

# Expired Domains

By Stuart Reid

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What happens to domains when the owner forgets to register it? It expires, and the name becomes available for registration again!

This is good news for the Internet Marketer.

What if you could search these expired domains and see what's available? What if you could just pick and choose from them and take what you want?

Well... the short answer is you can. There are plenty of sites and applications that list expired domains for you. Most are, to be honest, useless. You'll find a lot of domains that have expired because no-one ever used them. But you might strike gold!

You might find a good one-word domain. You might find one loaded with keywords. Domains are so cheap to register these days that there's no problem in owning multiple domains. The `spare` domains needn't do anything. They could just be another gateway to your site. You could place different keywords and metatags on them and just point them at your main pages. Your site traffic should improve.

Or you could sell them! If you find a good one (which is pretty rare, but not unheard of) you can put them up for sale at one of the many eBrokers or even on eBay.

You might even be extremely lucky. You could find a site that has expired but which still generates lots of hits. A site which has a good link popularity, for example, can send a lot of good traffic your way and increase the rankings of your other sites in the process.

Then there's the ultimate goal. A site that has a strong listing

on Yahoo! or similar. It costs \$10 or so to register a domain. It costs \$199 to get on Yahoo. A nice result :) There's even software available that will search expired domains for existing Yahoo listings!

Whenever you've got the time have a browse through expired domains. Your site will thank you!

Look for expired domains at <http://www.active-domain.com> - among other places. Active Domain will also register domains for \$10! It's my registrar of choice.

Also take a look at <http://www.deleted-domains.com>

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