



Checklist 5: Flipping Expired Versus Deleted Domains

Project Name: _____

Date: _____

Yes No

Failure to renew an existing domain name leads to an expiration and subsequent insertion into a 30-day grace period and failure to renew leads to the release of the domain for re-registration. Expired domains (some) are sold at a relatively lower price compared to other domains and they are characterized by less competition. Essentially, unlike newer domain names, expired domains are not characterized by higher bids for purchases since they are re-entering the market and this means that you can buy a potentially valuable domain at a relatively cheaper price. Expired domain names are more valuable in that they have a history attached to them, are potentially optimized for SEO with properties like domain PA and DA, and are likely characterized by higher traffic. As such expired domains allow you to capitalize on the high traffic and thus potentially increase the price tag when flipping. Here is a guide for flipping expired domains.

Part 1 – Finding/Buying Quality Expired Domains

- 1 Search for websites and platforms that sell expired domains

- 2 Select a website or platform with refined filters for searches

Notes



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3 Ensure the website filters the expired domain based on language history, anchors, age, and ranking keywords

4 Best website/platforms include GoDaddy, Spamzilla, DropCatch, Moonsy, Domcop

Part 2 – Analyzing the Domain

5 Check the zone availability of the expired domain (preferably the .com extension)

6 Evaluate the domain's previous traffic

7 Check for the domain's age; the older the domain, the higher the value

8 Check that the domain's history is clean

9 Ensure the domain's backlinks have a natural appearance to boost SEO

10 Analyze the contents of the domain to determine relevance and viability

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- 11 Evaluate the PA and DA scores of the expired domain before purchasing

Part 3 – Ascertaining Viability of Expired Domains

- 12 Use a Google ban checker to ensure the domain is not blocked or banned from Google

- 13 Check spam blacklist databases to ascertain the viability of the domain

- 14 Analyze the archived version of the domain's website

- 15 Use Google index to evaluate the domain's index status

- 16 Leverage Google AdSense ban to analyze the domain

- 17 Check the domain for spammed Chinese backlinks

Notes:

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- *Use tools such as Ahrefs to validate the domain's backlinks*
- *Consider using either paid or free websites that offer expired domains based on your budget*
- *It is important to do due diligence before purchasing expired domains to evaluate their legitimacy and avoid buying domains that have been previously used for criminal activities*

Notes