

In this video, I'm going to show you how to find a niche domain for your new sites that you're going to be building. Buying an aged domain is better than purchasing a brand new domain. There's a number of reasons why. The first important reason to consider is the fact that it used to be a site and it's got some history with it. I'll say, there'd be some backlinks. There may also be some Authority with the site so you'll have a head start there. And the best way to do this, is to carry out a search and do some testing like I'm about to show you in this video.

Let's say for example that your company or your website is going to be in the computer niche. What you need to do is look at [GoDaddy](#) or auctions. So you need to have an auction account, you can set one up it's very easy to do. When you logged in click on Advanced Search. You've got a drop-down here and you can select 3 things. Click on 'Contains' and then enter a word that's related to your business. So I'm going to put 'computer'. Not computers because that will reduce the number of results I can get. So computer, that means the domain has the word computer in it somewhere. If you're in the real estate niche, then you would put 'real estate'.

When you're doing your testing, if you run this and you can't find anything, then use different words so the contains. So let's say for example your website is in the weight loss niche. There's a number of things that you could look for, you can look for diet, calorie, anything that's associated with your niche and you can look at that as a website name. What's your looking for and the reason why you're looking for a domain that has your niche in, is for the backlinks that the site is hopefully already going to have and some authority sites already going to have and some Authority sites already going to have that is same-niche based. Next step is select.com .org.net. If you're in the United Kingdom, you might want to also select .co.uk or if you're in the United States, click US. There are other domain extensions that you can select from in here. Well I'm just going to select the top 3: com, org and net. Domain Age: I'll start at 2 years and I'll leave maximum blank. I'll also be interested in looking at auctions. So I'll go for auctions that ends in less than 10 days.

Here, I select the top 4 boxes and my price, I'm selecting 5 as the lowest price you can have for domain and maximum I'd put a hundred but really 12 is as high as you're likely to go to you, unless the auctions underway right now in which case you'll be higher than 12. Anyway so I'm going to click Run Search now. This is going to bring back a series of results and you see this little page with the green arrow icon, well if you click on this, then that will download. You'll see this drop down, it's just off the screen but it's downloaded now. I've already done this process on how to look at the domain, so if I bring up the page, this is the page that I've just downloaded. All you're interested in is looking at the domains, so that's these here. What you should do is copy all of these and the next thing to do is find out their Authority. The easiest way to do this is to use a tool called [URL profiler](#). I'll bring up the software now, this is the [URL profiler](#). So I ran this looking for 'Moz' results. Well this tool give you up to 500 results per day that you can run **and it's all** free of charge. You can test this tool out for 14 days I think it is, 7 or 14 days. After that you'll have to pay for it and even if you have to pay for it and even if you have to pay for it, it's well worth buying tool. But if not you can just use it for the short time and find the domain that you want.

Next thing you do is click Run Profiler. Well I've already done that and I'm going to show you the results. Separated these rows, these columns out a bit, so you can see and these are the various different Domain Authority, Page Authority, Links - I wouldn't go by the links so much here, but so there's other data you've got which may be of interest at the Moz rank, for example. So what I'm going to do is I'm going to highlight all of these and I want to sort so I'm going to click on data, sort and then sort by, click on that, Domain Authority first of all, that's what I'm going to do. So click on Domain Authority and

order: largest to smallest. Then click OK. Now I can see I've got a few results here, where the Domain Authority is good, the Page Authority is good.

Here, first one, the Domain Authority is good but the Page Authority isn't. So there's something not right about this site. So what I'm interested in then, are those where the Domain Authority is decent. What I call decent, that's down to your judgment really. Put it this way, a brand new site has Domain Authority of 1. So anything better than 1 is going to be better than a brand new domain. So what you want to do then is, copy these and put them into a new spreadsheet like this. And I'm going to remove any that have a Page Authority of 1, because Page Authority of 1, there's something wrong.

Okay, so the next step is to go back to the spreadsheet from the [URL profiler](#). And this time, I'm going to be sourcing by Page Authority. So now I've got the highest Page Authority here. I'm interested in anything that's, well in this case it's anything 14 and above, because the rest are just one after this. Remember this is better than a brand new site because a brand new site has a Page Authority of 1. so the Page Authority is the Moz determination of likelihood of it's able to rank so the higher the number, the better the chances of ranking. So a Page Authority of 14 is much better than a brand new site or domain than has a Page Authority of 1. I'm going to put this into my new sheet here. I'm now going to sort data. Sort by Domain Authority initially, and then largest to smallest.

Alright, so now I've got a fair bit of work I can do. I've got 47 domains that I can start working on. See here we got a MozRank, here. These are decent scores so those are the ones I want to look at first. Free computer wallpapers. Well that might not be relevant and if your site is about computer repair, well the domain name is important for you to a degree. So you wouldn't purchase these as there's no point in looking at those. Computer training centers - maybe that's okay. But what you want to look for is something a bit more generic. Computers new shop - we can look at that. And look further down the list and pick out the ones that you're interested in. Okay I'll pause the video and just have a look at a few which might be okay.

What I'm going to do then is first of all go through each of these and show you what we're looking for so I'll start from the bottom first. So copy the domain. First thing you want to do is see if it's indexed in Google. So you type in the site:(colon) and then the domain itself. So you can see here, that it is indexed in Google. So that's fine happy with that.

