

Tools For Your First Domain Development Idea

Learn 6 Simple Components to Launch Your Domain Development Idea

The Domain Show 2020

Virtual Conference

Presented by Alvin Brown

July 25, 2020

Oh how LONG the domain development journey is...

Oh where should we begin?

IDEA



WEBSITE



MONETIZATION



DOMAIN



CONTENT



ANALYTICS



Where to begin...

IDEA



OR

DOMAIN



Where to begin...

IDEA



BOTH

DOMAIN



Oh how LONG the domain development journey is...

IDEA



WEBSITE



MONETIZATION



DOMAIN



CONTENT



ANALYTICS



When it's the idea...

IDEA



When it's the idea, my go to tools are...

Google Trends



Google

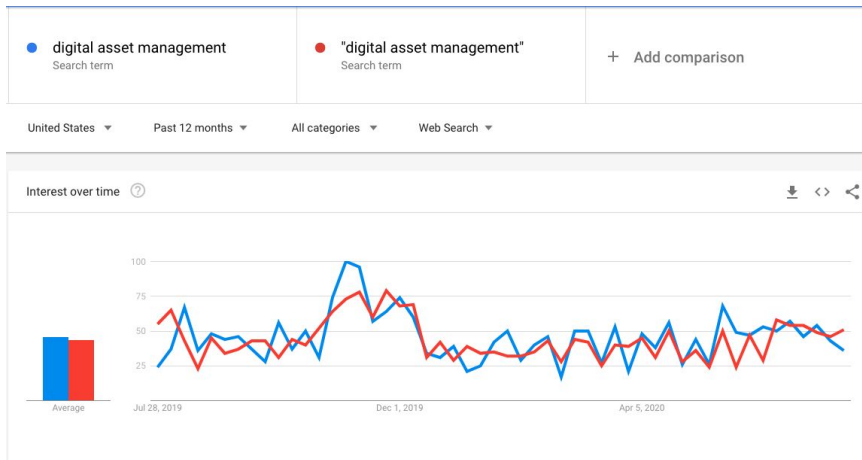
IDEA



When it's the idea, my next move is...

Google Trends

digital asset management



IDEA



1. Does the broad and exact **idea** search trend above 50%?
2. Is the trend upward, downward, or no trend at all?

When it's the idea, my next move is...

● digital asset management
Search term

Broad match search

● "digital asset management"
Search term

Exact match search

+ Add comparison

United States ▼

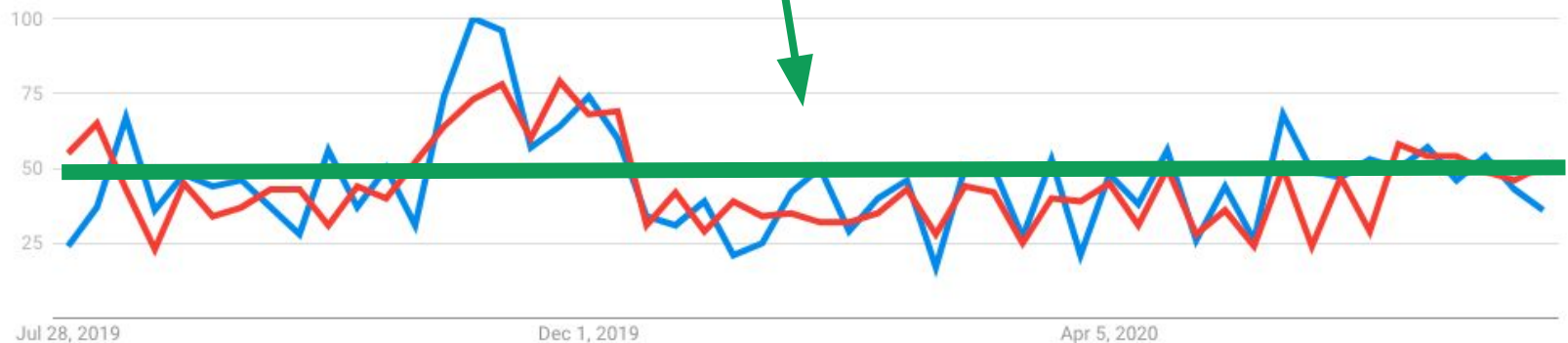
Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?

Does **idea** trend at or above 50%? It may be difficult to confirm, but let's change the trend timeframe.



Average

When it's the idea, my next move is...

