

Benefit of Expired Domains

Contributed by Mikel Freije

Over the years millions of domain names have been purchased - many of which developed into fully active and thriving websites.

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When you are creating a business or new website on the internet, as you probably know you will need a domain name. This of course is the obvious for any internet business, without a domain name you will not have a website, end of story. Now if you are new to the internet business world (where have you been?) you may not realize the importance of SEO tactics. SEO tactics, if done correctly, are designed to give you an advantage within the search engine ranks. Of course, you may be sitting there wondering, "What in the world are you talking about".

Well, this all leads to the title of the article and will answer the question what is the "Benefit of Expired Domains". You see when an domain has been in use by another person and this person allows the domain to expire without renewing, the domain name is placed back into the pool of "domains for sale". This is where the benefits begin to show, just like a new domain name, the expired domain name is available to anyone who wishes to purchase it. What is the difference between a new and expired domain name? Simple, the expired domain name has already been in use. This means that the previous own has likely invested a great deal of effort and time, not to mention money into the promotion of that domain name.

Furthermore, this means that the expired domain is likely all over the internet, with a multitude of back links. Think about it, taking possession of an expired domain name means less work for you and more time for other, more important issues. You will have the opportunity to take advantage of the work that someone else has already performed. The expired domain could already be listed with many search engines, forums, directories, and a wide variety of other websites that have this link already on them.

What does this mean? Because the previous owner already did most of the legwork, it leaves less for you to do. The traffic specific to that expired domain now becomes your traffic, which leads to your sales, and ultimately your revenue. All of this because someone else was kind enough to do the work for you already and let the domain name expire.

Now surely you would know by now, that if you were to purchase a brand new

domain name, you would have to do all the advertising, promotion, SEO work, submission to search engines, forums, and directories yourself. That is a lot of time, effort, and money spent on your part and trust when we say it takes a lot of all of the above to make a new domain work. It makes sense to take advantage of an expired domain does it not? We think so, you should find the expired domain of your choice today and begin taking full advantage of the legwork that has already been done for you and use it for your website.

Author, Mike Freije, contributes articles on Internet Marketing for <http://www.GlobalNewsArticles.com> For more information, visit <http://www.youexpireddomains.com>

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