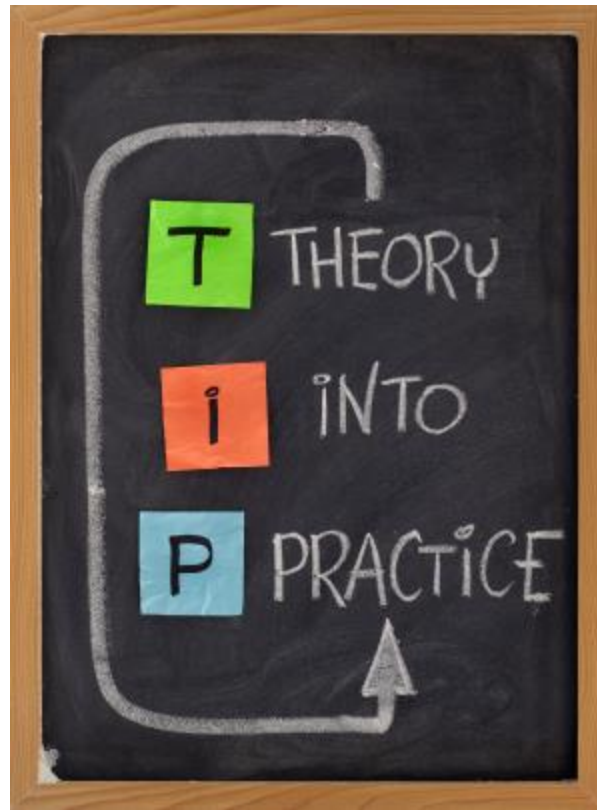
let Google populate it with AdSense ads pertaining to blenders, smoothie recipes, juicing for health, etc.



Every time somebody clicks on one of those ads on your site you make a few cents. It might not sound like much money but there are people who build and maintain multiple sites like this and make very good, full-time incomes.

Other well-known affiliate sales sites where you can become an affiliate member of are www.clickbank.com , the world's largest seller of digital products and www.commissionjunction.com .

Many well-known clothing retailers (www.lids.com for hats), sporting goods (www.warehouseskateboards.com), software companies (www.techsmith.com), and even multilevel marketing companies have strong affiliate programs that will give you all the material and support you need, except a domain name of course, to sell their products.



HERE IS A TIP.....

There's nothing to prevent you from assisting a local merchant to set up their own affiliate sales program. The software is readily available to do it. (even on Wordpress, search for affiliate plugins)

How many locally made products are there in your area that could easily be shipped anywhere in the world? Don't you think they might like to have several hundred additional sales outlets? It only takes somebody with the appropriate vision to do it.

Strategy No. 4

Link systems (A bit underground)

Another option, although a little bit 'grey hat', is to set up a high PR blog system of several blogs along the same subject.

(Be sure to set each blog up on a different C Class IP address)



Once you get your blogs set up you can

- (1) Use links from those blogs to boost the PR of other sites that you own, or
- (2) Sell others the privilege of publishing on those sites and thus getting high PR links back to their main-money sites.

The key here is to set your blog network sites up correctly. Make sure to set each one (or TWO maximum on separate C Class IP Addresses)

One such SEO hosting site which offers this kind of service is

<http://CCLassIPHosting.com>

Strategy No. 5

Domain parking - the lowest level of revenue....



Another type of revenue from your own domains that's not widely known is 'domain parking'. Many people have unused domains that just sit on a server somewhere and earn absolutely no money at all. If you've got 10 such sites, it can amount to some good money when renewal time rolls around (i.e. $10 \times \$15 = \$150!!$).

Domain parking allows you to reside (i.e. 'Park') your domain with a company which will put a landing page and some content on it, they'll put some ads on it and share whatever revenue is earned by you. It might not be much but if you've chosen the domain wisely you should be getting

some traffic coming to it just naturally and you're likely to at least earn enough to cover your hosting costs and then perhaps some small profit.

This is very passive and the least profitable way to monetize your domain. Setting up a landing page is EASY – and you don't need to pay a company a percentage (of the small) earnings. But – if you haven't got time to do it – Then they are a good option. Even if this is all you did over a period of years, it could add up. Plus you've got the extra advantage that if you can show at least 3 successive months of income, you could certainly sell it for an appreciable ROI.

So, better than just letting the domains sit there with nothing on them... if this is ALL you do – it is something 😊
Have a look through any domains you currently have, and if they have nothing on them, Either use some of the fast building tools I mentioned earlier or get a parking page on them asap.



Strategy No. 6 (my personal favourite!)

Rank it and rent it

"Rank and Rent" is an excellent way to make money with domains especially when directed toward the 'local' market. If you have any experience at all with SEO or even just awesome domain names you probably know much more about ranking a site than most business owners.

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If you can rank a term like "Best Coffee Shop in X City", lots of business owners would be only too happy to lease that website and its incoming traffic flow from you for a set amount per month. What you could get would only depend on the market that you're keyword relates to.

You would, of course, be obligated to keep them near the top of Google for that term but most local geo-oriented search terms are not very competitive and you could probably do that very easily.

A new technique which is somewhat similar to 'rank and rent' is to buy a domain name and then rent out the name-related **email address**.

For this you would choose geo-specific or product-specific domains. Each domain would have a related email address and that email address could be of value to relevant local businesses. Here's some examples:

For example - if you own the domain 'www.hairdresser.nyc' you could then rent out the email addresses -

1. salon@hairdresser.nyc
2. frank@hairdresser.nyc
3. haircuts@hairdresser.nyc
4. etc.