● digital asset management
Search term

● "digital asset management"
Search term

+ Add comparison

United States ▼

2004 - present ▼

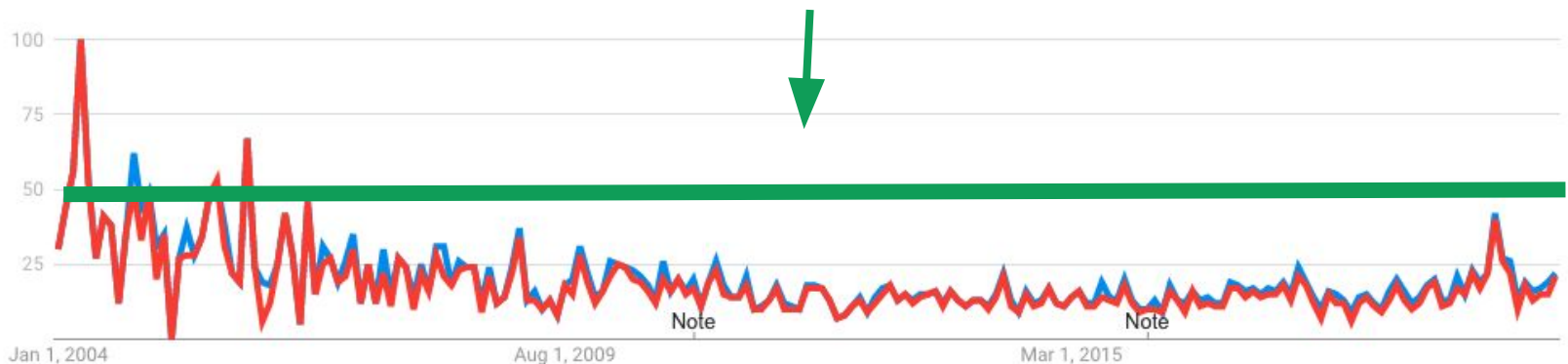
All categories ▼

Web Search ▼

Interest over time ?




Does **idea** trend at or above 50%? Now we see with a longer trend timeline that the **idea** trends below 50% search interest.



When it's the idea, my next move is...



digital asset management

Keyword Statistics	
PPC Advertisers:	28 
CPC:	\$20.70
Search Volume:	27,100/mo
Search Results:	N/A

IDEA



1. Does **idea** have more than 10 PPC Advertisers?
2. Is the CPC at or above \$20?
3. Is search volume at least 10K or more?



When it's the idea, alternatives are...

The logo for Majestic, featuring a semi-circle of seven orange stars above the word "MAJESTIC" in white capital letters on a dark blue background.

MAJESTIC

The logo for SEMrush, featuring a stylized orange flame or comet shape above the word "SEMRUSH" in orange italicized capital letters on a white background.

SEMRUSH

The logo for Ahrefs, featuring the word "ahrefs" in white lowercase letters on a blue background, with the "a" in orange.

ahrefs

The logo for SpyFu, featuring a black silhouette of a person wearing a graduation cap inside a circle, next to the word "SpyFu" in black capital letters on a white background.

SpyFu

The logo for Moz, featuring the word "MOZ" in blue capital letters on a white background.

MOZ

The logo for BuzzSumo, featuring the word "BuzzSumo" in white capital letters on a blue background, with a white signal icon to the right.

BuzzSumo

The logo for seedkeywords, featuring three overlapping circles (yellow, green, and blue) to the left of the word "seedkeywords" in black lowercase letters, with "By Red Evolution" in smaller text below.

seedkeywords
By Red Evolution

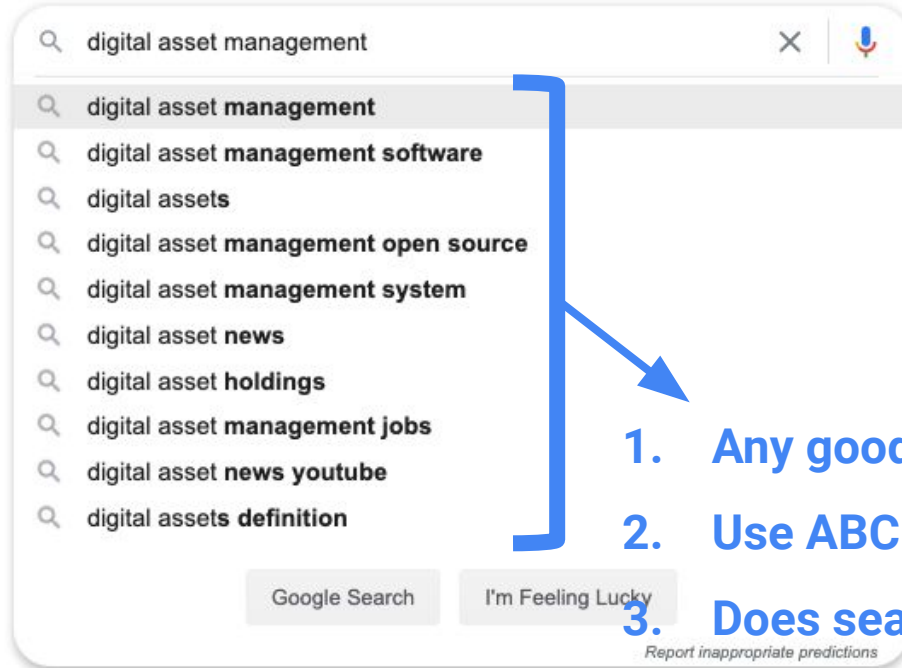
The logo for Google AdWords, featuring the Google logo in its multi-colored font, with a large blue and green "A" to the left, and the word "AdWords" in grey below.

