

Jumpstart Your New Website with an Expired Domain Name

Wouldn't it be nice to start your new website and already have an established web presence in the search engines and a regular stream of traffic? Did you know that expired domains get millions of visitors each and every day?

If you are planning to register a new domain and start promoting your website you should know about the value of using expired domain names. As you probably already know when a domain name is created it is registered for a specific period of time, generally 1 year. If the original domain registrant doesn't pay for the renewal by the end of the year the domain will expire and will then be available to whoever would like to purchase it.

There can be a lot of advantages to going with an expired domain over registering a new one. The best thing about an expired domain name is that the website is established and usually has existing traffic. Often an expired domain will already have numerous backlinks. Backlinks are links on other websites that point to the website in question. Many expired domains will also already have a Google Page Rank value and be indexed in all the major search engines. If you can purchase an expired domain name that has backlinks and PR you will be getting a significant head start on gaining traffic to your new website.

When registering a new domain name you are starting out with a blank slate. No one knows about the website and there are no listings in the search engines. When you purchase an expired domain name you will still have to work on promoting the website and getting appropriate backlinks, but much of your work will have already been done for you. When you purchase an expired domain you will be taking advantage of the work that someone else has already done to promote the website.

When you are researching to find out what expired domain you would like to purchase you will want to find out how well the domain is doing in the search engines. Do a check of the backlinks and the Page Rank. You should also check with Alexa to see what sort of traffic the site may be getting. Of course when visitors go to the site they will see a parked domain instead of actual content, but once you obtain the domain name you can change all that.

Most of the time there are completely legitimate reasons for a domain expiring. Perhaps the original owner has lost interest in the site or they just didn't have the time to manage it. In some cases a domain name will expire because the original registrant is deceased. Sometimes, but rarely, a domain is allowed to expire because the website has been banned by the search engines. This is easy to check. Just do a Google search for the domain name and see what comes up. If you see listings you can rest assured that the domain hasn't been banned. There are also online tools that can be used to verify information on domain names.

Source: <http://www.articlecircle.com>

About the Author

Find [expired domain names](#) and take full advantage of the opportunities to be gained at <http://www.domdat.com>. We provide statistics such as backlinks, Page Rank and Alexa traffic rankings. We provide listings of [expired domains](#) as well as domains that will be expiring soon.