



Working With Aged Domains: The RIGHT Way



Hello!
I am Adam Smith
Co-Founder at Niche Website Builders

What We Will Cover

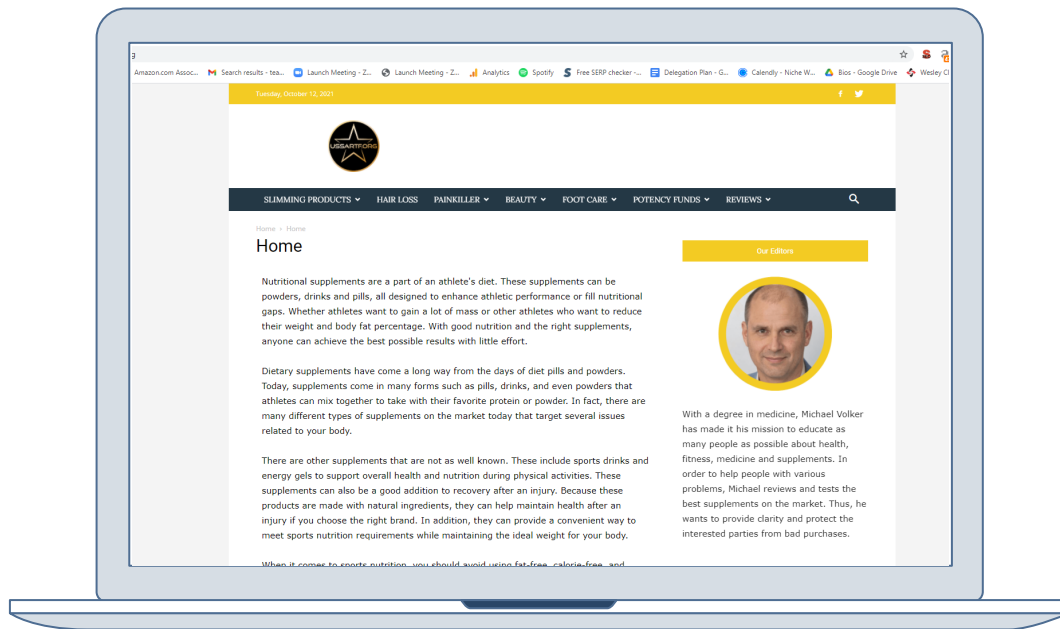
- What is an aged domain?
- Why they work?
- Where to find them?
- How to vet them?
- The perfect example
- NWB case study
- Blackhat case study

What Is An Aged Domain?

Was an existing website, typically a 'real-life' business or organization.

The website attracted lots of backlinks.

For some reason, the owners let the domain expire.



Why They Work?

AGE

AUTHORITY

TRUST

Pros And Cons Of Using An Aged Domain?

PROs

Skips the 'Google Sandbox' effect to allow a site to gain rank quickly.

Makes use of a pre-existing backlink profile.

A ready to go domain with age and authority.

A quicker and cheaper route to acquiring backlinks.

P

CONs

The domain name is what it is, the brand name is out of your control.

More expensive than starting with a fresh domain (but often great value when you consider the backlink profile you gain!).

Possibility of damaging 'red flags' (Unless proper due diligence is carried out).

Where To Find Them?



**Niche Website
Builders**



ODYS Global



**Auction /
Dropcatch**



Private Sale

How To Vet Them?



TRADEMARKS

Purchasing a domain only to find out that it is subject to a trademark can mean a domain is rendered useless.



ANCHOR TEXT

Keep an eye out for any anchors which might suggest troublesome behavior.



BACKLINKS

Links from sites like the New York Times or the BBC will be great assets for our domain and will usually come with page-level topical relevance which we'd take all day long.



HISTORIC TRAFFIC

Whilst a site showing strong historical traffic is a 'green flag', a lack of traffic does not necessarily mean the domain is no good.



TOPICAL RELEVANCY

Using a human to review the backlink profile for this is best but SEMRush also has a helpful tool that categorizes the backlink profile as shown below.