Google
AdWords

The logo for WordStream, featuring three blue wavy lines above the word "WordStream" in blue capital letters on a white background.

WordStream

When it's the idea, my next move is...



IDEA



1. Any good **idea** topics to write about?
2. Use ABC Rule to brainstorm content
3. Does search return results and ads?



When it's the idea, my next move is...

Discover **idea** topics from A to Z

Enter a space and each letter of the alphabet after your keyword phrase to discover content to write about, from A to Z.

The screenshot shows a Google search bar with the text 'digital asset management'. A green box highlights the letter 'a' at the end of the text, with a green arrow pointing to it from the text 'Discover idea topics from A to Z'. Below the search bar, a list of search suggestions is shown, each starting with 'digital asset management' followed by a keyword: adobe, app, aws, architecture, articles, archives, airtable, analytics, australia, and azure. A blue bracket groups these suggestions, with a blue arrow pointing from the text 'Enter a space and each letter of the alphabet after your keyword phrase to discover content to write about, from A to Z.' to the list.

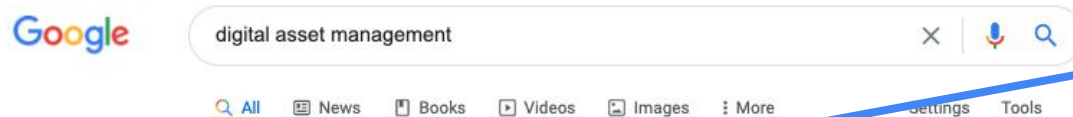
- digital asset management adobe
- digital asset management app
- digital asset management aws
- digital asset management architecture
- digital asset management articles
- digital asset management archives
- digital asset management airtable
- digital asset management analytics
- digital asset management australia
- digital asset management azure

Google Search I'm Feeling Lucky

Report inappropriate predictions

When it's the idea, my next move is...

Idea has nearly a half a billion results
might be challenging to rank for



About 424,000,000 results (0.59 seconds)

Ad · www.capterra.com/dam/free-list ▾

Top 10 DAM Systems - Industry Leading Software List

Find the Best **Digital Asset Management** Systems That Will Help You Do, What You Do, Better. Review the Best **Digital Asset Management** Systems for 2020. Save Time & Money - Start Now! Trusted by Millions. Latest Industry Research. 700+ Categories.

Document Management · Forms Automation · Digital Signage · Digital Signature

Ad · www.bynder.com/ ▾

Digital Asset Management - Bynder - Free Comparison Guide

Manage All Your Digital Files With Bynder's Digital Asset Management Solution

Ad · www.mediavalet.com/ ▾

Top 5 DAM Vendors Compared - A Free Full Comparison Report

See How The Top 5 DAM Vendors Compare Based On Real Customer Reviews.

Ad · www.intelligencebank.com/ ▾

Enterprise DAM Software Leader - Video and Image Conversion

Enterprise DAM with Compliance Features and Self Service. Take DAM To The Next Level.

www.canto.com › digital-asset-management ▾

What Is Digital Asset Management (DAM)? | Canto

Digital asset management (DAM) is a system that stores, shares and organizes **digital assets** in a central location. It amplifies the benefits of creative files such as images, videos and other media. Ultimately, DAM is a company's content sharing and storage solution.



Feedback

**Check bottom of page
for ads too**



**Idea has
ADS**



When it's the idea, these are my go to tools!

