



## **Estibot.com Guide to Domain Development**

How to Transform Domain Names into  
Revenue Generating Websites



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## Preface

Do your domain names work for you, or is it the other way around? For me, it was definitely the other way around until I came to my senses and took some **simple but effective steps to start making money with domain names.**

In this report I am going to completely reveal my own domain development and monetization strategy. I'm going to tell you every detail, show my AdSense stats, and tell you every single thing I did to make this work for me. I'm hoping the same can work for you, too.

Domain development is a multi-stage process. We will examine each stage in great detail, starting from domain name selection and keyword research and moving on to minisite development and finally to full-blown development. A wide variety of monetization options is presented.

While the strategies outlined here will work for those with fantastic portfolios of generic high-value domain names, my intention is specifically to help the regular domainer with a limited budget to start generating revenue with domain names. **To put these strategies to work, you don't need a thick wallet.**

I hope you enjoy reading this report, and would love get your feedback. You can contact me directly through my website [estibot.com](http://estibot.com)

Good luck!

Esa

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## **1. Recommended 3rd party resources**

Here is a list of some of the resources I've used with success.

### **Domain Registration:**

[GoDaddy](#) (very popular platform, competitive pricing)

[Moniker](#) (popular among domain name professionals, high security)

### **Web Hosting:**

[Hostgator](#) (*Excellent* customer service. I highly recommend them)

[Bluehost](#) (Cheap shared hosting)

### **Affiliate Marketing, SEO and Arbitrage guide:**

[ShoeMoney](#)

### **Affiliate Store Plugin:**

[Datafeedr](#)

### **Automated Website Content**

[RSS Content Builder](#)

### **SEO Software:**

[SEO Elite](#)

[SEO PowerSuite](#)

### **Development platforms:**

[XSitePro 2](#)

[Minisites.com](#)

[Wordpress](#)

## 2. No More Mr. Nice Guy: Trim Your Portfolio

The name of this chapter means this: It's time to stop being nice to your portfolio. Emotional attachment to one's own domains is a surefire way to fail in the domain name game. In the following, I'll outline the first steps you need to take to start turning your portfolio from a liability into an asset.

First, evaluate critically the current status of your portfolio. Start with your parked names. While it's a good idea to initially park all your domains to get a feel for the traffic and possible revenue they create, for most sub-premium domains, **parking just doesn't work**, because the type-in traffic is very low to non-existent, and the pay-per-click revenue share from parking companies is mostly very low for the domain owner. In my own research, I've found that, in the vast majority of cases, the AdSense **earnings per click increase 5-20 fold** after moving from parking to a developed site. This can mean a world of difference at portfolio level.

Parking still has its uses. When you first buy or register domain name, it is advisable to park it immediately with one of the reputable parking providers. This way you'll maximize your revenue from the start, and start gathering important statistics about your domain name's performance. Here is the list of domain parking services that I have successfully used:

- [SEDO](#)
- [Parked.com](#)
- [NameDrive](#)

If you're at all like me, your portfolio will have a lot of domain names that you registered when you were still new to this game. Most of those are junk and should be dropped.

Now, let me disclose some numbers. I used to own about 1,500 domain names. The total monthly revenue from parking was around \$200. The math is simple - with about \$12,000 in yearly renewal fees to account for, obviously, this portfolio was making a **serious loss**. I was funding my renewals with revenue from other sources. In other words, **throwing good money after bad**. I decided it was time to change things.

**I found that about 90% of my domain parking revenue came from less than 10% of my names.** So I only left that 10% parked, and my parking revenue stayed the same. It's still around \$200 per month, with just 10% of my names parked. Why park the rest of them?

I made a promise to myself: Within a year, **every single one of my domain names will either make a profit, or be dropped**. I decided to develop the names that seemed to have potential but were not making any money parked.

First, I disabled auto-renew for all my domain names. The smartest thing I ever did, this move has saved me a ton of money by making me think twice before renewing subpar domain names. **The only parties that benefit from auto-renewal are the registrars.** If you own a true premium name, just renew it for 10 years immediately. If you're not 100% sure whether your name is a premium, if the domain

is not earning its own keep either parked or developed and if you haven't had any luck selling it, just disable the auto-renewal, and decide in one year's time. Auto-renew is not needed. Do yourself a favor, **disable auto-renew on your domains**. Do it now.

I organized my whole portfolio and went through it, name by name. I picked out the names that I was likely to develop, and checked all names against their parking revenue, and if I didn't plan to develop it, or if didn't make over \$8 per year (equal to the renewal cost) parked, I just put them on my drop list.

Today, I own about 500 names, so I've dropped about 1,000 already. There are more to be dropped. I feel liberated. **A common domainer mistake is to grow attached to one's own domain names and entertain unrealistic expectations of a big sale in the future.** Detach yourself emotionally from your domain names. Either a domain name makes a profit or it doesn't. Don't count on that future sale. Pursue sales actively, email end users, submit the domains for auction, for instance at [Moniker](#), [Afternic](#), or [GoDaddy](#).

One great way to clear out the portfolio is to pick soon-to-expire names and start an aggressive end user sales campaign to maximize the revenue from the dropping names. There are various way to go about this.

First, have [Estibot.com](#) appraise your domain name and see if any of our in-network buyers are in the market for your domain name. Submit your domain name to sell at the Estibot appraisal. This is a good way to make a quick sale at reseller prices.

