

Learn the Basics of

BUYING & SELLING

High Value Domains



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APRECIATION

Thanks a lot for downloading this free e-guide. It is a free gift to you from the team of inonlinebiz.com. It is meant to give you a quick start guide to the business of buying and selling domains in a simple and summative way so that you can easily grasp the concept and do it the right way. It is my hope that you will get some light on this business after reading this book. In this free version, not everything is covered but the key steps are mentioned herein and are sufficient to comfortably get you started.

I take this opportunity to thank all those who participated in the production of this free e-book resource together with other related resources.

INTRODUCTION

The business of buying and selling domains is not new, it has existed for a long time and is a multibillion dollar industry. Every day, several domains change hands with many more being registered every other day while many others expire and get out of the online space. This has created lots of opportunities for online digital entrepreneurs especially for domain registrars and domain sellers.

To benefit from this opportunities, you need to dive in and be either a domain registrar or a domain seller. In this e-book, we are going to focus on becoming a domain seller. However, should you want to become a domain registrar, then check on this link: <https://inonlinebiz.com/reseller-business/> to learn more on how can easily resell domains using an already made infrastructure.

All you need to do to become a domain seller is to register your own domain then list it for sell. Once you register a domain, it becomes yours and no one else can register the same domain via any domain registrar

globally because each domain is unique. It is easy to register a domain but not every registered domain can sell. With this in mind, you definitely will need to know what domains are in demand and can sell fast, what their current market value is & how to find, register and sell a high value domains. If this is what you need to know, then that is exactly what this book is about. Read on.

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PART ONE

What are domains?

Domains are web addresses used to locate and access online resources. Examples of a domains are: <https://inonlinebiz.com>, <https://facebook.com> etc.



Domain names are website addresses that are used to locate some online resources. Such resources includes but not limited to: site pages, online apps, images, videos and so on. Every site on the internet have its own unique domain name and no two domains are the same. Examples of domain names include <https://inonlinebiz.com>, <https://facebook.com> , <https://google.com> etc.

Parts of a domain name

A domain name has essentially three parts these are:

- a) Transfer Protocol: This is the part that consist of either **http://** or **https://** the http means hypertext transfer protocol while the 's' in https stands for secure. https indicates that the information transferred through that domain is encrypted hence secure. In http, the information is not encrypted hence unsecure because it may be read when intercepted by a third party.
- b) Root domain name- This is the specific name of the website or an online resources. It is unique for every website for a particular extension. For example facebook.com you cannot register for another domain with a dot com extension and using the name facebook.
- c) Domain extension (tld) – This is the domain ending. Common domain tlds include .com, .net, .org, .online, .site etc.

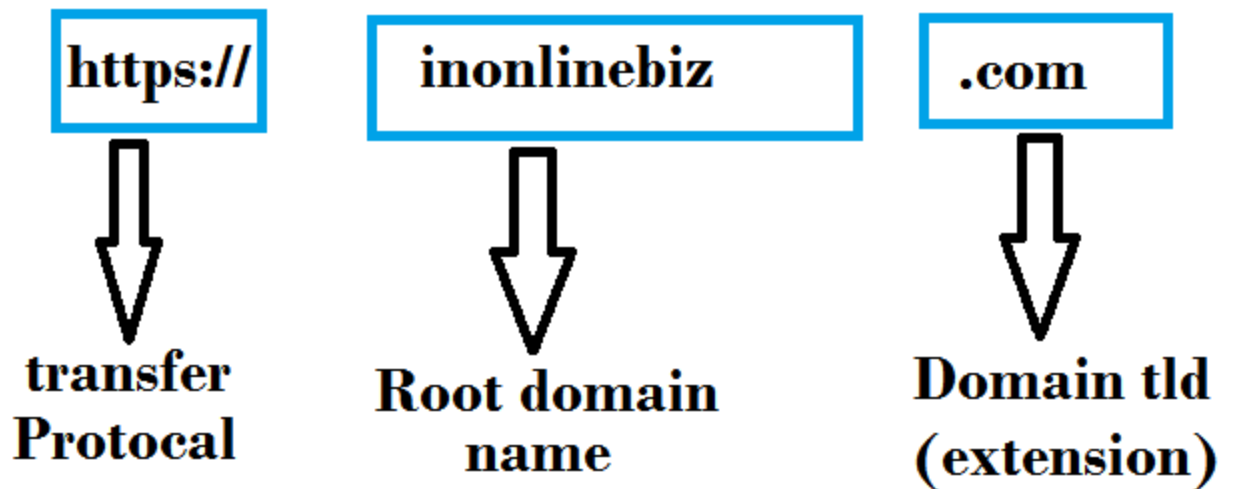
There are many domain tlds available in the market but if you are thinking of selling your domain. Stick to (.com) domains. They are multipurpose and generally accepted globally