Google Trends

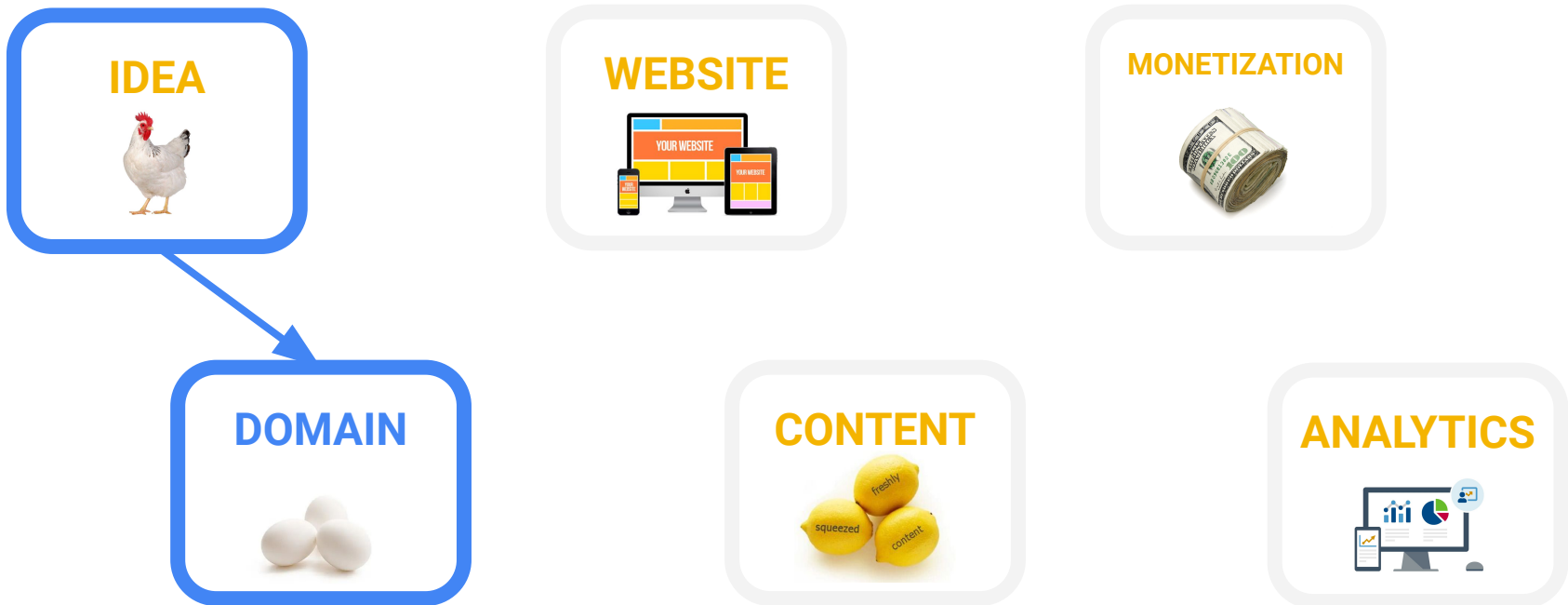


Google

IDEA



Oh how LONG the domain development journey is...



When it's the domain, my go to tools are...

DOMAIN



When it's the domain, my next move is...

DOMAIN



GoDaddy Domains Websites + Marketing Hosting More Help Center Alvin

Auctions Domain Name Aftermarket Enter keywords to begin search Search Advanced Search

On the go? Don't miss a domain auction with our GoDaddy Investor App Watch and bid on expired domains anywhere, anytime. GET IT ON Google Play Download on the App Store

Join Now Already an Auctions member? Log In

Popular Searches Expiring Search Results to Return 25

Expiring									
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789									
Watch	Name	Bids/Offers	Traffic	Estimated Value	Price	Enter Bid/Offer	Time Left		
<input type="checkbox"/>	lifecoin.com	168	152	\$12,509	\$5,600 *	USD\$ Bid \$5,700 or more	3H 59M		
<input type="checkbox"/>	autostorm.com	146	-	\$4,275	\$1,025 *	USD\$ Bid \$1,050 or more	4H 53M		
<input type="checkbox"/>	kanaan.com	107	-	\$8,612	\$720 *	USD\$ Bid \$730 or more	2H 58M		
<input type="checkbox"/>	ht8.com	99	-	\$6,778	\$7,150 *	USD\$ Bid \$7,250 or more	4H 1M		
<input type="checkbox"/>	3723.com	96	-	\$6,907	\$22,638 *	USD\$ Bid \$22,888 or more	1D 1H		

When it's the domain, my next move is...

