

Finding Good Domain Names When Pickings Are Slim

Those on the prowl for a great domain name to coincide with their business name, service area or focus topic are likely to find many of the good names are already gone. The reality is it is becoming very hard to find a fantastic domain name. With more than 25 million dot com names already registered and thousands more selling each day, the prospect is daunting.

A good domain name can be the oxygen an online business needs to thrive. Simple, easy to remember dot com names are typically the most highly sought after. So are those names that directly relate to products, services and broad topics. These names are becoming incredibly rare and when they are available they can cost a lot more than some might think.

Since having these names can be linked to the success of a site, a lot of people are willing to seek them out from their current owners. Sadly, the pricing attached to some of these names when private owners are involved can be rather high. Some names have sold for prices in the millions. This can make it feel like getting a good name is an impossibility.

Buying and selling of domain names has become a business all on its own. Private buyers and even companies are making some very big profits by getting into the game for buying, registered and then reselling names to those who want them. There are sites specifically designed to help put buyers and sellers in touch with each other. Auction sites like eBay have even gotten into the act.

Although there is a lot of competition out there for better names, there is still an option available to the average Joe. Some are finding a hidden treasure in expired domain names. There are literally thousands of names out there that have cancelled registrations, have expired or are about to.

Domains that fall into the expired class are those that were once registered and perhaps even utilized. For whatever reason, the owners of these names decided not to renew. The reason range from lack of payment to going out of business. No matter the reason, however, these names end up back on the market and they can be worth a pretty penny. Many of these sites have established traffic, links and reputations. Building a new site with the old name can be a boon for new web publishers. It's even feasible to just buy these names to turn around and sell them again.

In the past, it was difficult to keep up with what names were on the expired list and those that were soon to expire. This is not the case any longer. Tools are available that can help you keep up with what is on the expired market and what names are soon to arrive on it.

Devising a catchy domain name can be very important to business. It doesn't matter whether you need a domain name for yourself or you just want to get into buying or selling, the expired route can be the way to go. It opens doors where they might have been closed before.

About the Author

About the author: Jeff Alderson is a pro on SEO tactics. Looking for [expired domain names](#) with link popularity? Download your free money-making [domain name](#) report today!

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