If you think you can fetch a higher price from end users, use the [Estibot.com](http://Estibot.com) End User Lead Generator to create contact lists for potential end users for your domain name and have Estibot send out the emails.

Another option, which I've used successfully, is the system outlined in Mickie Kennedy's [Domain Sales Machine](#) - it costs only \$39 and I personally guarantee it's worth every penny. I bought it for myself back when it was still \$299 and closed my first \$399 sale within 24h of starting to use it. While the system is not magic, it makes a lot of sense - it's a businesslike, logical and effective system of making money by buying/registering and selling domain names. Check it out, you also get a free report on how to maximize your sales on SEDO and Afternic.

### **3. Minisite development**

**Minisite development is only one step in domain name development.** I've found it's a good way to start earning some revenue from my domain names, also to start gathering serious statistics and drafting a plan for full-blown development.

Once you get it down to an art, you can use [Wordpress](#) or [XSitePro](#) to develop a minisite in a few hours. The most laborious bit of minisite development is creative writing. You could outsource that (hit me up if you want us to provide original content for you) - and of course, you can outsource the whole minisite process. This is by far the most

efficient method, but you have to have the right domain names (and by now you should know how to select them) to ensure a good Return On Investment. If you want to have your sites developed in bulk, check out [Minisites.com](http://Minisites.com).

We also offer to developed carefully selected names using our own development system. If you're interested, please contact me at [info@estibot.com](mailto:info@estibot.com).

By now I've developed about 200 of my names, and the advertising revenue from those 200 names is around \$2,000 per month. That's well over 20k per year. Here's a fresh AdSense report to drive the point home. (Some data is greyed out due to AdSense TOS, and since I get my reports in Euros, I've added a currency conversion of the month's total in purple)

**January 1, 2010 - January 31, 2010** Save as Report Template:   [CSV](#)

Totals						€1,425.71
Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings	
Friday, January 1, 2010					€36.25	
Saturday, January 2, 2010					€31.99	
Sunday, January 3, 2010					€47.54	
Monday, January 4, 2010					€53.31	
Tuesday, January 5, 2010					€32.02	
Wednesday, January 6, 2010					€44.65	
Thursday, January 7, 2010					€49.92	
Friday, January 8, 2010					€57.62	
Saturday, January 9, 2010					€46.99	
Sunday, January 10, 2010					€41.67	
Monday, January 11, 2010					€46.46	
Tuesday, January 12, 2010					€46.86	
Wednesday, January 13, 2010					€45.37	
Thursday, January 14, 2010					€33.20	
Friday, January 15, 2010					€51.39	
Saturday, January 16, 2010					€37.46	
Sunday, January 17, 2010					€47.02	
Monday, January 18, 2010					€54.44	

=\$1964.50

How did I accomplish this? In the following chapters, I will explain how to choose and acquire the right domain names, and how to develop them into revenue-generating sites, step by step. I will also present some case studies of individual domain names, and their earnings data.

## 4. Development Strategy for Keyword Domain Names

Thus far, I've presented the initial steps that need to be taken in order to transform a domain portfolio from making a loss to making a profit. I also showed my AdSense stats demonstrating how my portfolio is well on its way to achieving that goal. Here then, is the breakdown of the development strategy. I'll present some case studies in order to make the whole thing more understandable.

The most important thing is this: You cannot turn a bad domain name into a good one by developing it. **You need a great domain name to start with.** This is the most crucial step, and this is where most people go wrong. This is also what the naysayers get wrong. **Domain development works, but it only works if you develop the right names.** You need to understand the ingredients of a winning domain name. When you do - and here's the best part - you don't have to pay top dollar, you can just go ahead and hand register one. But you need to do your homework.

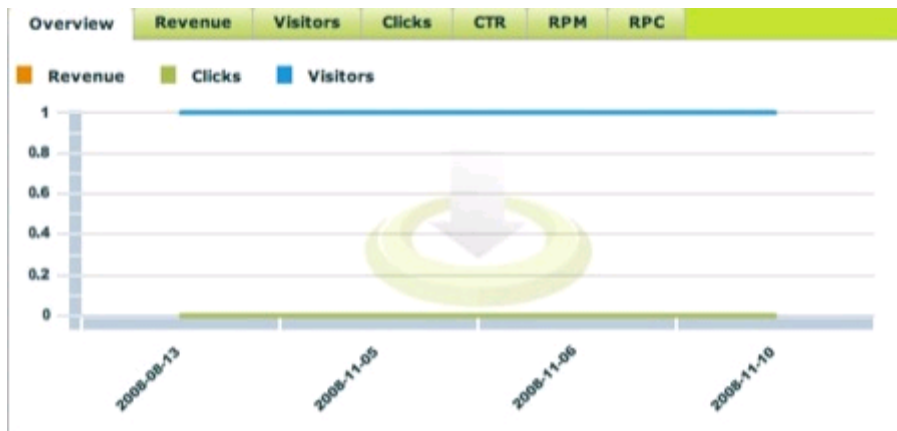
**Rule #1:** Develop only generic dotcom names. **The domain name needs to be exactly descriptive of the product or service that is represented by the keywords for which you want to optimize the minisite.**

Like all rules, this one also comes with exceptions: You may find success in developing .org, .net and even .info names, if you know exactly what you're doing, and have great Search Engine Optimization. However, the advantage of dotcom names is they will almost always have a trickle of type-in traffic, if you choose the names right.