<input type="checkbox"/>		digitalassetshelp.com	0	-	\$989	\$12 *	USD\$	<input type="text" value="Bid \$12 or more"/>	6D 0H
<input type="checkbox"/>		digitalassetsreward.com	0	-	\$730	\$12 *	USD\$	<input type="text" value="Bid \$12 or more"/>	6D 1H
<input type="checkbox"/>		developdigitalassets.com	0	-	\$1,035	\$12 *	USD\$	<input type="text" value="Bid \$12 or more"/>	6D 1H

Expired Auction (Must be highest bidder to win)

Buy It Now Domains (Close Outs)

<input type="checkbox"/>		digitalassetexperts.net	0	-	\$318	\$10 *	Buy Now for \$10 *		1H 46M
<input type="checkbox"/>		digitalassetcollateral.com	0	-	\$623	\$9 *	Buy Now for \$9 *		2H 55M
<input type="checkbox"/>		digitalassetcashflow.com	0	-	\$874	\$9 *	Buy Now for \$9 *		3H 54M
<input type="checkbox"/>		digitalassetsconsulting.com	0	-	\$935	\$5 *	Buy Now for \$5 *		4H 13M
<input type="checkbox"/>		digitalassetexperts.com	0	-	\$1,583	\$10 *	Buy Now for \$10 *		5H 12M
<input type="checkbox"/>		digitalassetexperts.org	0	-	\$578	\$10 *	Buy Now for \$10 *		5H 16M
<input type="checkbox"/>		da-digitalasset.com	0	-	\$369	\$11 *	Buy Now for \$11 *		5H 27M
<input type="checkbox"/>		digitalassets4u.com	0	-	-	\$2,000 *	Buy Now for \$2,000 *		21H 18M
<input type="checkbox"/>		digitalassetsolutions.co	0	-	-	\$500 *	Buy Now for \$500 *		23H 18M

When it's the domain, alternatives are...

 GoDaddy™

 NameJet™

 Snap[NAMES]

 DropCatch.com

 Expired Domains.net
Expired Domain Name Search Engine

 DAN.COM

 dynadot

 epik

 sedo®

 Flippa

 park.io

 HEXONET

 BrandBucket

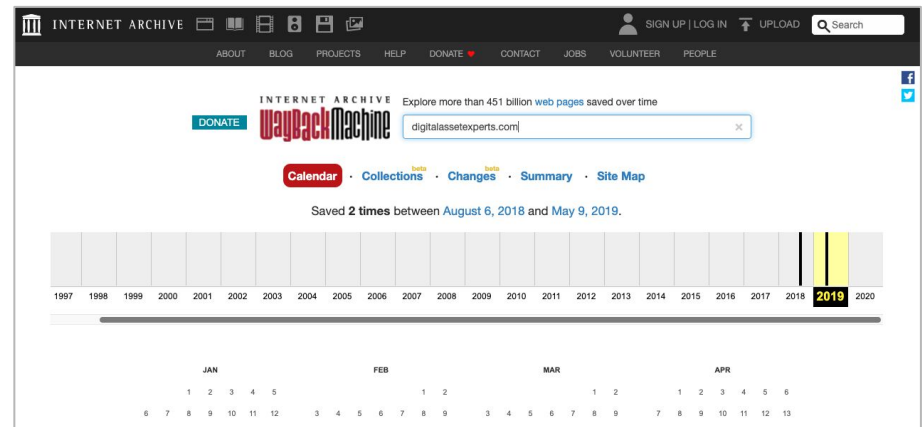
 BRANDROOT

When it's the domain, my next move is...

DOMAIN



WayBackMachine



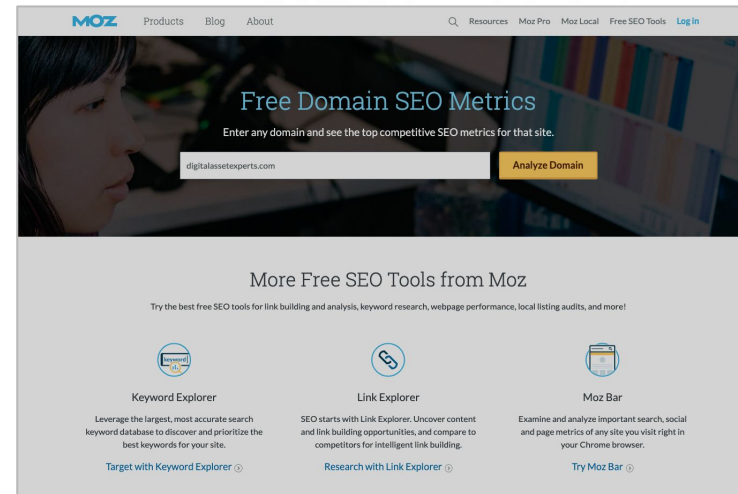
Has the domain been developed or parked?

When it's the domain, my next move is...