TF AND OTHER METRICS

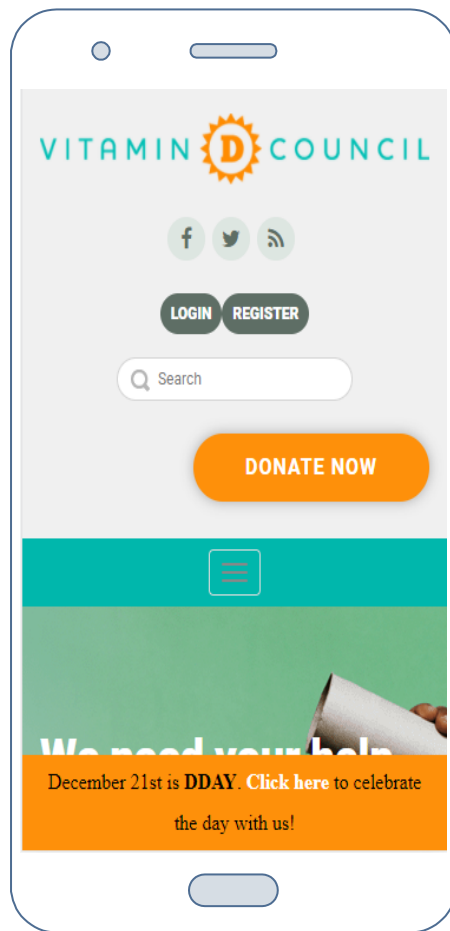
Ideally, we'll want a domain to have a TF of 10+ but if a domain is lower than this then we won't completely ignore it but we will just make sure we dig deeper.

9 Steps For Conducting Due Diligence On Aged Domains


<https://www.nichewebsite.builders/seo-underground/>

The Perfect Example

vitamindcouncil.org



No Live Trademark

**United States Patent and Trademark Office**
[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Tue Oct 12 03:17:23 EDT 2021

[TESS HOME](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

WARNING: AFTER [SEARCHING](#) THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO **NOT** ASSUME THAT YOUR MARK IS AVAILABLE FOR REGISTRATION. YOU SHOULD CONSULT WITH A PATENT AND TRADEMARK ATTORNEY FOR A MORE THOROUGH SEARCH AND OTHER REVIEW, AND MIGHT [REFUSE TO REGISTER](#) YOUR MARK.

View Search History: ▼

☒ Plural and Singular ☐ Singular
☒ Live and Dead ☐ Live ☐ Dead

Search Term:

Field: Combined Word Mark (BI,TI,MP,TL) ▼

Result Must Contain: All Search Terms (AND) ▼

Please logout when you are done to release system resources allocated for you.

Clean Branded Anchor Text

Anchors ⁱ

How to use

Anchors ⁱ

Terms ⁱ

Terms 2 words ⁱ

Terms 3 words ⁱ

Terms 4 words ⁱ

Link type ▾

Search in results

Q

Live ⁱ

Recent ⁱ

Historical ⁱ

6,556 phrases

Anchor text ⁱ

Referring domains ⁱ

/ dofollow ⁱ

vitamin d council

1,106 16% 

977 17% 

http://www.vitamindcouncil.org/

446 6% 

321 5% 

vitamindcouncil.org

376 5% 

347 6% 

www.vitamindcouncil.org

335 5% 

290 5% 

https://vitamindcouncil.org

301 4% 

300 5% 

http://www.vitamindcouncil.org

244 4% 

169 3% 

the vitamin d council

243 4% 

205 3% 

vitamin d

224 3% 

198 3% 

Strong Backlink Profile

Referring Domains ⁱ [How to use](#)

