

How to Flip \$10 Domains for \$100 or More

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Thanks so much for your interest in my domain flipping ideas. This brief guide is intended for beginners, and for those who do NOT have thousands of dollars to invest in a domain for resale.

Domaining has a very low entry fee, which is part of its appeal. But it can be extraordinarily profitable. There are domain brokers and investors who have sold domains for millions of dollars. Just flipping a \$10 domain for \$100 is a pretty big profit, right?

I will also share some resources and tools for further study. (I may use affiliate links for some of them. This does not increase the cost to you.)

By the way – if you want to know more about me, here's my LinkedIn profile. I've been marketing online since 1999: <https://www.linkedin.com/in/dianaratliff/>

The Basics

A domain name is a powerful thing. It's a company's IDENTITY online. Chosen well, it tells people what the site is about and why they should care. It's a key element of branding. It also plays an important role in search/SEO because domain names may contain the keywords (search terms) that people use in Google.

The image below makes it clear.

How to Choose an Aged Domain



buy-donuts-online.biz

"Our business is not a premium one
and we took what we could get."



bestdonuts.com

"We're the leader in our industry."

Think of a domain name as Digital Real Estate. It's an online ADDRESS – it's where a company "lives" online.

As with traditional real estate, some addresses are inherently more valuable, because of where they are. (Location, location, location!) A domain name can be a "good" or "bad" investment in just the same way as the neighborhood of a house.

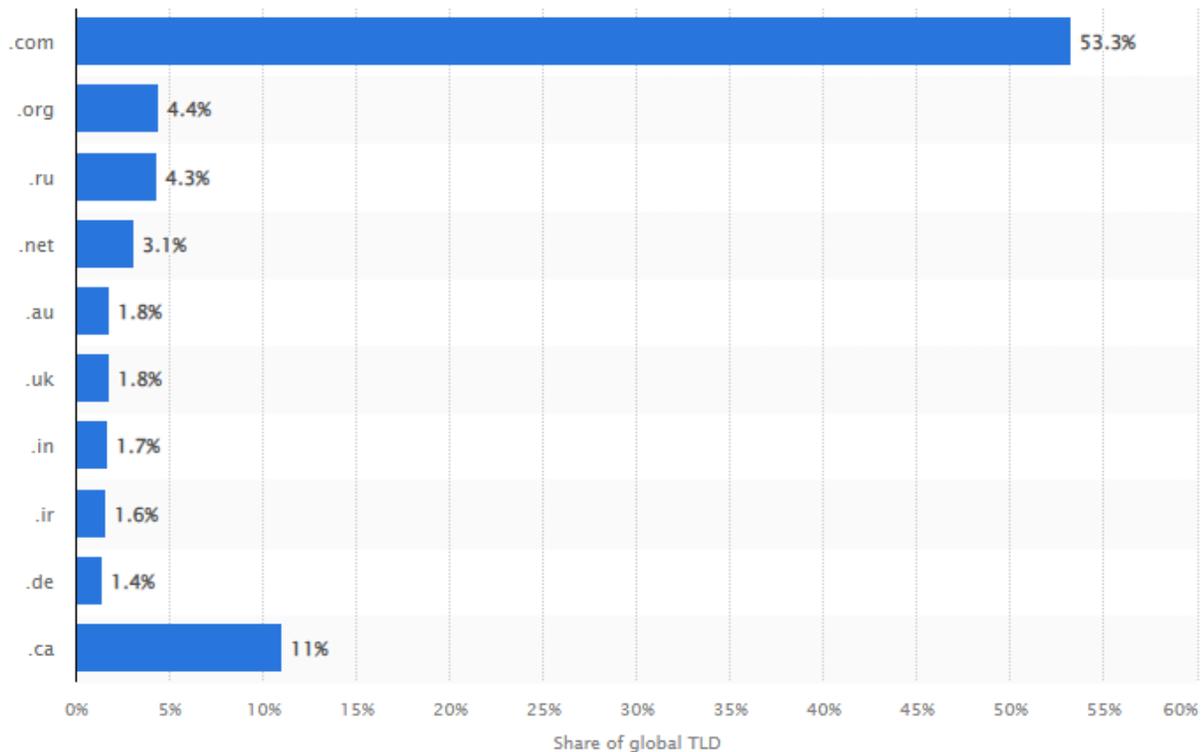
If it's a desirable domain, if it is highly visible and associated with other premium sites, it's worth more money.