## Case 1: [EntrywayOrganizer.com](http://EntrywayOrganizer.com)



I **hand registered** this domain name in August 2008. The **domain went from making zero in parking to making about \$5 per day developed**. At the time of this writing, the domain is **ranked #1 in Google** for '[entryway organizer](http://entryway organizer)'. I found it using my own domain ideas tools on [Estibot.com](http://Estibot.com). You can use those tools, or some other method for finding good domain names, it's up to you, as long as the principle is sound. Here are the stats from [Parked.com](http://Parked.com), where the domain was parked for 3 months after it was registered.



The stats are sad. As you can see, it received an average of one visitor per pay period (2 weeks), no clicks, and zero revenue from parking. Luckily, this is a perfect domain name for development, because it fills the criteria of **what makes a good domain name for development:**

1. It is a generic domain name
2. It is a dotcom
3. It has 3 words or less
4. It describes a product or service exactly
5. The term has high search popularity
6. The term has low competition

If a domain name does not meet *all* of these criteria, don't develop it, unless you have a true premium name (UsedCars.com, Cleaning.com) or you're willing to invest a significant amount of money in marketing. If it meets all of these criteria, there is a high probability of success with development. In the case of EntrywayOrganizer.com, the numbers are as follows: About 1,000 monthly searches for the exact term [entryway organizer]. Only about 2,000 pages on the Web where this term appears in the title (see this [example Google search](#)), and total 50,000 pages with this term on the web. Therefore it has a decent keyword effectiveness index (KEI). **Some say KEI doesn't matter, I have proof they're wrong.** Of course it matters. It's one of the most important variables in this equation.

There are many ways to calculate KEI, but a simple and quick way is to just take the number of exact searches per month (use the [Google Adwords keyword tool](#), [Estibot Search data](#), or [Wordtracker](#)) and

divide that by the number of times the term appears on [Google search results](#) - click the link to observe that the search must be done with quotation marks. In this case, the KEI is 0.02. As an absolute number, this means nothing. But when you consistently use the same formula to calculate the KEI whenever you do domain name research, you will start to see a pattern, and will understand what that number means. Also use Google's various search parameters such as AllInTitle to get a feel of their meaning.

With experience, you will compare this number against the number of ads, CPC, and other variables, and soon enough you won't even have to calculate anything; you just look at the data and the meaning of these numbers will be obvious to you. It just takes some time and practice. The KEI of 0.02 is pretty good for this domain name, because it's a two-word dotcom and it has an average CPC (cost per click) for Adwords ads of about \$2.00. You can find this using the Estibot tools. **CPC is an important consideration**, because it will have a direct effect on how much money this domain will make.

Another important consideration is what the Adtest page looks like. [You can view it here](#). It has 3 ads in the high CTR (Click-through rate) section, the yellow section on top, and a lot of additional ads for this keyword combination. **Check the Adtest page for all the domain names you research** and you'll develop an ability to instantly detect the terms that have a great PPC potential. By the way, you can view all of the above data for any of your domain names by just typing your domain name in to the [free domain appraisal](#) box on Estibot.com.

Alright, we've obviously got a decent domain name here. Let's develop

it. First, we need to perform the keyword research for optimal traffic and CPC potential. My strategy is to develop 5 original pages of content. **The only page that matters for search engine rankings is the home page.** The other pages are just there to retain the visitors and give them some options for navigating to high-yield PPC ads. OK, the additional pages do matter for SEO as well, because search engines like a site that has more than just one page of content. But the site either lives or dies by its home page.

First, we need to select the titles for the 5 pages. **The title of the home page must always be exactly the same as the exact search term that the domain name is made of.** I cannot stress that enough. You cannot develop EntrywayOrganizerSpot.com and optimize it for "entryway organizer". You cannot develop "EntrywayOrganizerz.com" successfully. You cannot develop "OrganizerEntryway.com". You must develop for the domain name exactly. This is why you need a perfectly descriptive domain name to start with.

For the remaining 4 pages, you can be more creative. If you can find terms with great KEI, fine, but don't expect them to appear very high on search engine rankings. You'll do better if you find terms that are incredibly **relevant to the main term** (the domain name), and terms that will **attract the visitor**, so that they will navigate deeper into your site. And you'll have the most success if you optimize the inner pages for terms that have the **highest possible CPC** while being very relevant to the main term.

Optimize the inner pages for terms that have the following:

1. High CPC
2. High search popularity

High CPC means that just one click per day will make all this worth your while. **High search popularity** (relevant to the domain name) will increase the probability that a visitor will be interested in the content of one of these pages.