Domain tlds generally gives a clue of what the website is about. For instance, .com domains are multipurpose but usually preferred for commerce sites, .net are preferred for networks sites while .org are preferred for organizations. Some tlds are country specific and are preferred if the website deals with specific products or services that are relevant to a particular country. e.g, .co.uk, .co.de and .co.us etc.

Example:

<https://inonlinebiz.com> has three parts as follow



Uses of domain names

The first use of domain names is in locating an online resource e.g. a web page, app page, videos, images etc. the other use of domains is in emails. All emails are associated with particular domains.

e.g

someone@gmail.com

info@inonlinebiz.com

In the first email, the email is associated with a domain gmail.com while in the second email, it is associated with the domain inonlinebiz.com.

If you are looking to create a web page or looking to own a customized email address, then you will need to start by finding and registering your own domain name then use point it to your website pages or create a cool customized email for use in your business which is much better and more professional than using a free web based emails like gmail or yahoo that everyone else is using out there. Use your domain to make a customized email like this one you@yourdomain.com

What is better still is the fact that if you are used to using gmail, you can easily auto forward all your incoming emails from your customized email address to your existing gmail address. That way you won't need to log in to every domain just to check for email but you can manage all messages from one point which is your gmail inbox. You can also send replies and all outgoing emails using your customized domain right from your gmail inbox. Just create a alias address. Free gmail account allows up to 100 alias emails. Follow these steps.

- 1) Log into your main Gmail account.

- 2) Click the **Settings** (gear icon) on the top right and select **Settings**.
- 2) Click **Accounts and Import** or **Accounts**, depending on the type of Gmail account you have.
- 3) Under **Send mail as**, click **Add another email address**. A pop up window will show up.
- 4) In the pop-up window, enter your name as you wish it to appear and the email address you want to use.
- 5) Make sure the **Treat as an alias** checkbox is checked.
- 6) You'll then be asked to verify that the address is yours, so click **Send Verification**.
- 7) Head to your other email address and either click the link in the message or grab the code and enter it into the box on this next screen.
- 8) Click **Close Window**.

When you go back over to your Gmail Account Settings, you'll see this email address listed.

This way you can manage both incoming and outgoing emails from your domain e.g info@yourdomain.com from your main gmail account or app.

PART TWO:

The value of a domain

While registering your own domain may cost you a few dollars usually below US\$15, their value quickly appreciates with time and demand as the domain search and usage increases.



A domain is a valuable digital asset. Like real estate, the value of a domain appreciates with time and demand. Some domains are much more valuable than some of the most expensive cars on earth with some being worth more than a hundred billion dollars and others millions here are just some of the examples:

*Google.com which is worth more than 100 billion dollars

\$102,650,332,250

google.com is worth \$102,650,332,250 - Worth Of Web.

google.com is worth \$102,650,332,250 - Worth Of Web

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*Facebook.com is worth more than 10 billion US dollars

facebook.com is worth \$12,000,000,000 - Worth Of Web

Jump to **Domain & Hosting** - You can find useful links about **domain** names and **hosting** in this section. Action. **Domain** and hosting: Complete ...

*Domain Valuation was done using online tools as of 1st Aug 2020 for the illustration purpose only. The figures shown may change with time and therefore may not accurately represent the real time or actual domain value.

The demand for good domain names is always on the rise and this results to increased value of such domains. While registering your own domain name will cost you anywhere between **US\$0.99** to **US\$15**; acquiring that domain name from someone else who had already registered it is not as cheap as that, in most cases, it will cost thousands of dollars or even

millions. for example, in June 2019, the domain voice.com was sold at a whopping **US\$30,000,000**. If this surprises you, then you haven't seen this, the domain insurance.com is worth **US\$47 millions** while the highest ever single domain price of cars.com went for **US\$872 million**. This is according to one and largest domain market Godaddy. Imagine you were the owner of any one of these top priced domains, it is up to anyone's guess of what a feeling it will bring. Now stop imagining and make it happen. All you need to do is to register a domain then sell it in a domain market. As much as you won't make those millions overnight, you can at least strike a deal and make some few hundreds or thousands of dollars.