Like real estate, quality domain names tend to increase in value over time as they become harder to find, because there's only ONE of any given domain name.

So good domain names are an investment in virtual real estate that can be converted back to cash any time.

As of Q4 2021, there are about 341.7 million domain registrations.
<https://siteefy.com/how-many-domains-are-there/>

And the most popular top-level domain (TLD worldwide) is .com



Domain name ownership is not permanent; they are registered for 1 to 10 years, from a domain registrar such as Namecheap or GoDaddy.

That means they expire.

When they expire, other people can buy them.

“Domaining” or “domain brokering” is the art and science of finding domain names that people are not using any more and reselling them for a profit.

To get started, you’ll need to learn how to find and recognize valuable domains.

There are also ways to increase the value of domains you buy.

What Makes a Domain Name Valuable

In most cases, a valuable domain:

- is short (the shorter the better), easy to remember, and easy to spell.

- is relevant to a business or personal brand.
- is available as a .com.
- is easy to type and easy to say.
- does not contain hyphens or numbers.

However, value to a potential buyer depends on how they might use the domain – how it might help them make money or attract customers.

People buy domain names for different reasons. Considering those reasons in advance will help you decide whether a domain will be easy to sell.

A **local business**, for example, may really benefit from a domain name that:

- has a city modifier in it (e.g., CHICAGOPlumber.com) or
- has a keyword in it (e.g., ChicagoPLUMBER.com)

Why?

Because a lot of people SEARCH for “Chicago plumber.” As of October 2022:



The ChicagoPlumber.com domain name is EXACTLY what thousands of people (about 4,400 a month) look for.

Have you ever typed in a search phrase and just put .com at the end, thinking that there MUST be such a website? And that it's probably a good fit for what you're seeking?

Lots of people don't want to look at all the results in a Google search, so they do this. It's called type-in traffic.

So type-in traffic is one reason that's something like ChicagoPlumber.com is a valuable domain for plumbing company in Chicago.

But also consider that this domain name is valuable to ANY plumber in Chicago – much more so than something like BobSmithPlumber.com. (If Bob Smith went out of business, it would be hard to sell his domain name to anybody NOT named “Bob Smith”, right?)

An **SEO company** may evaluate a domain name using different criteria.

Certainly, if they work with local clients, they will see the value in a domain like ChicagoPlumber.com. Because it has both a popular keyword and a geographic location in it. (I built 10 websites for an SEO company in Ireland, each based on the name of a nearby town.)

And they will probably look for an expired domain (one that was registered before but is not currently registered to anyone) that has a high search volume, and a high CPC (cost per click), as shown in the image above.

But if they are building backlinks for their clients, which is very common, they may **build their own websites** on which to put these backlinks.

For those sites, they may not really care about hyphenated domains or ease of spelling. Those sites are used to support the main website of a client. They will put content that mentions the main website on the supporting site, then use a tool like [YIVERanker](#) to grow the number and authority of backlinks.

So they evaluate the HISTORY of a domain name too.

A domain name that has a good reputation is essential. That means evaluating domain reputation, how many credible sites link to it, and whether it was used in a spammy way in the past. A quality domain name with a clean history is more valuable to someone who is buying it for SEO.

Here's where you can check the history of a domain: the [Web Archive](#)

Back to our BobSmithPlumber.com example – an SEO company MIGHT want the

domain name, if it has a good history and lots of backlinks, to use as a supporting site.

Expired domains may be valuable when they already have established website traffic and backlinks, which can save the new owner or SEO company the time and money in building a site, ranking it, and getting backlinks, from scratch.

But your pool of potential buyers is much smaller if you can only sell to SEO companies, not plumbers in Chicago.

Understanding what makes a domain name valuable will help you identify good domains to invest in, and help you find suitable buyers.