In the case of EntrywayOrganizer.com, I created the following pages, with the following titles:

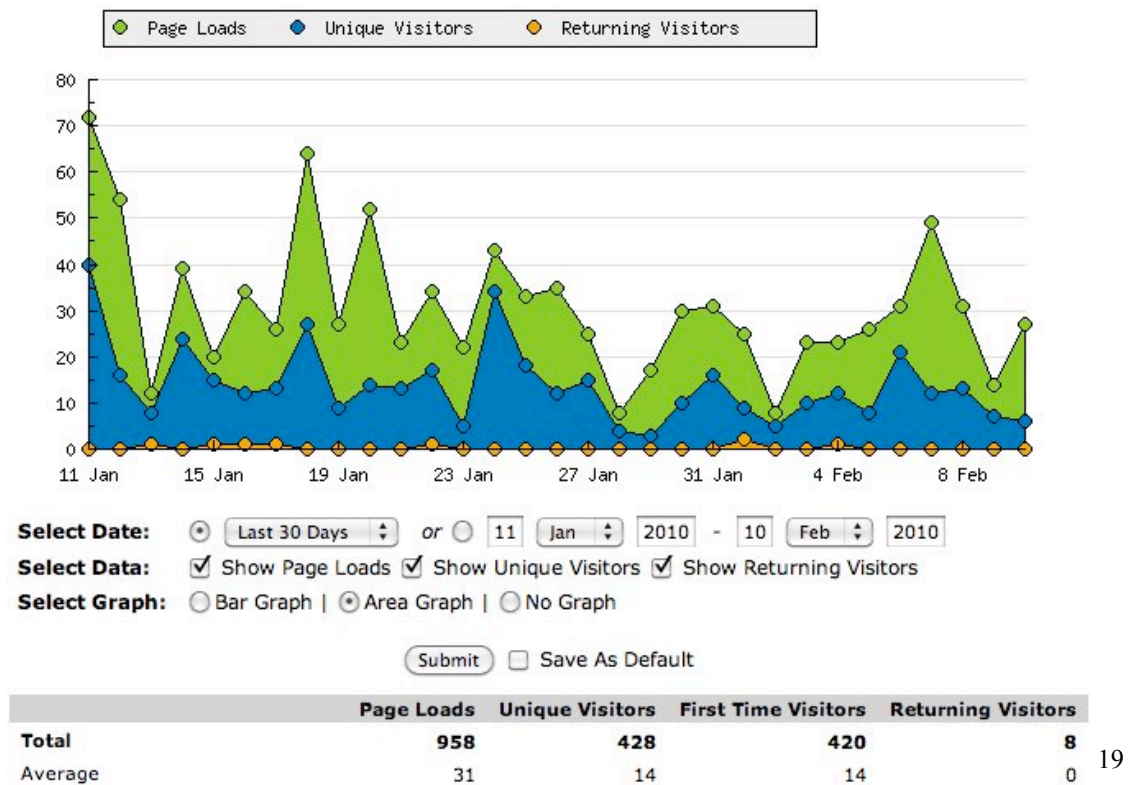
1. Entryway Organizer (home page, high KEI, the exact domain name)
2. Closet Organizers (40,000 searches per month, \$5 CPC)
3. Custom Closets (6,000 searches, \$5 CPC)
4. Closet Design (10,000 searches, \$4 CPC)
5. Bedroom Organizer (260 searches, \$4 CPC)

For maximum click-through rate, the layout of the resulting pages must be such that **the only way for the visitor to navigate away from the pages (aside from hitting the 'back' button) is to either click on an ad, or click on a link to another page within the site.** I call this the Hook, Line and Sinker strategy.

- Hook: The domain and home page, ready for high search engine rankings
- Line: the inner pages with attractive titles for visitors
- Sinker: High-CPC ads appearing on the inner pages

For maximum search engine friendliness, the **sites must be dynamic**, and display new information from time to time. Search engines don't love sites that are completely static over time. One way to add dynamic content is to include a page with automatically updating topic-relevant news. This is what I do; using a Php based [RSS News Aggregator](#). Just get that software, and you can do it, too.

And last, but by no means least, **include a 'contact us' page on the site**. I prefer it to say 'contact us' as opposed to 'this site is for sale', because the "for sale" notice would increase the bounce rate of your visitors, and make potential end users less likely to contact you. I regret that I don't have the Google AdSense channel data to show for EntrywayOrganizer.com anymore due to a bulk update of my AdSense codes across sites. I've fixed this and I will be updating this data here very soon. However, I do have the Statcounter data for traffic. Here it is:



Parked, this domain name got about 2 visitors per month, and no revenue, and after development, it enjoys 428 unique visitors monthly and makes several dollars per day. That's **almost a 100-fold increase in visitors.**

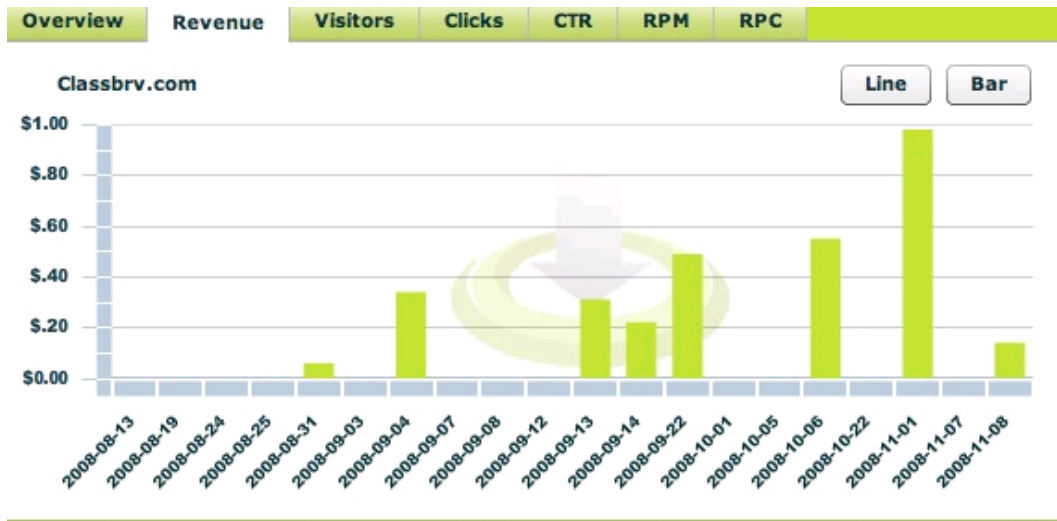
**Case 2 (an exercise in partnership): [ClassBRV.com](http://ClassBRV.com)**



