



Checklist 2: Evaluating Your Domain Name

Project Name: _____

Date: _____

Yes No

When getting in the domain flipping business, one of the best skills to acquire is the ability to spot an undervalued or overvalued domain. The ability to spot an undervalued domain name determines your ability to make profit when selling a domain. There are several key factors to consider when valuating your domain name such as the amount of traffic associated with the domain and the relevance of keyword(s) used in the domain. When valuating a domain name, leverage platforms that filter the domains based on price range, date sold, and the amount of traffic generated to a domain in a given niche. This allows you to determine the most viable niche for a domain based on the price tags on previously sold domain names in a similar niche. This checklist analyzes the most salient factors to consider in the valuation of your domain name.

Part 1 – Calculating Domain Name Value

Filter domain names in a given niche based on price range

Evaluate the price tags on domain names based on the keywords used

Analyze the amount of traffic directed to keywords in a given niche

Consider using crowdsourcing filtering to determine the value of a domain name

Notes



Checklist 2: Evaluating Your Domain Name

Determine the domain name's ranking on search engines

Part 2 – Applying Valuable Filters to Domain Names

Check that the selected domain name is shorter

Ensure the domain name has a .com extension

Check that the domain name has good page authority and domain authority (PA and DA) SEO metrics

Consider using historical names for your domain

Use popular dictionary names for your domain

Part 3 – Maximizing Value for your Domain

Maximize the memorability of the domain name

Notes



Checklist 2: Evaluating Your Domain Name

Optimize on the domain name's ease in spelling

Consider word combinations that blend

Optimize on the pronunciation of the domain name to increase value

Avoid using words such as 'my' or 'the' in front of the domain name

Consider using viral names

Research names that are potentially more valuable in future

Notes:

- *Sites such as NameBio, Sedo and Flippas are instrumental in terms of analyzing keywords and traffic for domain names.*
- *The shorter the domain name, the higher the price tag*
- *Also, popular dictionary names and historical/older names fetch higher prices*

Notes