DOMAIN



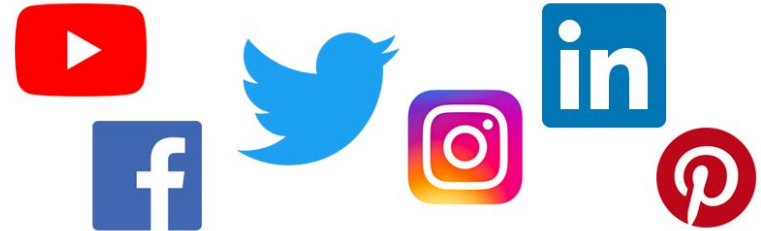
MOZ



1. Check for Domain Authority
2. Check for Backlinks/Profile
3. Check for Spam Score of 5% or less

When it's the domain, my bonus tool...

DOMAIN



Does domain have social network
backlink profile?

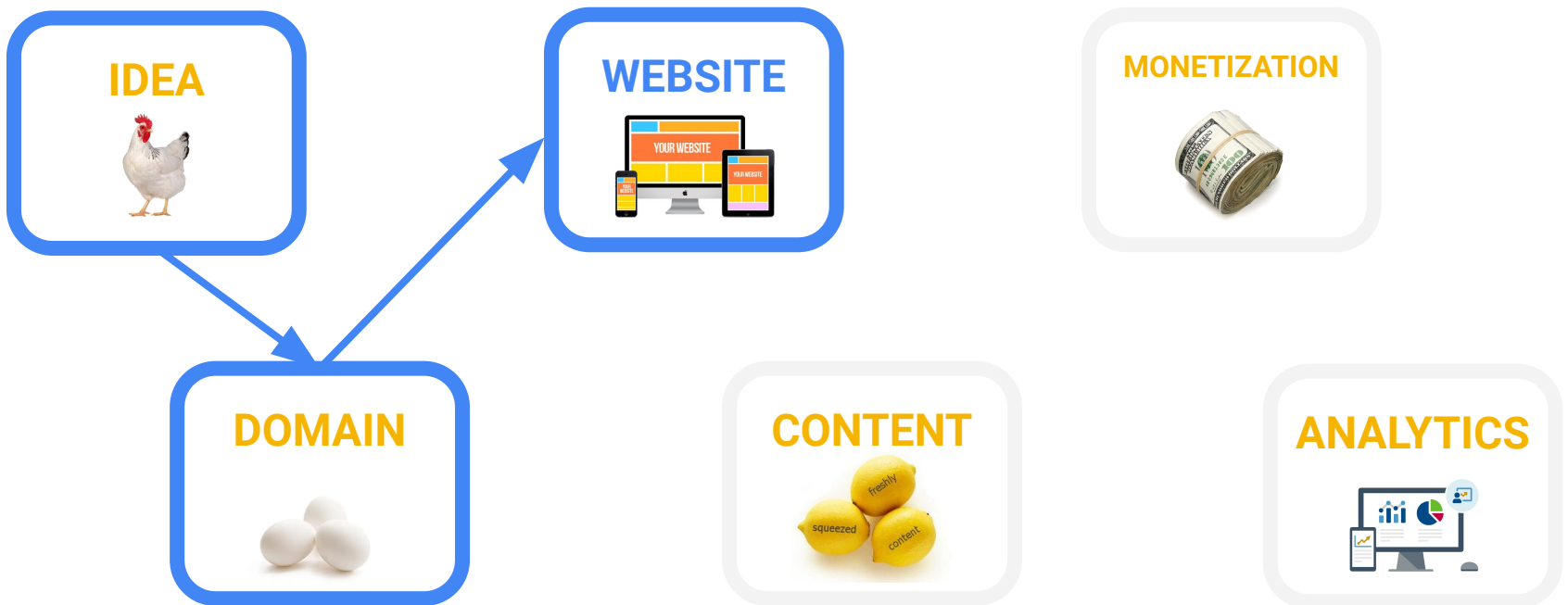
BONUS

When it's the domain, these are my go to tools!

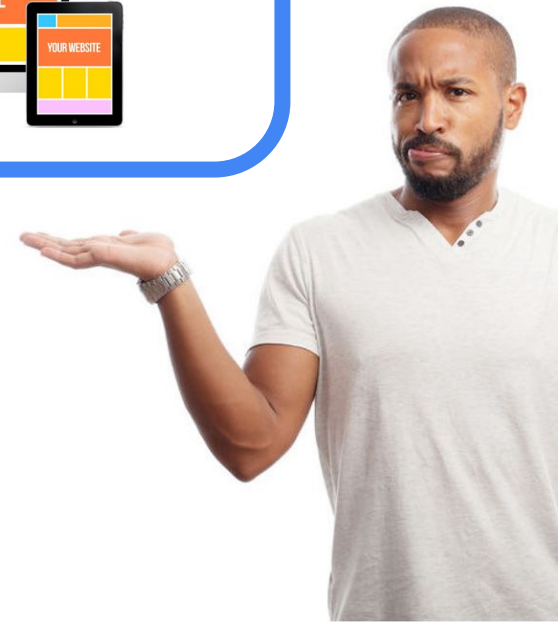
DOMAIN



Oh how LONG the domain development journey is...