Here are the numbers for this domain name:

- Monthly exact searches: 3,000
- Google results: 36,400
- KEI: 0.08
- Average CPC: \$2

I found this domain using the [Estibot.com Domain Idea tool](http://Estibot.com), and hand registered it in Aug 2008. I originally parked this domain at [Parked.com](http://Parked.com), and here are the stats from the 3 months that it was parked:



The domain received about 10 visitors monthly, representing the natural type-in traffic. The **total revenue from parking was about \$1 per month**. We developed this domain name in late November 2008 - this was before I had created a streamlined system for domain development, so the resulting site looks a bit different, although the principles were the same. I entered a **revenue share partnership** with a domainer friend, who is big on graphics and has a creative mind. I provided the domain name, hosting, article writers, SEO, and he put the whole thing together, managed the project, and designed the website and published it. This website was made using the popular content management software called [XSitePro](#). I must say, the rankings of the sites we've done in XSitePro compete very well with the rankings of the WordPress sites.

ClassBRv.com now [ranks #10](#) in Google for its keywords [Class B RV](#). **It ranks #1 in Bing search. The minisite now creates approximately \$73 per month in revenue**, that's about \$2.45 per day. This is a good result for a fresh hand reg - there was practically zero revenue from parking this name. I wanted to present this case,

because it represents an **alternative model for development - partner up with a developer**. This way you won't need to put so much time and money down. You provide the domain name and your developer will make the minisite. Find an agreement on who does SEO and creates the original content, and settle on a revenue share % that's fair to both of you. **Here is the fresh AdSense data** for for ClassBRV.com as well as for cases 3 (BreakfastIsland.com) and 4 (NeonSunglasses.com). Please note the data is in **EUR** and it is from **1 week**.

**February 27,  
2010 - March 5,  
2010**

Save as Report Template:

[CSV](#)

<a href="#">Channel</a>	<a href="#">Page impressions</a>	<a href="#">Clicks</a>	<a href="#">Page CTR</a>	<a href="#">Page eCPM [?]</a>	<a href="#">Estimated earnings</a>
breakfastisland.com	463	Editor's note: These 3 domains make an average of  <b>USD \$240 PER MONTH</b>  between them			€23.76
classbrv.com	258				€12.60
neonsunglasses.com	313				€8.13
<b>Totals</b>	<b>1,034</b>				<b>€44.49</b>
<b>Averages</b>	<b>344</b>				<b>€14.83</b>

To recap, this domain name went from **25 hits and \$1 per month when parked** to **1,900 hits and \$73 per month when developed**, a **7300% increase in revenue**.

## Case 3: BreakfastIsland.com

Another hand reg - from Aug 2007. Here are the numbers:



- Monthly exact searches: 400
- Google results: 37,900
- KEI: 0.01
- Average CPC: \$1

As you can see, the stats are not stellar. KEI is not impressive, though passable. What this domain name does have going for it is that it's a **two-word generic dotcom**, describes a product exactly, and has several hundred searches per month. That's already worth considering for development. I decided to go for it. Here are the parking stats from October 2008 at [SEDO](http://www.sedo.com).

Historical Stats from: October 2008

Top earners yesterday

Recently added Domains

Today's Statistics

Daily statistics

Monthly statistics

Update View

Export to: Excel CSV

Show Domains: 20

Switch to: Optimizer

Domain	Uniques	Clicks	CTR	EPC	RPM	Earnings +
breakfastisland.com	2	0	0.00%	0.00 €	0.00 €	0.00 €

Two unique visitors per month, and **zero earnings when parked**. The domain was also developed in late November, 2008, and now it [ranks #1 in Google](#) for the search term 'breakfast island'. It **ranks #1 in Yahoo** as well. As you can see in the AdSense report, it enjoys 2,000 hits monthly, with a revenue of over \$4.60 per day, that's \$138 per month. To recap, this domain name went from **zero revenue when parked** to **\$138 per month when developed**.

## Case 4: NeonSunglasses.com



Another hand reg, from Nov 2008; this domain was specifically hand registered for development purposes. The numbers:

- Monthly exact searches: 2,900
- Google results: 12,200
- KEI: 0.24
- Average CPC: \$1.15

Great stats for a **hand registered two-word dotcom**. This domain was never parked, but developed right away, also in late Nov 2008. Now, it [ranks #1 in Google](#) for 'neon sunglasses'.

The minisite enjoys **1,300 hits monthly, and generates \$48 in monthly revenue**. As you can see, the total revenue created by each individual minisite, despite the great success we've had with our SEO model, is modest. It is, however, good enough and justifies repeating this formula and increasing the volume. Plus, **when the economy picks up again, I expect these revenue numbers to go up several hundred percent**. If we can repeat this 300 times, we'll have

a cool \$6k monthly revenue, and a whole bunch of search engine ranked domain names ready for resale to end users, or for further development.