Why Do People Buy More Than One Domain?

Often, you are trying to sell a domain name to someone who already owns one. They already have their main company website.

YOU may see the value in them having another domain name, but THEY may not.

A business may use multiple domain names for a variety of reasons, including branding, marketing, and SEO. You may need to point this out to them.

Here are some good reasons to give them.

- **Increased visibility:** their company may show up in more searches, especially if the new domain contains popular keywords (search terms)
- **Increased authority:** a well-chosen domain name can help a company position themselves as thought leaders or authorities in their industry.

One way to do this is by looking for domain names that can be approved as NEWS websites. (I do this a lot – get sites approved in Google News, which is a valuable enhancement. I have a [course](#) on the subject too.)

- They can use separate domain names **for promotions**. For example, Bob Smith the Chicago Plumber might use BestChicagoPlumber.com or PlumbingSpecials.com for his Facebook ads or print promotions. It helps him track where leads are coming from.
- They can use separate domains to **target different markets**, such as using a .com domain for a global audience and a .co.uk domain for a UK audience. Or using a domain name for each city/suburb around you.

Our Chicago Plumber might want to own BuffaloGrovePlumber.com or EvanstonPlumber.com, for example. Doing so helps them capture type-in traffic and is a way to personalize advertising to people in those suburbs.

- They can **create microsites**, even just one-page sites, that focus on ONE aspect of their business. And they can link to the main website.

Such as ChicagoHeating.com or ChicagoHVAC.com.

- If they **don't own the .com** version of their domain, and it's available, they may jump at the chance to buy it from you. Most people (in the US anyway), type .com by default.
- They might want to buy **typos or variations** of their names that customers sometimes use by mistake. It's often smart to own the singular and plural version of a domain name.
- They might want to own relevant domain names just to **keep their competitors from buying them**. Back to our plumbing example, the company owner would be smart to snatch up ChicagoPlumbers.com and ChicagoPlumbing.com if they're available.

One of the easiest and most effective ways to make that extra domain name work is to redirect it to a current website, or a section of a specific site.

Basically, anyone typing PlumbingSpecials.com could be instantly sent to the deals page on Bob's website. A florist could buy MothersDayRoses.com and redirect it to her page with Mother's Day bouquets. A realtor could buy ChicagoCondos.com and redirect it to her condos listings.

This idea isn't used as much as it should be, in my marketing opinion! You can set this up at your domain name registrar. (It's easy, honest.)

For you sports fans – another way to explain this concept is to relate it to football.



Domains can be used as OFFENSE (mostly marketing, positioning, and branding) and as DEFENSE (protection against competitors, low search engine ranking or poor name recognition.)

Where to Find Expired Domains

So where do you find these great expired domain names that you can flip?

There are places to search online, and sometimes you just get lucky.

If you're looking to buy at regular domain name prices – nothing premium – look

for a domain that has already expired and is available. Note that the **best** domains are NOT likely to be expired, but you can find plenty that can easily be sold for a \$100 or more.

- ExpiredDomains.net is a popular place to search (free)
- RegisterCompass.com is better, I think (paid)
- Spamzilla.com has more research tools, but can be clunky to work with (paid)
- Godaddy Closeouts is another place to find expired domains, some as low as \$5.
- Look on Facebook for Expired Domain groups.

If you know a lot of businesspeople, and someone mentions retiring – ask them about their domain name. I’ve gotten lucky a few times; people aren’t going to use the domain anymore, they don’t plan to sell it, so they’re fine if I have it.

I’ve also agreed to sell a domain and split the profit with the previous owner.

How to Sell Expired Domains

This is the fun part. But it can be challenging. Finding the right buyer can be tough.

And while there are domain evaluation tools, I’m not going to mention them here because you should ignore them.

A domain is only worth what someone is willing to pay for it.

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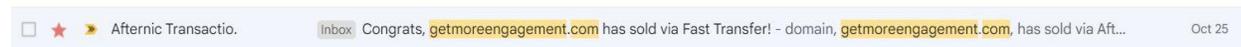
A DOMAIN NAME IS ONLY WORTH WHAT SOMEONE IS WILLING TO PAY FOR IT.