Dofollow

Live ⁱ Recent ⁱ Historical ⁱ 5,905 results			
Domain	DR ⁱ	Ahrefs rank ⁱ	Referring domains (dofollow) ⁱ
reddit.com ▾	94	52	1,350,558
medium.com ▾	94	64	1,439,272
nytimes.com ▾	93	92	1,571,650
wixsite.com ▾	93	93	939,572
theguardian.com ▾	93	135	1,060,713
bbc.co.uk ▾	92	147	1,224,569
wpengine.com ▾	92	165	399,517
static1.squarespace.com ▾	92	186	635,913
feedburner.com ▾	92	200	978,317
washingtonpost.com ▾	92	207	964,754
businessinsider.com ▾	92	250	749,234
huffpost.com ▾	92	258	909,339
springer.com ▾	92	264	368,753
npr.org ▾	92	291	772,525
techcrunch.com ▾	91	315	462,876
healthline.com ▾	91	342	456,832

Lots of Historic Traffic

Organic traffic ⁱ 15 /month

All time

One year

Last 30 days

Export ▼



Organic keywords ⁱ 1

Export ▼



☒ #1-3 ☒ #4-10 ☒ #11-100

Third Party Metrics

vitamindcouncil.org/ ▾

Ahrefs Rankⁱ 58,203	URⁱ 39	DRⁱ 73	Backlinksⁱ 163K Recent 187K Historical 1.61M	Referring domainsⁱ 6.91K Recent 7.49K Historical 20K
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URL	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>PQ</u>	<u>MT</u>	<u>SS</u>	<u>OS</u>	<u>Age</u>	<u>Alexa</u>	<u>TC</u>	<u>TF</u>	<u>CF</u>
vitamindcounc..	64	48	1K	1K	76%	5	1%	67%	14Y, 156D	2,180,829		34	37

Niche Website Builders Case Study

Initial Strong Aged Domain

6 Additional Aged Domain Redirects

Over 600 posts and 1.3million words of content

The Tomb Raiding Method

We used our propriety keyword research method for this site (the same methods we use for all client sites).

For the Tomb Raiding method, we are essentially looking for websites:

- In the same space
- That have a weaker domain than our client
- Are doing a standout job of generating organic traffic

Here is an example of a competing site's metrics in Ahrefs compared with our client's site.

The Competition

Client Domain:



Competitor Imitation Domain:



Site Structure

One of the most important aspects to consider when building a site is structure.

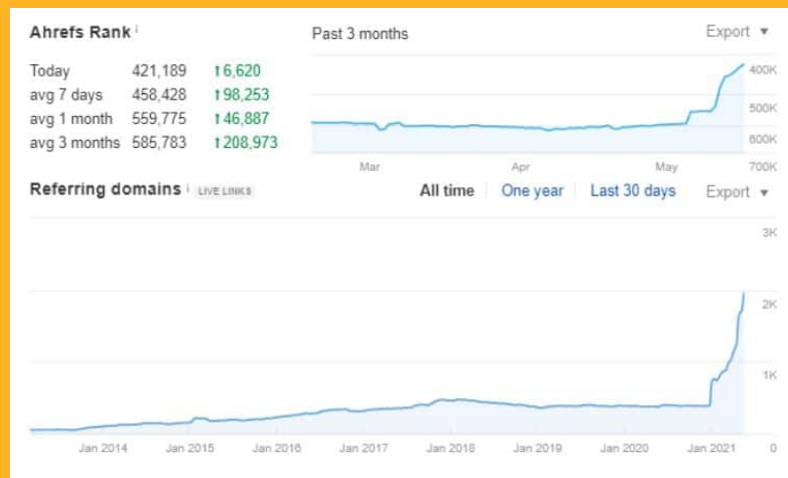
This can be broken down into:

- Homepage layout
- Category page structure
- Menu structure

We want to ensure that our click depth is low (ideally 2/3 max). This means no post is more than 2 or 3 clicks from the homepage. We achieve this by linking to the category pages on the homepage (great for passing expired domain juice through), and by using custom category pages with no pagination.