**This is just the first step**, as I will explain in part III of this eBook. You can already get a taste of further development experimentation by visiting [NeonSunglasses.com](http://NeonSunglasses.com). We are experimenting with an [Amazon aStore](#) and already seeing orders being placed through our site. An affiliate e-commerce store is a great way to earn additional revenue and provide your visitors real value by enabling them to immediately buy the products they are searching for. More about e-commerce stores in the next chapter.

A final word of caution: Be careful to observe the Google AdSense Terms of Service. Don't display ads on your RSS newsfeed pages, or your contact page. **Include a privacy policy on your site** to make it fully AdSense compliant.

## **5. Affiliate e-commerce stores**

Google AdSense is only one of the ways you can monetize your minisite. It's a great way to start, but once you get going you will want to experiment with additional revenue models.

A great way to develop affiliate e-commerce sites using Wordpress is [Datafeedr](#) - with a simple plugin, you can automatically display a store with your affiliate ID's stamped on them - and you keep 100% of the profits.

Affiliate stores can be used to offer your visitors an immediate option of ordering products through your website. Set-up is usually a breeze: For instance, you can display an Amazon a-store in a frame and let Amazon handle the output.

The most successful affiliate stores use arbitrage, social networking and other very effective techniques to drive traffic to the affiliate links. This is beyond the scope of this report, but you could check out other guides, e.g. [ShoeMoney](#), if you you're interested in getting serious about affiliate marketing and arbitrage.

In the next chapter, I will explain how to develop sites in bulk, and how these **minisites not only create more revenue, but open up channels to end users, create business opportunities, and increase the value of your domain names.**

## 6. Getting Serious About Development

In this eBook, I've explained the initial steps needed to transform a losing domain portfolio into a profitable one using domain development strategies. I've also explained in detail the importance of choosing the right domain names, and described the actual early development process including keyword research. Moving forward, I will address the following points:

- Benefits of Domain Development
- Revenue Expectation
- Scalability and Bulk Development
- SEO
- Turning your domain name into a business

Before I move forward, I would like to return to the issue of domain name selection briefly. You will remember that I prefer **pure generic dotcoms, with 3 words or less, and perfectly descriptive of a product or a service**. Finding good, *available* domain names that meet these criteria is not exactly easy, but quite possible. It just takes a bit of time, practice and most likely you will need some good tools. I naturally recommend and promote my own tools at Estibot.com - that's what I myself use, and that's what I created them for - but you may prefer some other tools, such as [PremiumDrops.com](https://PremiumDrops.com) or [DomainResearchTool.com](https://DomainResearchTool.com), or subscribing to the excellent lists at [AvailableDomainNames.com](https://AvailableDomainNames.com).

The point is, **there are still a lot of available two-word and especially three-word dotcoms that are suitable for**

**development.** Additionally, you can explore the auctions on [SnapNames](#), NameJet and [GoDaddy](#), and you're sure to find some good names for a very reasonable price. You can find complete daily expiring domains lists and auction lists conveniently pre-appraised for easy sorting at [estibot.com](#). Just don't get dragged into a bidding war - try to **find the names with good stats and no bids, and place your bid literally in the last seconds before the auction closes.** I've scored many a generic gem using this strategy. Keep in mind what I said in part II: **You cannot turn a bad domain name into a good one by developing it.**

## **7. Benefits of Domain Development**

By now you should understand that **only high quality domain names can be developed into successful minisites** with significant potential for further development.

### **Search Engine Rankings**

The most obvious benefit from development is that **by creating a website you will attract the search engines** to index the content, and with a bit of link building you can achieve reasonably good search engine rankings. Parked domains will practically never appear in search engine results, at least not in any significant position. For instance, my case in point, EntrywayOrganizer.com went to the first page of Google results for "entryway organizer" within about two months. Currently it is [ranked #1](#) for its main search term (the ranking may vary according to your personal browsing history and search history).

Also worth remembering that Google is not the only search engine; 40% of people use some other search engine. It's worth getting search engine indexed across the board because traffic does arrive from the other engines as well. Getting ranked increases traffic and revenue, that much is obvious. You will also get a trickle of traffic from long-tail searches thanks to the original content within your pages. There are also other benefits.

### **Increase in Domain Name Awareness and Value**

Having your domain name indexed and ranked in the search engines will bring the domain name to the attention of potential domain buyers, resellers and end users alike. And **the more time passes, the more valuable the developed domain name will be**, because search engines prefer sites that have been around for a while. If a small business owner wants to corner the Entryway Organizer market, say in 2012, they will do much better with a website and generic domain name that's been indexed since 2008, in contrast to creating a fresh site and possibly getting locked in the Google sandbox, and having to do link building and SEO from scratch. With a Google #1 ranking, I have already put a \$5k minimum price tag on that domain, and it was a hand regged domain name.

They will have a great starting platform if they buy this domain name. After a couple of years, provided you've actually created some informative and well-written content, you will likely have built a nice little network of organic backlinks as well. Just **make sure you**

**provide value to your visitors;** automated content and poorly written content, offered so often by domain development services, will do you no good. **You need informative, attractive, original, quality content** - something that will benefit your visitors, you, Google, future domain buyer, improving everyone's life in the true sense of how the free market is supposed to work. This way **you are doing everyone a favor by developing your domain names.**

### **Gauging the market and creating business contacts**

When you park a domain name, the only information you get from your statistics is the type-in traffic and the resulting revenue. When you develop a domain name, you will get so much more. For instance, you can start to analyze the searches that lead visitors to your site, thereby finding more search terms to develop additional pages on. **Best of all, you will actually start to get messages from end users** - businesses and people interested in the products/services that your domain name represents.

