Why does the SEOs use (expired) domains with links and how do we evaluate them

Kalin Karakehayov

Edoms.com
Seo.Domains
My Background

12 years of SEO experience
10 years of domaining experience
Search Engine Optimization

$\text{SEO} = \text{Content} + \text{Backlinks} + \text{Powerful Domain (Brand)}$ — Everything unnatural or stupid we do (and get caught doing)
How are Expired Domains used

- For money sites (rank better than new ones)
- 301 redirect to money sites (can be white or black hat)
- Supporting websites or blogs (PBN) with links to money site(s).
- Depending on TLD an estimated 1% to 20% of dropped domains are registered again for SEO use (mostly for PBN). The rate is higher for cheap 1st year TLDs (many gTLDs, .pl, .se, .nu, .eu).
Why PBN + Expired Domains

- Pagerank algorithm (need juice flowing in so it gets to the money site);
- Control over links (remove if penalized);
- Less recurring cost, side benefits/revenue;
- Easy to scale
Tools and Metrics

- Majestic SEO (Referring domains, CF, TF)
- Ahrefs (Referring domains, Domain rank)
- Moz Open Site Explorer (DA)
- Archive.org (was it abused by SEOs already?)
Manual Backlinks Check

- Quantity
- Quality (Homepage links or from high authority websites)
- Share of natural links
- Relevance
- Anchor texts
- Caveats and penalty signs
  - Anchors
  - Other spammy patterns
  - Hacked websites
  - Subdomains
How the market acts relative to value

- Niche is overvalued;
- Country is overvalued;
- Value is generally undervalued;
- The ROI on such domains can be 1000% or more!
Thank you!

Facebook.com/karakehayov

Seo.Domains & Edoms.com