When it's the website, my go to tools are...



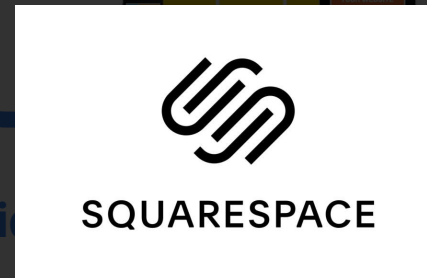
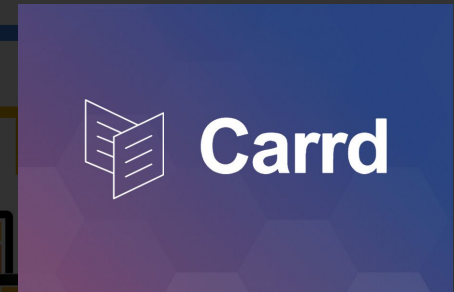
When it's the website, I choose...



1. It's FREE, and supported!
2. One-button install (most hosting providers)
3. Website, Blog, eCommerce, Forum, LMS and more...
4. FREE [Themes](#) and [Plugins](#) (...paid ones too!)
5. Favs: [Astra](#), [Hestia](#), [GeneratePress](#), or [TemplateMonster.com](#)



When it's the website, alternatives are...



3. FREE Themes and Plugins (...paid ones too!)

4. Astra, Orfeo, or GeneratePress

When it's the website, I choose...



MOST POPULAR!

TURBO BOOST

STARTING AT
\$9.99
USD monthly
50% Off (Was \$19.99)

GET TURBO BOOST

Shared Plans

MOST POPULAR!

3-SITES

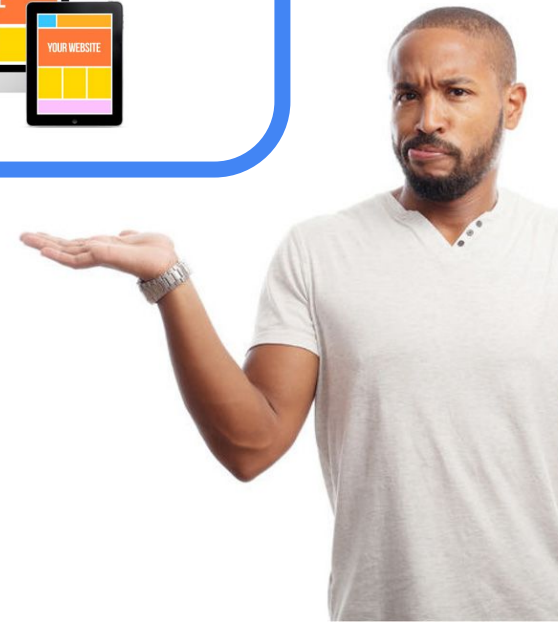
STARTING AT
\$18.99
USD monthly
51% Off (Was \$38.75)

GET 3-SITES

WordPress Plans



1. Affordable Shared/WordPress hosting
2. One-button WordPress install
3. Lightning fast websites (SSD Hard Drives)
4. FREE Auto-SSL CERT Install (primary/add-on domains)



When it's the website, alternatives are...



