

Creating A Strategic Domain Portfolio: SEO and Traffic Development

By Morgan Linton



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Publisher, ccTLD Investors Magazine
Publisher, MorganLinton.com

Introduction – Who Am I?

- ▶ President and Founder of Linton Investments



- ▶ Publisher ccTLD Investors Magazine



Introduction – Who Am I?

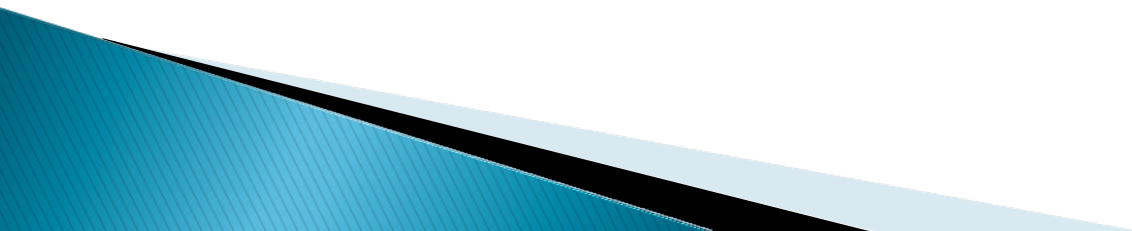
- ▶ Publisher, MorganLinton.com



- ▶ Producer/Host, Domaininvestors Television



SEO and Domain Names

- ▶ The advantage of an exact-match Domain
 - 30% of Google's ranking algorithm is based on your domain name.
 - Visitors have more trust for a domain name that exactly matches what they are looking for.
 - Much better for branding – by looking at your domain name can somebody know what they will find on your site?
- 

Building Where The Traffic Is

- ▶ How to find WHAT people are searching for

Results are tailored to English, United States [Edit](#)

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
credit

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: March ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
credit score	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	1,830,000	1,830,000	Add v
credit cards	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	3,350,000	4,090,000	Add v
credit card	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	13,600,000	20,400,000	Add v
credit bureau	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	246,000	368,000	Add v
credit	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	55,600,000	101,000,000	Add v
credit counseling	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	550,000	823,000	Add v
fix credit	<div style="width: 20px; height: 10px; background-color: #8bc34a;"></div>	135,000	135,000	Add v

You can easily add a column that will display estimated Average CPC (Cost-Per-Click)

Choose columns to display: [?](#)

Show/hide columns

Show/hide columns

Show Estimated Ad Position

Show Estimated Avg. CPC

Show Search Volume Trends

Show Highest Volume Occurred In

Hide Advertiser Competition

Hide Local Search Volume

Hide Global Monthly Search Volume

Show All

Show Defaults

- ▶ The Google Adwords Keyword Tool

Building Where The Traffic Is

- ▶ It's not just about finding traffic...but finding traffic that generates revenue – CPC is your window into monetization potential.

Calculate estimates using a different maximum CPC bid: Choose columns to display: ?

US Dollars (USD \$) Show/hide columns

Recalculate ?

Keywords	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: March ?	Global Monthly Search Volume ?	Match Type: ? Broad
Keywords related to term(s) entered - sort by relevance ?					
dui attorney mesa	\$42.90		390	480	Add ∨
south florida dui attorney	\$40.00		260	320	Add ∨
chandler dui attorney	\$37.51		210	320	Add ∨
fl dui attorney	\$37.07		1,900	1,300	Add ∨
la dui attorney	\$36.95		1,300	1,000	Add ∨
az dui attorney	\$35.65		1,600	1,000	Add ∨
angeles attorney dui los	\$32.78		4,400	8,100	Add ∨
dui defense attorneys	\$32.60		2,900	8,100	Add ∨
ca dui attorney	\$31.06		2,900	2,400	Add ∨

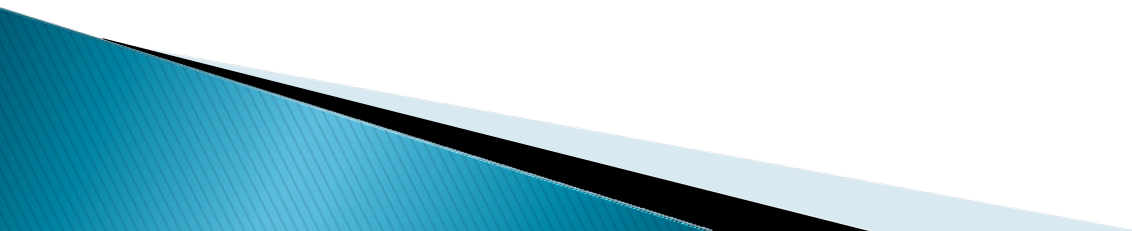
The Myth of Google's First Page

- ▶ It's great to be on the first page of Google, but being on the first page does not mean you will make any money.
- ▶ You need the following two qualities to have your first-page ranking be meaningful:
 - Good search volume (I like over 1000 exact-match) the keyword phrase
 - High CPC or strong affiliate programs in the market you are targeting