What makes a domain Name Valuable?

Not every domain is worth thousands or millions of dollars, some domains are actually worth less than their cost of registration while others are worth just thousand times there registration cost. Here below are some key factors that make a domain valuable.

1. **Domain length** - Shorter domain names tend to be more memorable than longer domains hence shorter ones (mostly those under six characters) are more valuable than longer domains.
2. **Domain language** - Domains with simple English names and words are more valuable that domains with non English wordings or names.
3. **Numbers of searches**- Domains with words or names that are commonly used as keywords in search engines like in Google, Bing ,yahoo and others are more valuable than those with words that are rarely used.

4. **Domain age** - Domain value increases with age. The older the domain the more valuable it is. This means that a domain may be worth a few tens or hundreds or even thousands of dollars at the time of registration, but this value will quickly rise with time usually as popularity of use of the domain increases.
5. **Domain TLD**. This is domain name extension that forms the ending like .com, .net, .co, .site, .org etc. Domains with .com ending have more value than similar domain with other tlds. This is due to their long existence in the market and are generally more internationally trusted and accepted.

How to find a valuable domain

Use the steps below to estimate the value of domain even before you register it. Always remember to keep you domain shorter than six characters , use english words that are popularly searched for in search engines and go for .com tlds



To succeed in the business of buying and selling domains, you need to find and register domains of high value. After registering such domains, you can then list them for sale in a domain market and sell them either through auctioning or on fixed price. All this is done online.

When you sell a domain by setting a fixed price, you will likely sell your domain faster but you miss out the opportunity of earning beyond your set price. In contrast, when you choose to sell your domain by auction, you will take longer to close the deal but you will be able to weigh different offers and sell to the highest bidder who may be far beyond your quoted price. You may just be surprised to learn that your domain is worth several times more than your intended sale price hence you will benefit by selling your domain at a high price.

The best part of it all, you can now use some proven tools to find and estimate the value of a domain even before you register it. That way you won't have to do lots of guesswork. Just follow the following three steps

Creating Your Domain Hosting Account.

The first step is to buy a hosting space where all your domains will be hosted online. There are many webhosts available where you can get hosting at different prices even though so, not all hosting providers allow accommodation of unlimited number of domains. Most will limit you on

the number of domains and websites that can be hosted per a single account. Despite that, there are a number of good webhosts that will allow you to host unlimited domains and websites for as from \$1 or so per month. Check on this link for our top five best webhosts that we recommend for this business; some of these websites will give you either free domain registration for first year or allow you to purchase domains at a discounted prices and most importantly, they allow you to host unlimited domains and websites in a single account:

<https://inonlinebiz.com/top-5-best-low-cost-web-host-provider-for-small-online-businesses/>

Finding & registering a high value domain.

Choose and register only those domains that have higher appraisal value. Remember, your buyers too will also use the same or similar tools to estimate the value of your domain before buying or placing a bid.

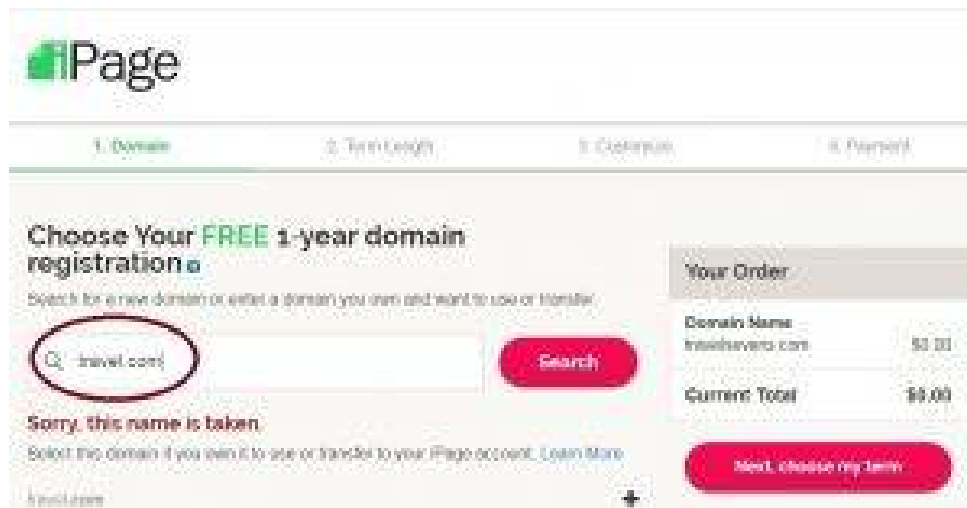


The second step is to find a high value domain and then register it in your hosting account or you can register a domain as you buy your hosting. With a right webhost, you will be able to register as many domains as you wish. Here is how to find and register a high value domain, you first