Redirecting Other Aged Domains

In late December (a few weeks after launch) and January, we sourced and acquired 2 additional expired domains that were highly relevant to 2 of the main categories. You can see the number of referring domains shoot up quickly as the Ahrefs crawler discovers them.



The Redirected Domains

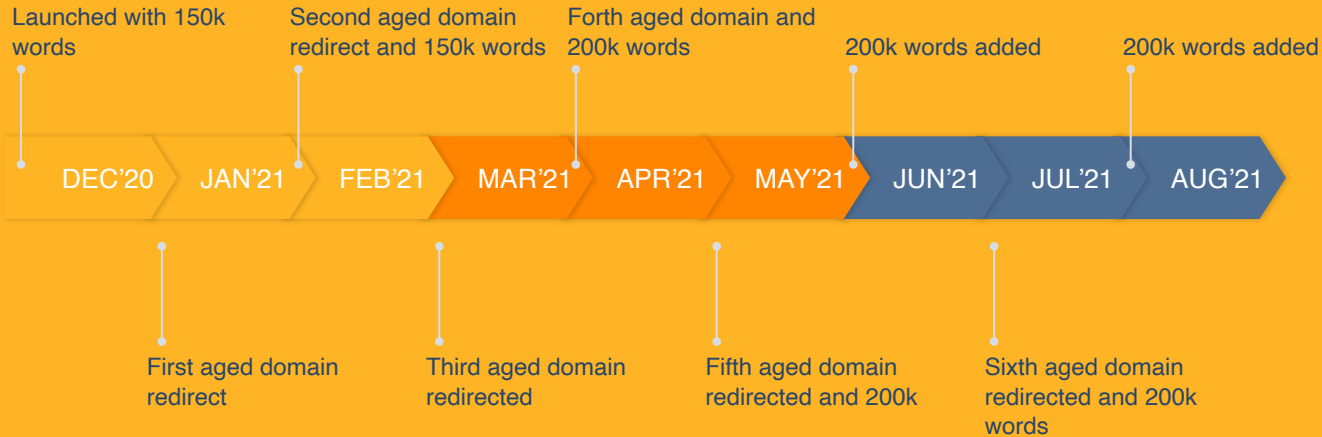
Redirect Month	Domain	UR	DR	Ref. Domains
December 2020	Domain 1	24	39	319
January 2021	Domain 2	34	48	913
February 2021	Domain 3	26	48	591
March 2021	Domain 4	20	25	136
April 2021				
May 2021	Domain 5	33	39	446
June 2021	Domain 6	33	31	381

The Redirect Process

Rather than redirect them to the homepage, we created a 4,000-word skyscraper piece of content that covers the category subject broadly. Throughout this content, we added tons of internal links to posts within the target category. To help with legitimacy, the client also issued a press release announcing they had acquired the domains.



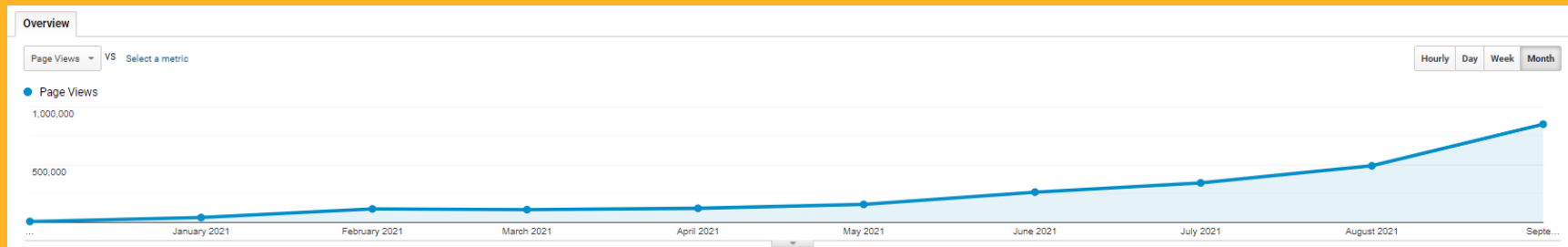
The Timeline



Month	New Content
December 2020	150,000
January 2021	
February 2021	150,000
March 2021	200,000
April 2021	
May 2021	200,000
June 2021	200,000
July 2021	200,000
August 2021	200,000