You can use these contacts in so many ways - open up communication channels for collaboration, sales leads, sell traffic to businesses, explore further monetization options, make a domain sale, create an ecommerce store based on the interest, and so on. Remember to **install a statistics counter and gather as much data as you can** about your visitors and the website performance. Use AdSense Channels to track PPC performance.

Here are some examples of the minisites I've developed for myself, and also just some of the messages I've recently received through the contact forms. Note: all these domain names have been developed only in recent months. Many of them are hand regs. **This is a testament to the value of a generic dotcom in creating an impression of authority.**

Remember: Have the contact form ready for your visitors!

[WholesaleFlour.com](http://WholesaleFlour.com)

*We are interested to buy 10100 metric tons of wheat flour to xxxxx via xxxxxx port xxxxx order by xxxxx payment will be by L/C from the xxxx Bank xxxxx – xxxxxx kindly send us your prices*

Author's note: That's 10 million kilograms...damn, I wish I had a real flour wholesale business, I'd be just about to retire now :) There is a very, very big international organization behind this enquiry.

[EntrywayOrganizer.com](http://EntrywayOrganizer.com)

*"the organizer that you have in the hallway with 4 cubbies and bench where can I purchase one? it's exactly what I have been looking for."*

*"where can i find the locker style entryway organizer you have shown at the top of the page?"*

*"I am very interested in the dark Entryway Organizer displayed in the top left hand corner of your home page. I am interested to know where this available to purchase, dimensions, prices, colours, etc."*

*however I cannot find any details on your site. Do you sell these products?"*

[ElectronicMarquees.com](http://ElectronicMarquees.com)

*"We are looking for a wireless electronic Marquee for our High School here in xxxxx. Can you show us our options/pricing. Thanks"*

*"Approximately how much does a sign like the Bonneville HS sign cost?"*

*"This is xxxx, Project Manager from xxxxx Ltd. We have over 10 years experience in manufacturing LED Sign/displays/billboards. At present, we have been ranked as No.1 in manufacture capacity in Asia. We are now searching strong partner to cooperate. Do not hesitate to contact me if there is any opportunity to benefit to both of us. We can provide you with OEM service to cut your cost."*

[MedicalPowerSupplies.com](http://MedicalPowerSupplies.com)

*"Please give us a quote including lead time for the following items.  
Qty = 1, 3, 5, 10. 1 ) RESONANT POWER TECHNOLOGY#RPM-300/4-8149, PS SWITCHING 28/5/12/-12V 300W"*

[Professional-SEO.com](http://Professional-SEO.com)

*"what are the charges for your seo packages and what is included?"*

[Rollator.org](http://Rollator.org) (I know, I said dotcoms only, but this is a single-word org so it's one of those exceptions)

*"Please send a PRINTED catalog, so may learn more about the different Rollators. Thank You."*

*"I am interested in getting a Rollator Walker for my cousin and am interested in knowing if it is eligible for Medicare/Medicade reimbursement. "*

*"I am interested in getting a Rollator for a relative.  
Is this a coverable expense by Medicare?  
If so, how do we do it?"*

*"Could you please send me some information on the Deluxe Rollators?"*

*"Did you have any inquiry about rollator walker recently? We are a manufacturer who specialize in this item. By the way, We will attend xxxx Fair from booth No. xxxxx Welcome to visit our booth if time permits."*

[BeeperCollar.com](http://BeeperCollar.com)

*"Need Beeper collar units. Pls communicate : +xxx-xxx-xxxx"*

There are dozens of other, requests varying from personal advice to large bulk orders.

## 8. Revenue Expectation

Truth be told, **the revenue expectation for any single minisite is very modest**, especially if you're using only AdSense. Using an affiliate store may facilitate revenue generation. Most minisites created around sub-premium generics will initially generate under a dollar a day - several dollars a day is an exception. The better the domain name the larger the revenue, all other things being equal. As a rule, the minimum expectation from developing a domain name into a minisite is that it should recoup the development costs within a reasonable period of time, and continue to generate a consistent revenue to the extent that each year, so it will generate at least a small profit.

I consider development a success if within 3 months the revenue forecast shows that development costs will be recouped within a year. That's the minimum requirement. If I can achieve this with a large number of domain names, the future will look quite bright. Most often, **domain development aims to create a significant profit through volume**. For instance, if you develop 300 sites, each generating \$0.50 per day in ad revenue, you end up generating \$54,000 per year in passive/automated revenue. Worth remembering that some updates will be needed to keep the search engines interested in the site.

**There are always costs.** If you plan to develop your own domains, the cost will be measured in the time you've spent doing it - the question you need to ask yourself is, could you have spent the time more productively? The most likely answer is yes. Suppose you get development down to an art, and end up developing three sites per

day, including hosting setup, article writing and web design. It will take you 100 working days to develop 300 sites. That's about 5 months if you want to stick to an 8-hour per day, 20 working days per month schedule. Plus, you'll need some other income source to pay the bills during that time, not to mention domain renewal costs.