choose a niche (any business line e.g fashion & clothing, business and money, cars, hotel & accommodation etc.) then look for a simplest word that can be used as a domain that describes the line of business in shortest words possible. Remember, a shorter domain that uses simple one or two English words are more memorable hence are likely to have a higher value. Also, using words that are popularly used in search engines as keywords tend to have a higher value.

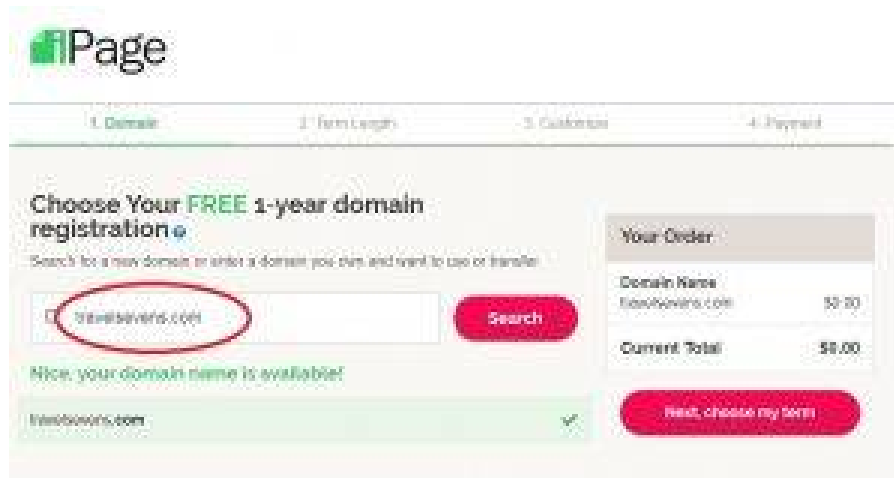
It is common to find that most of those cool one or two English words domains that are popularly searched are already gone or are already in the same domain market for sell at thousands of dollars. If you find that the domain you needed is already taken, the best thing to do is to try adding suffixes or prefixes to your targeted domain keyword and try registering it. Below is an example of how to find register a domain with a keyword 'travel' without devaluing it. In this example, we use [Ipage hosting](#) to register our domain but you can use [Interserver](#) as well. We love Ipage because it offers free domain registration when you buy hosting. Their introductory hosting price is one of the lowest in the industry and for a single account, you can register and host unlimited domains, host unlimited websites and their customer support is always above standard.)

Our targeted domain name keyword that we want to register is travel.com but when we tried registering it, we got this message 'the domain name is already taken'



As you can see in above, you will receive an error message informing you that the domain is already taken if the domain is already taken. In that case, you need not to worry. Just add something to that domain's keyword at least to make it look different. You can start by re-writing the domain in plural or in singular form, or add any prefixes or suffixes. You may also add numbers in word form (not digits) in front or after of the domain to make it different. The important thing to remember is to ensure that you retain your domains keyword in totality. For example, in the example above, we tried to register the domain travel.com but it was already taken, so we chose to add a suffix number "sevens" immediately

after the our domain keyword which is travel so the new domain becomes 'travelsevens.com'. Then we tried to register it again.



As you can see from screenshot above, the domain is now available for registration. You can go ahead and register it. But wait, since our intention is to sell this domain after registration, it is worth knowing the approximate value of this domain name just before we register it. This will help us register only those domains with high value. To do this, go to [Go daddy domain](#) appraisal tool and enter your domain name even before you register it. In this case, we will enter travelsevens.com and hit the go value button.



After entering our domain then hitting the "go value" button, here is result of the approximate value of the domain we intend to register. The domain is immediately worth **US\$ 1,264**. As shown below. This is a good value to begin with. If you are ok with the estimated value, go back [Ipage domain registration](#) and complete the registration process. Remember, domain value will quickly grow as it gain popularity after registration if you choose to use it in your site that is SEO optimized. The registered domain will also increase in value with time (age).