The Results

Google Analytics show what we were able to achieve in a short period of time:



Launched: December 2020
September Traffic: 848k PVs
September Revenue: \$15,000+

Current ROI

SPEND

Primary Domain - \$17,500

6 x Additional Domains - \$18,000

Content - \$90,000

TOTAL = \$125,500

VALUATION

September Revenue - \$15,000

Value @ 30x - **\$450,000**

Value @ 35x - **\$525,000**

POTENTIAL PROFIT

\$324,500 - \$399,500

318%

Blackhat Example To Follow

ussartf.org

The Old Site



Covered Topics Such As:

Predicting Weather
Compass Markings
Cold Water Survival
US Search and Rescue
Cert Training Near Me

One Site, Two Sides

[Home](#) » [Articles](#) » [Blizzards](#)

Articles

Blizzards

By **Michael** - July 23, 2021

WHAT IS A BLIZZARD?

Blizzards are severe winter storms that pack a combination of blowing snow and wind resulting in very low visibilities. While heavy snowfalls and severe cold often accompany blizzards, they are not required. Sometimes strong winds pick up snow that has already fallen, creating a blizzard.

Officially, the National Weather Service defines a blizzard as large amounts of falling OR blowing snow with winds in excess of 35 mph and visibilities of less than 1/4 of a mile for an extended period of time (greater than 3 hours). When these conditions are expected, the National Weather Service may issue a "Blizzard Warning". When a less severe, but still dangerous, winter storm is expected a "Winter storm Watch" or "Winter storm Warning" may be issued.

A "Winter storm Watch" is issued in advance and means that there is the possibility of a winter storm affecting your area. Keep alert and stay tuned to TV, radio, and other sources of weather information. A "Winter storm Warning" means a winter storm is imminent or already occurring.

WHAT MAKES BLIZZARDS DANGEROUS?

Blizzards can create a variety of dangerous conditions. Traveling by automobile can become difficult or even impossible due to "whiteout" conditions and drifting snow. If you must drive in a

Our Editors



With a degree in medicine, Michael Volker has made it his mission to educate as many people as possible about health, fitness, medicine and supplements. In order to help people with various problems, Michael reviews and tests the best supplements on the market. Thus, he wants to provide clarity and protect the interested parties from bad purchases.

Most Read Posts

In Memoriam

The US Side

One Site, Two Sides

compass numbers	350	1
predicting weather	3,400	6
cold water survival	70	1
how often do hurricanes occur	350	3
us search and rescue	40	1
what do topographic map symbols represent	100	10
children lost in the woods	40	2
tsunamis have a large amount of energy because of their large	30	1
cisd training	60	9
compass parts	250	9
ropes and knots	600	10
most vehicles will become buoyant in this many feet of water or less.	70	4
united states search and rescue task force	10	1
does water conduct heat	50	7
cert training near me	100	7
search and rescue mission statement	10	1

The US Side

One Site, Two Sides

US 2.2K DE 779 CA 259 ... | Device: Desktop | Date: Oct 11, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD SERP features Advanced filters

Keywords

2.2K -0.09%

Traffic

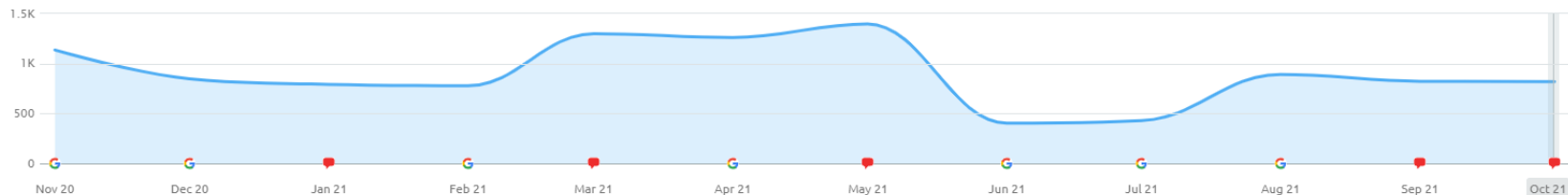
819 -0.49%

Traffic Cost

\$220 77.42%

Estimated Traffic Trend

Notes



The US Side

One Site, Two Sides

Start > Schlankmacher > Slim XR im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