Strategy No. 7

Natural appreciation

While this is part of the buy and sell method.... it has its own outlook and different rules. If you can buy a domain which you feel is rare and will appreciate, you'll realize that there will only ever be ONE of that particular



domain name...and if you've got it, and others want it... It will go up in value as a result.

This is another technique to use in the direction of expansion of a city or community or perhaps in the direction that a particular industry is trending. This is an area where 'insider information' can work in your favour too.... if you know what to do with it.

Of course, again, there are domains that are worth more than others.

A three letter .com for example... they are all sold.

So are four letter .com's

What do you think will be next?

And – Domains with easily recognized words, backlinks, age etc (all the things we spoke of earlier) will make a domain worth more – to ANYONE.

You might not be able to buy such a domain, using tools like [PR RAGE](#) for \$10 or \$11 dollars, but you can pick them up for \$40 or \$60 or even a few hundred and they will be worth more for sure.



If you hold that domain, even for a few years, and eventually sell it for thousands, hundreds of thousands, or even more..... you wouldn't regret that original investment, would you?

Strategy No. 8

Paid To Blog

Here's a fairly easy variation on the 'selling links' idea. What about buying an aged domain that still gets lots of traffic and then enhancing and increasing that traffic by adding new content (e.g. articles)?

Then you contact other websites in the same niche and offer to put articles relating to them and their business on that blog. Show them your traffic stats, Alexa ranking, etc. and many of them will be happy to pay you to write articles which point to their business.

Keep in mind that this **ONLY** works if the website you set up is getting traffic or you can make it get traffic.



Traffic is and always will be the key

Strategy No.9

Selling Leads (CPA)

CPA (i.e. Cost Per Action) is a very specialized but huge industry and one in which lots of people silently but very happily make lots of money. The premise is very simple:

Companies will pay you for all sorts of actions of potential consumers, up to and including the making of an actual sale. Companies need email addresses and/or many other forms of demographic data and CPA offers is how they typically get that information.

They offer something of a high perceived value, i.e. a tangible item, piece of software, special information, etc., in return for getting some type of information or action from the respondent, i.e. name, email address, physical address, age, educational level, job plans, ZIP code, phone number...it could be almost anything.

An Email address is typically the easiest data item to get but some companies, for example in the "Pay Day Loan" niche for example, pay \$50 or even more if you can get somebody to fill out a simple online, non-committal application.



Getting someone to call a phone number is something else that pays very well.

The key here is having a domain name that attracts traffic relevant to whatever CPA offer you want to use.... e. g.

www.smokelessinTopeka.com (for a smokeless cigarette CPA offer, or www.freeskateboardvideos.com for a company which has an online catalogue of skateboards and want to build an email list.

There are numerous CPA offer network companies which offer every type of CPA offer you could think of. All you need to do is get a domain that gets traffic, the CPA network will give you lots of good content to put on

your site, you drive your traffic to their offer and then you get paid when somebody does what you want them to do.

CPA takes a while to learn but the basic idea is very simple and it starts with a strong domain name that's getting traffic. Logically this would be an aged domain name.

Strategy No. 10

Redirect Traffic. (another AWESOME rental idea)

This method is another fairly easy money maker and it's fairly easy to do when you have a domain that's already getting some traffic (sometimes also known as 'type-in traffic'). Again, this is probably NOT going to be a brand new domain because that domain won't be getting any traffic. But an aged domain, if you buy the right one, will be getting traffic.



What you want to do is re-direct, channel, funnel that traffic to a destination that earns you money. This is called a 'redirect' as a modification or extension of the domain name itself. This is done in the cPanel of the domain control panel and there are plenty of tutorials on YouTube and elsewhere that show you how to do it.

You can do anything you want with this traffic... i.e.CPA offers, rent it to another business (i.e. a related business), use it for a product of your own, harvest the email addresses and sell them, etc.) The point is the source of the traffic is the residual traffic from the aged domain itself.

So...while it's obvious that there's a lot of opportunity in this domain 'gold-rush', there are also some risks. Here's what they are:

1. You cannot infringe upon a trademarked product or service name. If the product is already famous, you surely cannot use it. These companies are very protective of their 'brand' so it's better to steer well clear of any potential battle with their lawyers.
2. There are often significant, very subjective factors involved in determining the value of a domain name. Sometimes it's obvious, sometimes it's not and sometimes it's just not certain. While there are professionals who appraise domains, you're probably better just avoiding the expense and time in situations like this. There's plenty of less risky domaining opportunities out there.
3. Sometimes a domain name can be very valuable but only to a very specific, and not too common, buyer. Be sure you've got time to find your prospective buyer. For example, it probably wouldn't be too hard to find a buyer for a bakery in a growing metropolitan area but it might not be too easy to find a buyer for an international tax attorney firm or a language school for a certain foreign language.



Conclusion

So there you have it.... 10 ways to make money with domains. What you should take away from this is that aged domains have the natural advantage greater authority in the eyes of Google. If you've been around the internet for any time at all you know that if you're not on Page 1 of Google, it's extremely unlikely you're going to get any organic traffic. Aged domains are the quickest and easiest head start you can get in being "seen" on the internet. Coupled with Pagerank, social signals and backlinks – you can set yourself up to have a HUGE advantage in the online game by finding the right domains first – and then taking massive action on them to make it a reality.

I hope that helps!
Yours in Success

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PR RAGE



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Or Visit <http://prrage.com>