Domain Appraisals

travelsevens.com

Estimated Value: **\$1,264**

Interested in buying this domain? It's available!

Add To Cart ~~was \$0.99~~

Why this is valuable

- ✓ **Comparable domains sold:**

travelrates.com	\$1,500
travelious.com	\$1,300
travelpics.com	\$99
- ✓ **Valuable keyword:** travel is a high value keyword that has an average sale price of \$3837
- ✓ **Regular keyword:** travel is a widely used keyword
- ✓ **Memorable:** travelsevens.com is easy to remember

Now that you have an estimated market value of your domain name to be registered, it is time to go back to ipage and complete your domain registration. Once you complete the registration process, you can then take it to the domain name market and list it for sell just immediately you successfully register it. You are the one to decide the price you need to sell your new domain at and it is good to sell at any price around or slightly above your domain name value e.g **US\$ 1,264** in above example.

PART THREE

Selling your Domain(s)

List your domain for sale at a price of anywhere around your appraised domain value. List it for a fixed price to sale faster or list it for Auction to sell at a much higher bid price but may take longer.



After the process of determining approximate market value of your domain and registering it, the last step and most crucial one is to list it on a domain market as a domain on sale. The place where you sell your domain matters a lot on how fast you get a customer and at how much you close the deal with. Further, if you do not know how to close the deal

yourself, why not quote your price and let the expert broker complete the deal for you? It is a much easier way for beginners and those who want to close the deal quickly with having to deal directly with clients. If you trust that you can do the bargaining yourself, then you can opt for auctioning. Whichever is convenient to you, we recommend you list your domain in the World's leading domain marketplace [SEDO Domain Market Place](#)

Lastly do not forget to put up a page on your domain site with a label like this one below. Most buyers do actually visit the sites listed to confirm the detail on whether the domain is really on sell or not.

"This domain is on sell if you would like to buy it, please contact owner with an offer. Minimum quote price US\$1,264"

(Place your contact email or contact form or phone number so a potential customer can easily reach you with an offer.) if you place your email, remember spammers and robots would also contact you with spam mails and content. It is therefore advisable to put a contact form with a re-captcha.

The duration taken for you to seal the deal depends on the real market demand for your domain. It can be a day, a week, a month, a year or so, it really depends. Also note that, the value of your domain will grow with time. A domain which is estimated to be \$1000 at the time of registration can be worth \$5000+ after one or two years and the value will increase much faster if the domain is used in a blog or website that is SEO optimized. So don't be so much in hurry to sell your domain at a throw away price. It can be more valuable than you would probably imagine.

SUMMARY

Unlike other online businesses, the business of buying and selling domains is quite unique. It is more like real estate where you buy a property or build a property then sell it later when its value has appreciated. The advantages of doing this business are many, some of them include:

- ✓ Do not require a lot of involvement except during domain registration which can be less than five minute activity
- ✓ Do not require marketing experience. Just little creativity in finding the right domain is enough
- ✓ You can sale your domain yourself or use a broker to complete the sale for you then pay him a commission after he makes the sale. That way, you won't even bother dealing with customers some of whom may be very difficult to deal with a times.

- ✓ A single domain can be sold a lot of money even up to a million plus dollars, it all depends on the market demand and supply.

Despite all these advantages, the business has also some downside. That is, if you register for a wrong domain, then it may take you really long time before you get a customer.

Due to this, there is totally nothing wrong in running this business alongside others. In fact, we recommend that you run this business alongside other online businesses like blogging, affiliate marketing drop shipping as you wait for a quote from a potential customer. Your domain will also become more valuable as more people start using it e.g for accessing your site or blog through search engines. It is ok to use your domains while they are still listed for sale and with time, the price of your domain will also be increasing slowly but steadily. That way you won't miss income that will keep you going as you wait for your big sale from your domain.

If this sounds like an opportunity for you, then time to start is now.

Thank you for reading this e-book!

If you found the content of this e-book helpful, it is time you make it a reality, visit the site below and create a free account to access members' only tips and support to get you started:

<https://inonlinebiz.com/>

Who knows how many domains you would sell by the end of this week, this month or this year? "The only person who will never sell is the one who never attempted."

Good Luck.

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