


# Making your domain CASH COW

- Make your domain more valuable
- How to earn from idle domains
- Negotiating and Dealing with the buyer

# Making your domain more valuable

- Make your domain live with in 10 minutes. – Simple Way
  - Add more value - Social handles and Accounts
  - Adding Content and News feeds
  - Create free Logo
  - Make your website legally compliant
- 
- A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, set against a solid blue background.

# Make your domain Live (10 minutes)

- Make your domain live using Google Sites for free
- Signup with Google Site account for free and create website and publish it
- You can forward your domain and mask URL using your domain control panel
- Google Sites will provide you with Free images, forms and templates

# Social handles and Accounts

- Create Facebook page and grab your Username/URL
- Create Twitter / Instagram / Pinterest / YouTube Channel
- Sign-up for Google Webmaster account
- If your site is content rich, you regularly update your blog then you can apply for an AdSense account.
- Suppose you have BestLawyers.com, you can put free classified or listing in law related website.
- Create your blog with blogger.com

# Content and News feeds

- Create free account with **Feedgrabbr.com**
- Google for feeds (News Feeds, Fashion Feeds etc)

[http://rss.cnn.com/rss/cnn\\_showbiz.rss](http://rss.cnn.com/rss/cnn_showbiz.rss)

<http://feeds.foxnews.com/foxnews/section/lifestyle>

- Create widget using Feedgrabbr.com
- Generate HTML codes and put in your page (Embed)
- Embedding Tweets of Celebs, Organizations (BCCI, FTV)
- Add News / Forex / Crypto ticker

# Crate Free logo

- Pixteller.com
- Canva.com



# Legal compliance

- Do NOT Copy content/image from other websites
- Do NOT park your domain if you are using any Generic term which has a TM (Example : Zodiac, Apple)
- Signup with **Termly.io** for ToS, Privacy Policy, Disclaimer

# Earn from Idle Domains

- Park your domain name (CashParking, ParkinCrew, Bodis)
- If you have good domains like bestshoe.in, hairoil.in then you can redirect your domain to your affiliate URL

## **(Double check rules)**

- Sell Domains



# Pitching Indian businesses

- Increase in revenue is primary than brand awareness
- After you outreach them, they consult their Web Devs and Digital Marketing consultant
- Make a pitch which can please them too
- EMD (Exact Match Domain), SE Friendly names
- Many companies have 2-3 word names, you can pitch them 1-2 word by showing them benefit of having shorter name
- Try pitching .IN as alternate

# Indian Brand and Domain Pattern

- Mixing of language culture
- Top job portal : **Naukri.com** (Job)
- Top matrimonial portal : **Shaadi.com** (Marriage)
- **MeriNews.com** (“Meri” means here My)
- **PhoneWala.com** (“Wala” means Provider)
- Top news channel and portal **AajTak.in** (which means Till Now)
- Jagran.com, Bhaskar.com

# Negotiation and Closing Deal

- Price should be listed at prominent aftermarket place. They want to see price to be written somewhere rather listening on phone or seeing in email.
- Email aftermarket link where price is mentioned.
- If you want END-USER pricing then list your domain on most advertised through Television. Because end-users come there to check domain availability.
- Email works well rather than phone talks.
- Discount of 10%-20% is fair enough in buying and selling.

# Thank you



**Jay Paudyal**

Founder **DomainKhan.com**

mail@JayPaudyal.tel

**Connect me : Facebook / Twitter / Linked IN**

**DomainKhan**  
dot com