The next thing to check is go to [Majestic](#) and the links under the video and enter the domain. So this site has some Trust Flow. And you can see here, there's (2) backlinks that's given it's Trust Flow. One from referring domain and that link could disappear and then get back to zero again, but still is better than a brand new domain. The links are computer-based which is good, and it's Minnesota - that doesn't matter. Those are the Anchor Text really doesn't matter what be if you're based in Florida for example. it doesn't matter that this says Minnesota. The fact is the backlink is a relevant backlink from a topical same-niche website. So that would be okay, that we can mark this down as as a potential. So I'll highlight this as a potential so it gives us an orangish highlight. So let's go and have a look at another one.

Going to check see if it's indexed in Google first. So this is indexed in Google. What you're looking for is that the homepage itself the domain is indexed. If you see this, that the domain homepage further down the list and not ranking at the top, it means that the site was in penalty so it's better not to get that. But as it's the first one here because this isn't this is Google asking you a question. So this is the first organic list, so that's fine. So now have a look at majestic. So on this one there's no backlinks, so it's really not interested in this domain. So I will mark this in red, that's not interested.

Go up the list and now we'll have a look at this one. Check to see if it's indexed in Google first. It's indexed in Google but you see the homepage I can't find it. Wherever it is, it's not at the top. So what it means is when this site was indexed in Google and the website owner was running it, they did something and they managed to get the site into penalty. So you wouldn't want to purchase this domain. So I'm going to mark this in red as well.

Have a look at the next one, (computer new) computers new shop. Okay, go to check for indexing results. So this isn't indexed in Google so I'm not interested in this so mark this in red as well. If it's not indexed in Google it doesn't mean that it's no good, it just means that there could be an issue because the site may have been really bad so Google deindexed it. So for that reason, we don't want to pick up a domain that's got a low trust factor. So this one here, we know will have a load Google trust factor because it's in penalty or was in penalty.

So now have a look at this one. Do the same again. Check to see if it's indexed in Google and you receive up over 500 pages. The domain is right at the top so that's all good news for us. Let's go and have a look in Majestic. So here, we see a good Trust Flow, good Citation Flow, loads of backlinks. A lot of of those backlinks have good topical Trust Flow from relevant sources. Okay so as computers here. That's what we're looking for, that's what we want, so this is looking good. Let's go and analyze the Anchor Text. Now this cloud, you're going to just pick out words, some Microsoft plus computers and set databases, upgrading, Excel - that's all to do with computer as a computer phrase or a SharePoint, office platform training. These are all good phrases. Oracle stand out so I like this domain, this is looking very good.

The next thing to do is look at the backlinks. In the summary. you can see here there's over a quarter of a million backlinks. That's a lot of links so that's a that's) a warning sign and what it could be, that's been spammed to death and if it was you'd see a lot of these, a lot of these Anchor Text phrases as Labusin for example, or viagra things like that. But we don't have any of it on this domain with this Anchor Text.

Another thing that you'd need to be careful of is that the links. So here we've got backlinks total, 103. So 103 links from 23 domains have when it's empty Anchor Text, so it could be from not an Anchor Text link that's pointing to it. This one here upgrading people iPhone - 188 backlinks from 12 domains. If you had 10,000 backlinks from 1 domain, well that's going to give you all of the backlinks from one domain and they'd probably go down on a blogroll and they've got a huge website, so you might want to check out the site that has crazy number of backlinks on that site linking to the site. And if it's a site that is unsavory or something that's doesn't look great, then you might not want to take the domain.

The thing then to look for in the Anchor Text is if there's a large number of Anchor Text like this one has, there should be a huge number of different phrases like we've got here - here's a huge number of different phrases. So if I click on this number 10, it just means that there's almost 459 links here. So I'm happy with this domain and the next stage to look at then, is taking this domain here and making sure that other people that have owned this domain have been happy with it. It's the way to do that if you go to whois.domaintools.com and enter in your domain here like this, then click Search. What you're looking for is to find out 'has this domain being dropped?'. Now if it domains being dropped what it means is, someone's owned the domain, it expired, no one else wanted it either, and this went on for a number of days. I can't remember the number of days, I think it's 30 or 60 days something like that, still no one's purchased it and so what happens is it drops off and then goes back as a new domain. So that's what a drop domain is. Well you find that out in this section here and what you're looking for is drop once or drop twice, drop three times in this section here. And if it's been dropped more than once, there's a reason for it and because it means that something's wrong with the domain. So you shouldn't

buy it if it's been dropped more than once. As it stands so the details here, there's no mention of the domain being dropped at all so this is a good domain and that is good to purchase this domain and you can do that from Google itself. You can purchase this domain from GoDaddy itself.

So that's that's the way you find a domain that's good for you, for you to have for your website. If you can't find one, then you're going to have to do the new domain which it's not a big deal if you have to go for new domain route. The using an aged domain has an advantage to the point that it's got backlinks, it's got some Authority which a brand new domain doesn't have. But if you can't find something that has something a bit more significant than a brand new domain, just go the brand-new domain route. I'm not saying in the course here, that you need to have an aged domain because if you don't, you can do and rank a brand new sites but the aged domain has the slight advantage and a bigger advantage if you've got a domain like this for example, because this is a greater domain.