

Does Domain Name Parking Still Work Today?

Watch the full video at:

<http://www.domainsherpa.com/does-domain-name-parking-still-work-today/>

Is domain name parking dead, or does it still work today? Watch this to find out.

There are four types of domain names that make money with parking.

There are domains names that naturally get type-in traffic because people expect there to be something there. I get that with instruct.com. People think like I want to learn something I'm going to go to instruct.com. That's the first type, they expect something to be there so they type it in.

The second one are typo domains. I typed in "amazon" trying to get to amazon.com and I typed in amaxon.com. That's gray, dirty trademark, or typo traffic. There are domain investors that buy those domains and park them offshore and they're under whois privacy protection and Amazon doesn't even know that they're losing traffic to them.

The third type are adult domains, you know the sex.com, ----.com whatever you want, people are typing it in, sort of goes back to this first type (type-in domains).

Then there's fourth type which are domains that have a back link profile. So they used to be operating websites, they used to have a ton of links coming in and even though the website has gone out of business. The domain name may have auctioned may have sold to somebody else, its still going to have hundreds of thousands of links on other websites and people don't go back and update their websites, their posts, their articles, you know things like that so it can have a lot of back links coming in.

[Four fingers in the air] I'm waving at you right now.

And so given that you need to examine whether your domain name fits that profile. If its not a killer single word domain name, its not a great typo traffic,

DomainSherpa.com: The Domain Name Authority

it's not adult traffic, and its doesn't have a link profile, you're likely not going to get very much traffic.

And even instruct.com and other keywords that I have like diagnose.com they don't get direct type-in traffic. They don't get very much and when I say very much, let me quantify it. They don't get more than 50 type-ins a day. Probably around 20, 30 something like that. That number of type-ins isn't going to generate enough parking for me. I think maybe I would make \$10, \$15 a month off one of those domains diagnose.com and to me its not worth that low amount of revenue when I can pass up the opportunity to have a really clear landing page that says the domain is for sale and try and sell it to an end user who is typing it in.

Alright, so for you is it still a viable option? Yes it's still viable option if you buy the right type of domain names.

Let me do a share screen, there is my screen. I'm going to maximize it, go over to DNAcademy. If you come down to the webinar section down here in the reference and this is just in the newsletter, and you go to view archived webinars.

This comparable sales right here 43things.com case study. AbdulBasit, I hope you watch this, it's not only six minutes, AbdulBasit sold a domain for \$24,000. It was called 43things.com. It was a task management, bucket list sort of app. It was really popular, didn't charge anybody anything so a lot of people used it and it had a back line profile of hundreds of thousands of links such that he made 200 to 300 bucks a month off all of those people clicking to 43things and then him displaying parking.

So, you know there is an example of does parking still work? Yeah, you bet, in the right situations.

Hold up, hold up, hold up. Before you stop listening to this, give a listen to these six awesome sponsors who make what I do here at DomainSherpa possible for you, please.

DomainSherpa.com: The Domain Name Authority

First, if you're buying or selling a domain name or portfolio and you want an estimate of it's value, Estibot.com is the place to go. Just like you'd visit Zillow.com to get an estimate of a house value, Estibot.com provides key information about the most important statistics so you can make an informed decision based on data.

Second: Serious about online trading? Secure your funds, keep your merchandise safe, and use a company that keeps the buyer and seller protected the whole way through. That's Escrow.com. Payments you can trust.

Finally, if you're a domain name investor, don't you have unique legal needs that require domain name technical know-how and industry experience? That's why you need David Weslow of Wiley Rein. Go search for David Weslow on DomainSherpa, watch his interview and you can see for yourself that he can clearly explain issues, can help you with buy/sell agreements, deal with website content issues and UDRP actions, and even help you write your website terms and conditions. David Weslow is the lawyer to call for Internet legal issues. See for yourself at DavidWeslow.com

Three more quick sponsor messages.

First, if you're buying a domain name from a private party and want to know what else they own, DomainIQ.com is the tool you should be using. View their entire portfolio, filter by Estibot value and be a better investor. \$49.95 for 250 queries per month. Visit DomainIQ.com/portfolio to learn more.

Second, Efty was built by domain investors to increase your inquiries, sales and profit. Forget spreadsheets and archived emails — manage your entire investment portfolio in one place using a secure and completely confidential platform. Learn more at Efty.com, that's e – f – t – y, Efty.com.

Finally, if you're struggling with how to buy, sell, and value domain names, you need to check-out DNAcademy.com. Published by me, Michael Cyger of DomainSherpa, and trusted by Uniregistry to train their new employees, you too can learn using the DNAcademy accelerated learning system for domain name investing. Learn more at DNAcademy.com.

Watch the full video at:

<http://www.domainsherpa.com/does-domain-name-parking-still-work-today/>