



## Checklist 7: Leveraging Domain Search Tools

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Domain search tools are websites, platforms and software that make it easy for you to select ideal and potentially valuable domain names. The market is abreast with myriad new and innovative tools that are provided either freely or at a fee that help analyze crucial domain stats such as domain name availability, domain authority, cost, traffic volumes, as well as age and history among others. Domain tools are essential additions in domain flipping in that they help minimize the process of searching and selecting an ideal domain name, as well as analyzing the viability and potential of a selected domain name in a given niche. Further, depending on the tool, some of the domain search tools in the market help secure and maintain the privacy of your domain against hacking and theft. This checklist analyzes the vast domain search tools in the market and their applicability.*

- 1 Use tools that help with keyword selection for your domain name
- 2 Use tools to search for name combinations and unique modifications to your selected domain name
- 3 Check out sites that help filter your name search based on the niche, volume and traffic (options include GoDaddy, Sedo)

Notes

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- 4 Consider tools such as (Domainr)that offer real-time availability of domain name options
- 5 Leverage the power of AI in your name selection through tools such as Looka
- 6 Check out for typos, synonyms and prefixes to your selected name through the Domainling tool
- 7 Consider using domain name search engines such as Domain bots
- 8 Leverage tools that use multiple languages to come up with brandable domain names
- 9 For domain names with business names, use tools such as NameBounce
- 10 Leverage Google analytics to identify trends in a given niche
- 11 Tools such as ExpiredDomains.net and JustDropped.com to identify expired domains and domains that are near expiration
- 12 Use tools such as Panabee to conduct social media analysis for potential names

*Notes*



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- 13 Sort out domain names using GoDaddy
  
- 14 Access auctions through sites such as Sedo
  
- 15 Optimize tools such as Scrabblefinder.com to search for TLD based domain names
  
- 16 Leverage Twitter and YouTube to identify trending and viral topics for domain name opportunities
  
- 17 Use Drop Catching services from tools such as NameJet
  
- 18 Consider aftermarket services such as Afternic to list your domain name for sale

*Notes*