

# Why and how does the SEO industry use expired domains

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**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 1<sup>st</sup> 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)

