

Why and how does the SEO industry use expired domains

Kalin Karakehayov, 10 years of SEO experience,
8 years of domaining experience

Co-founder of

Tool.Domains

All in One Domains Research Tool

Backed by a database of 756+ million domain names



Search Engine Optimization

SEO = **Content** + **Backlinks** +
Powerful Domains (Brand) + Social Signals
– **Everything unnatural or stupid
we do**



How are Expired Domains used

- For money sites (rank better than new ones)
- 301 redirect to money sites (can be white or black hat)
- Supporting websites or blogs (PBN) with links to money site(s).
- Depending on TLD an estimated 1% to 20% of dropped domains are registered again for SEO use (mostly for PBN). The rate is higher for cheap 1st year TLDs (gTLDs, .pl, .se, .nu).



Why PBN + Expired Domains

- Pagerank Algorithm (need juice flowing in to give it to the money site)
- Control over links (can be removed in case of a Google penalty)
- Less recurring costs, has benefits or revenue
- Easy to scale



Tools and Metrics

- **Majestic SEO (Referring domains, CF, TF)**
- **Ahrefs (Referring domains, Domain rank)**
- **Moz Open Site Explorer (DA)**
- **Google Pagerank (too old now)**
- **Archive.org (was it abused by SEOs already?)**
- **Alexa/SimilarWeb rank**

Manual Backlinks Check

- **Quantity**
- **Quality (Homepage links or from high authority websites)**
- **Share of natural links**
- **Relevance**
- **Anchor texts**
- **Caveats and penalty signs**
 - **Anchors**
 - **Other spammy patterns**
 - **Hacked websites**
 - **Subdomains**



The big questions

- **Quality vs geography (TLD)**
- **Quality vs relevance (Niche)**
- **Quality vs price (\$)**

Typical good expired domains

- Everything about government and society
- Everything about science, education and to a less degree art and culture
- Open source software and free online services
- Failed companies and startups
- Events



Tool.Domains



info@tool-domains.com

Tool.Domains (main)

DomainEye.com (tools)

AllDomainsDB.com (databases)

Seo.Domains (SEO value domains)