Getting excited when you acquire a good domain name is understandable – but tamp down your emotions. Odds are you’re not going to get rich off a single domain, and it may not happen quickly.

You may – gasp! – have to work to sell it.

There are online marketplaces on which you can list your domains. Afternic.com (associated with GoDaddy) and Dan.com are two of the most popular. Prospective buyers go there and look for domains; they may find yours. These marketplaces will keep 10-20% of the sales price.

It IS exciting to get emails like this:



I recently sold 2 domain names on Afternic.com in one week. I had them listed for \$499 each and got \$399.20 apiece after paying their commission. I paid less than \$10 for each of them. That's a pretty nice profit!

So by all means, list there if you'd like, but you'll sell domains sooner and you'll make more money if you look for buyers on your own.

Here are some ways to find prospective buyers:

If you own the .com version of a domain, approach business owners of the less popular TLDs (.net, .org, .info etc)

Approach businesses who are advertising online for the keywords (search terms) in your domain name. For example, if someone is advertising on Google for "Chicago plumber", and you own ChicacoPlumber.com, they are ideal candidates to buy your domain. (This is a really smart approach; they're already paying to show up in Google.)

Hang out in Facebook groups or LinkedIn groups that relate to your domain name. Don't spam the group, but you may get a chance to list what you have for sale. Especially if you offer value as a member and if you ask the Admin nicely.

Become a domain broker for a certain niche. Is it possible to become known as the go-to person for domain names related to gardening or crypto. Or you can specialize in domains related to geographic locations, such as your town.

It's smart to approach the business owner – a decision maker – and NOT the office assistant. Sometimes you can find them on their website; LinkedIn is also a good place to connect with the right person.

I wouldn't approach the web designer or SEO person or social media expert either. Odds are, they'd prefer that the business owner spend more money on what THEY do, not on a domain name.

A highly respected professional domainer that I work with, Gene Pimental, has an excellent course titled Domain Profits Boss that will help you with a lot of what I've just mentioned. He's been marketing online since 1996 and has been a professional domainer since 2003. I've worked with him on a few projects – he's a great guy.

Actually, it's a series of courses and it would be an excellent investment in learning more – I encourage you to [check it out!](#)



Adding Value to Domain Names

One way to make more money is to develop some of your domains. How?

Build them out.

Create a sample website or directory site for a related niche.

Put up a nice informative article and point out how the prospective business owner could use it.

You can even personalize these for the specific business you're approaching – put their company name on it, so they can really envision themselves as the owner.

That's easy enough to change.

My most profitable way to add value has been to get the domain name approved in Google News.

When Google gives your site a “stamp of approval” as a NEWS site, you get three main benefits:

- Google's tacit endorsement
- High credibility with prospective buyers/site visitors
- Instant indexing of posts (because news is supposed to be recent and timely, Google has a special newsbot that visits your site right after you post

SEO companies understand the value of this. I have sold more of my expired domains to SEO companies than any other niche, and all of them have been approved in Google News.

It's also not commonly offered, so it's appealing to many prospective buyers. The news approval is attached to the domain too, not the site, so once a site is approved the new buyer can change the site however they want.

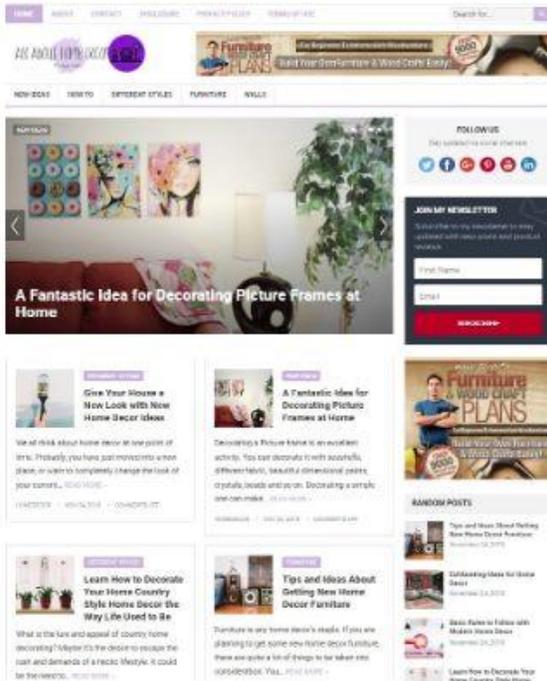
At the point of this writing, I've gotten more than 250 domain names approved in Google News. You can monetize these in multiple ways. I was asked to create a “how-to” course on building and monetizing Google News sites – you can find it at NewsSitesForProfit.com.