The other option is to buy **domain development services**. These services have recently popped up left and right like mushrooms on a rainy day, as we say in these parts. Say you pay \$99 per domain name developed. 300 names will cost you \$29,700. According to my minimum standards, the sites will have to bring in \$0.28 in average daily revenue in order to be successful. If that does happen, you're looking at **\$30k of passive income next year**. Of course, you'll have to deduct domain renewal costs (about \$2,500) plus web hosting costs.

Of course, you should aim higher. I aim for the \$1 per site per day magic figure. If you can achieve that consistently, then you could outsource the development at even a higher initial investment and just keep repeating what you've done and the world will be your oyster. I'm constantly tweaking my development and SEO methods to achieve better results at minimal cost.

## 9. Scalability Strategies and Bulk Development

Make sure you **develop with scalability in mind**. Insist on developing on a platform that supports this, such as WordPress, Joomla, and others. You'll need to be able to add more content easily, plus maybe a forum, ecommerce store, scripts, and other extensions. Make sure the platform is suitable for optimal SEO: WordPress is definitely that. It supports tags, categories, RSS Feeds, plus a plethora of SEO plugins, and Google seems to love WordPress sites.

If you do the development on your own, I recommend either WordPress or XSitePro. Choose a single template - for instance, the [Revolution Code Blue WordPress theme](#) - modify it to your liking, and then just use that same theme for all your sites. Just vary the graphics and textual content. This will save a lot of time (and/or money). For an example of a site that uses my modification of the Revolution Code Blue theme, please see [BreakfastNookFurniture.com](#).

If you buy development services, insist on getting a scalable solution for your sites. You'll thank me later. If you plan to develop sites in bulk and plan to use paid services, ask for a bulk discount. Have them develop 10 names to start with, and observe the **return on investment** (ROI) for a couple of months. Watch the search engine rankings. Remember that the most important thing affecting the search engine rankings is the domain name, and only after that come the on-site SEO and link building.

For bulk development, **you're going to need a service provider who will do everything for you.** It's no use buying development services if you end up spending a lot of time emailing back and forth, installing the sites on your server, setting up MySQL databases, customizing the pages, rewriting the articles and so on. No - you need someone who will ask you for your domain name and Adsense ID and get back to you some time later with a message saying "Hi, your site is up and running!".

## 10. SEO

Basic search engine optimization (SEO) should always be a part of domain development. **Don't fall for the SEO services that promise you the moon with their link building strategies.** Basic, quality SEO and link building will get the domain name and the website indexed within days, and nudge it upward in SE rankings with time. There shouldn't be too much link building SEO too soon. Don't buy huge SEO packages from sites you don't trust 100% - with many second rate services out there, all you get is a huge number of backlinks of poor quality, and experience tells me they will only hurt your rankings, because Google will see right through them. You get articles written in horrible English and your backlinks may appear on pages already penalized by Google.

A good SEO strategy for domain name development is to **start a social bookmarking campaign** once the site is finished. Bookmark the site on a couple of dozen social sites, but don't do it in a single day. Spread out the bookmarking over time, and vary the text surrounding the link. Write in perfect English, and use phrasing that looks professional and expert (Google knows these things).

**Get your site reviewed in some reputable blogs.** If you're going to



buy blog reviews, be very careful; most blogs selling reviews provide low quality writing and some may even hurt your rankings. Do your homework. Get some deep links into the inner pages of your minisite.



**Submit your site to a selection of directories.**

Directories are still OK for SEO; they provide legit backlinks in relevant surroundings. Search engines still like them. You'll also get a trickle of traffic through directories. Most directories require an email confirmation - if you buy SEO services or domain development services, **make sure the provider will handle the email confirmation** - otherwise you're paying *and* doing the work.

**Insist on getting detailed reports of the SEO that has been done.** Above all, make sure that whatever process you choose, it is an effective process, worth your time and money. If you pay for development, don't accept any half-assed solutions; demand a complete package.

If you're new to SEO, and still want to try your hand in doing everything yourself, you may find help in SEO software such as [SEO Elite](#) or [Seo PowerSuite](#).

## **11. Final Chapter: Transforming your Domain Name from a Minisite to a Bona Fide Business**

Once you've developed a number of your domain assets, it's time to start thinking about the next phase. By now you will have plenty of statistics and data, along with some business contacts, which you can use to develop a strategy for turning that minisite into a real, independent business. A pattern will start to emerge, and some of your domain names will be performing better than others, and it is those domain names that stand out from the crowd that will make it to this final phase of development. This should be the ultimate goal of domain development, and I consider my minisites merely a necessary first step in the path towards this.

Early development into minisites lays the foundation for this phase; minisite will get your site indexed, start accumulating backlinks, visitors and aging in the Google index, thereby increasing its pagerank and credibility in the eyes of the search engines, visitors and potential buyers. When you finally understand the potential of your domain name - you've got the stats, you've had the minisite up for a couple of years - you know where the traffic comes from, how much traffic there is, you've gauged the market, know the interest, know how the niche fits the current trends - this is when you will start to think about seriously developing the domain into a business in its own right.

That aged generic domain with some page rank and steady traffic will be just the perfect platform. Whether that business is an ecommerce store, social site, forum, or whatever, doesn't matter. The possibilities are unlimited, and you've got a great domain name with search engine

rankings to build your business on.

That concludes this [Estibot.com](https://www.estibot.com) **Guide to Domain Development**. I hope you enjoyed this eBook and I wish you luck in your development projects.