Schlankmacher

Slim XR im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

Von **Michael** - August 30, 2021

„Slim XR – jetzt abnehmen“: mit dieser Headline auf der Verkaufsseite suggeriert der Hersteller seinen Kunden, dass ein gewünschter Gewichtsverlust mit seinem Fettverbrenner zu einem echten Kinderspiel wird. Lediglich durch die Einnahme des Präparates soll es den Anwender möglich sein, ungeliebte Fettpölsterchen loszuwerden.

Doch klappt Abnehmen mit diesem Präparat wirklich nebenwirkungsfrei und einfach? Kann das Produkt auch in der Praxis überzeugen? Wir haben ausführlich recherchiert, einen eigenen Selbsttest durchgeführt und das Abnehmpräparat auf Herz und Nieren geprüft. Kann uns Slim XR wirklich überzeugen?

Was ist Slim XR?



Meistgelesene Beiträge

Slimymed im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

September 10, 2021

Purosalin im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

September 9, 2021

GC Rocket im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

September 8, 2021

Sliminazer im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

September 6, 2021

CB Slim 300 im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

September 1, 2021

Slim XR im Test 2021 ▷ Erfahrungen, Bewertungen und Selbsttest

The German Side

One Site, Two Sides

Top keyword ⁱ	Its volume ⁱ	Pos. ⁱ
slimy liquid	6,400	12
moossalbe rossmann preis	4,100	12
testonyl	12,000	14
vitalrin	40,000	21
nuubu pflaster	9,900	13
hanfosan	2,300	8
mindinsole test	1,700	13
reduslim erfahrungen	1,100	11
zenidol	3,100	15
slimymed erfahrungen	6,600	21
urotrin	2,500	13
hondrostrong	1,700	11
viscerex negative erfahrungen	350	5
onycosolve	2,900	11
cbslim 300 mg	4,400	22
slim xr erfahrung	100	8

The German Side

One Site, Two Sides

US 2.2K DE 779 CA 259 ... | Device: Desktop | Date: Oct 11, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD SERP features Advanced filters

Keywords

779 7.75%

Traffic

1.5K 41.62%

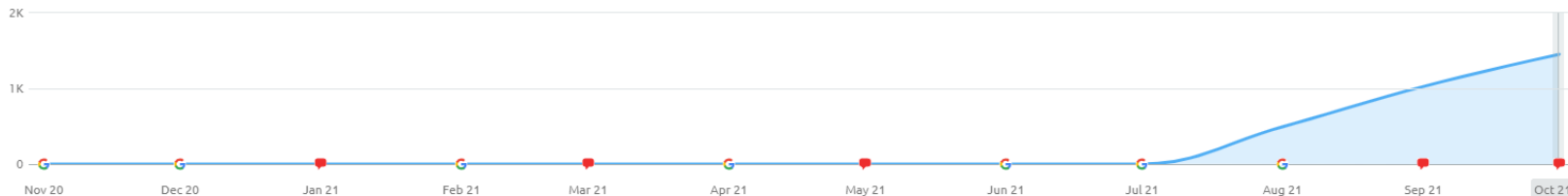
Traffic Cost

\$2.8K 103.67%

Estimated Traffic Trend

Notes

1M 6M 1Y 2Y All time



The German Side

Thanks!

Any questions?

You can contact me: team@nichewebsite.builders

<https://www.nichewebsite.builders/seo-underground/>