Here's a discount code to get \$20 off my course: REALESTATE

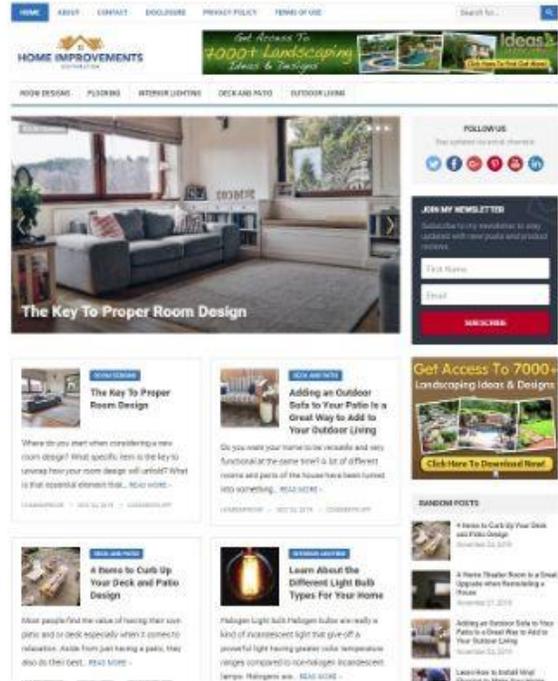
Another way to develop a domain to increase its value is to put a related starter website on it. If the domain relates to home improvement or fitness or crypto or whatever, build out the site a bit. You can [build really nice starter sites with this service](#), which currently offers 55 dfy (done-for-you) sites in various niches.

Such as these, below:

Home Decor



Home Improvement



There are downsides to building out a domain – first, it takes time and effort on your end. And second, if what you develop is not what the prospective buyer is envisioning, they may lose interest.

Still, I think it's a good idea to try, especially if you use the same method on multiple domains. I can get a domain developed and submitted to Google News in less than an hour.

Mistakes I Made

I've been marketing online since 1999. I published the "Web Wise" newspaper column for 3 years. I've spoken at conferences. I've done web design and SEO for clients. I've have a pretty good grasp of the value of domain names.

But it wasn't until a few months ago that I took a serious look at reselling them.

I often get excited about new ideas and go overboard, so here are some hard-earned bits of advice, based on my experience. Some of these I've mentioned already, but they're worth repeating.

- Try not to buy too many domains (maybe 5-10) unless you're pretty sure you can sell them with the next couple of months.
- Don't hold out for tons of money for each domain. When you're starting out, in my opinion, and doing "thrift-store-shopping" for domains, it's better to get \$500 in your pocket than wait for a \$5000 sale that may never happen.
- Only buy .com domains (or the TLD for your country, if that's often used.)
- Don't pay for any premium or auction domains; just regular prices (search for coupon codes.)
- Don't expect them to just sell at a domain name listing site, like Afternic.com (GoDaddy) or Dan.com. They may sit there a very long time.
- Buy domains for which you have already access to buyers.

Final FREE Method

If you learn how to search for and identify expired domain names that are appealing to other business owners and online entrepreneurs...

... you can **CHARGE THE BUSINESS OWNER FOR FINDING THE PERFECT DOMAIN.**

You don't have to buy the domain name at all. Interview the business owner briefly, to get a good idea of what they do, what they want to promote, and how they might use a domain name.

Then find one for them - charge for your time and research. Whatever you want to charge!

Conclusion

I hope this information has been helpful. I'm happy to answer questions – contact me at diana@yourfriendontheweb.com.

Would LOVE to hear about your domain flipping success!