Finding Exact-Match Domains

- ▶ There are many ways to find good exact-match domains that can monetize well:
 - Hand-register
 - Purchase from a listing service like Sedo, Snapnames, etc.
 - Buy in an auction either online or in-person
 - Buy from a Domain Name Forum
- ▶ Determine the right price to pay
 - CPC and Google Search Volume are key Metrics
 - Tools like Estibot.com can help
 - NameBio.com allows you to look-up previous sales

ccTLDs – Global Domain Investing

- ▶ ccTLDs are a great way to enter a new Domain market
 - ▶ Growth potential is phenomenal with sales like Credit.fr for over \$850,000 already this year
 - ▶ Great way to focus on a local search market
- 

ccTLDs and SEO

- ▶ You can use the Google Adwords Keyword Tool to see search volume in ANY country and in ANY language!

Results are tailored to the languages and countries you choose below:

Polish	▲	Mauritania	▲
Portuguese		Mauritius	
Russian		Mayotte	
Spanish		Mexico	
Swedish		Micronesia	
Turkish	▼	Moldova	▼

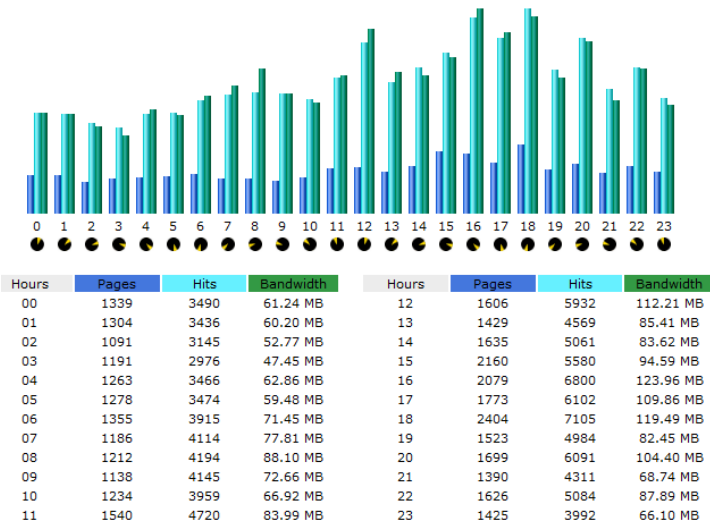
How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="credito"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	▶ Filter my results
	<input type="button" value="Get keyword ideas"/>

SEO Fundamentals Still Apply

- ▶ The fundamentals are still the same and essential to maintaining a good rank in the search engines:
 - *Title tag*
 - *Anchor text*
 - *Good link partners*
 - *Unique content*
- ▶ Understanding what people are doing to rank where you want to rank!

Analytics – Learning about your Visitor

- Free tools like Google Analytics and cPanel make it easy to learn more about your website visitor.



Site Usage

3,697 Visits

5,454 Pageviews

1.48 Pages/Visit

76.06% Bounce Rate

00:00:58 Avg. Time on Site

89.29% % New Visits

Visitors Overview




3,377 Visitors

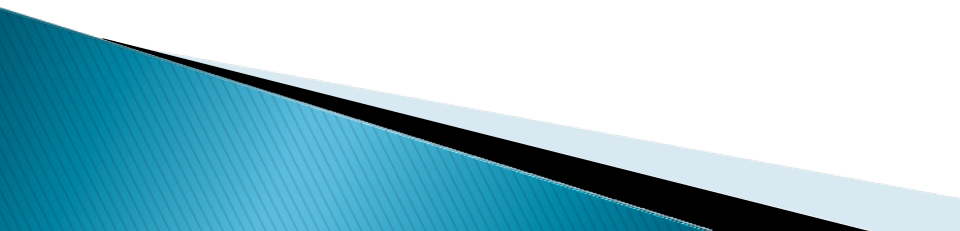
Map Overlay



How To Turn Traffic Into \$\$\$

- ▶ **Affiliate Marketing**
 - Selling products that your visitors are looking for. You get a percentage of the sale or monthly fee.
 - ▶ **Lead Generation**
 - Get paid per-lead when someone fills-out a form on your website.
 - ▶ **Sale of Your Own Product**
 - Make your own product (real or virtual) and sell it on your site.
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Putting It All Together

- ▶ Find where the traffic is
 - ▶ Make sure the traffic can be monetized
 - ▶ Buy the exact-match domain
 - ▶ Develop a search-engine optimized information site on your domain
 - ▶ You have just created a money-making machine!
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Q & A

I am happy to answer any questions you might have!