inmotion
hosting



GoDaddy™



WPengine



linode

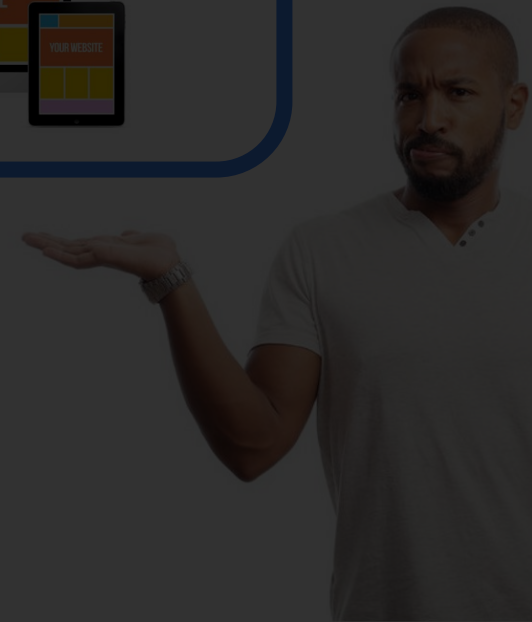


DigitalOcean

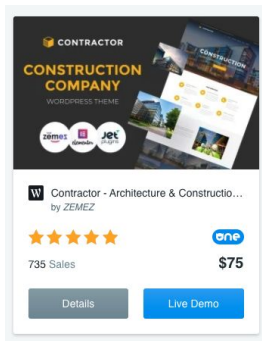
Shared Plans

WordPress Plans

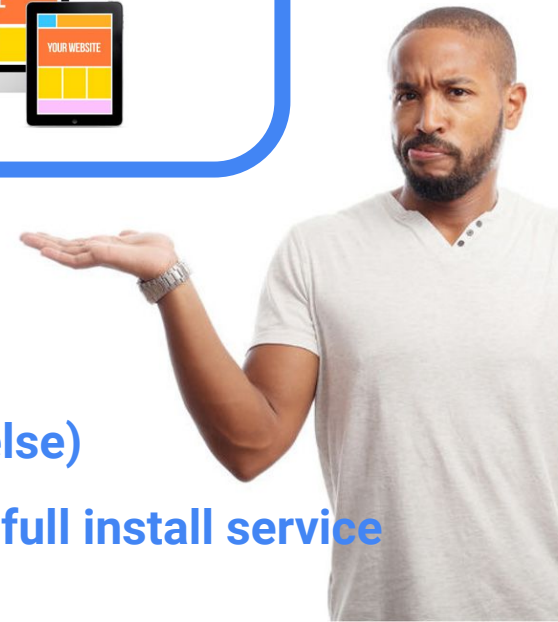
1. Affordable Shared/WordPress hosting
2. One-button WordPress install
3. Lightning fast websites (SSD/)
4. FREE Auto-SSL CERT Install (primary/add-on domains)



When it's the website, I choose...



1. **\$75 per theme -OR- \$300 Annual Membership**
2. **Theme buyout option (Only you use the theme, no one else)**
3. **Free documented easy-to-follow install -OR- Paid \$600 full install service**



When it's the website, alternatives are...

WORDPRESS STORE

- WordPress Themes
- WooCommerce Themes
- Marketplace for Elementor
- WordPress Maintenance

HTML TEMPLATES

- HTML5 Site Templates
- Landing Page Templates
- Admin Templates
- Newsletter Template
- Specialty Pages
- Muse Templates

E-COMMERCE TEMPLATES

- Shopify Themes
- Magento Themes
- PrestaShop Themes
- OpenCart Templates
- MotoCMS Ecommerce
- VirtueMart Templates
- ZenCart Templates
- BigCommerce Themes

CMS TEMPLATES

- Joomla Templates
- Moto CMS 3 Templates
- Drupal Themes
- Moto CMS HTML Templates

POPULAR CATEGORIES

- Software Company HTML Templates
- Construction HTML Templates
- Business Website Templates
- Travel Website Templates
- Business Wordpress Themes
- Web Design Templates
- Medical Wordpress Themes
- News & Magazine WordPress Themes
- Pet Shop Shopify Themes
- Consulting HTML Templates
- Consulting WordPress Themes
- Advertising Agency Templates
- Jewelry Shopify Themes
- Software Company WordPress Themes
- Auto Parts Shopify Themes

WEBSITE CATEGORIES

- Art & Culture
- Animals & Pets
- Design & Photography
- Education & Books
- Business & Services
- Cars & Motorcycles
- Computers & Internet
- Electronics Templates
- Entertainment, Games & Nightlife
- Home & Family
- Fashion & Beauty
- Food & Restaurant
- Holidays, Gifts & Flowers
- Medical Templates
- Real Estate Templates
- Society & People
- Sports, Outdoors & Travel

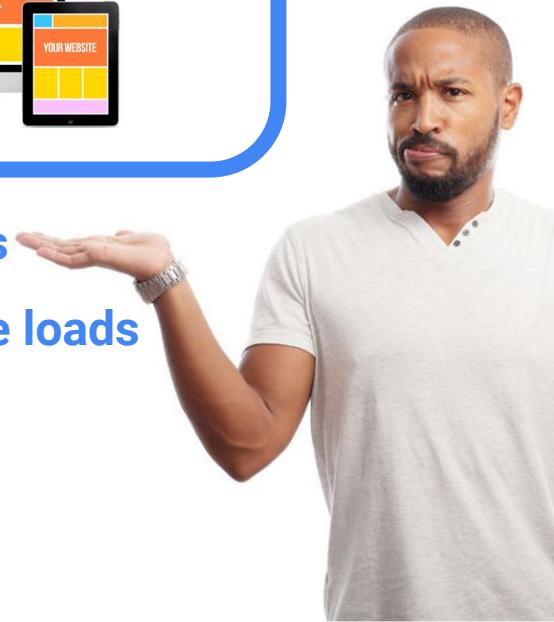


When it's the website, my bonus tool...

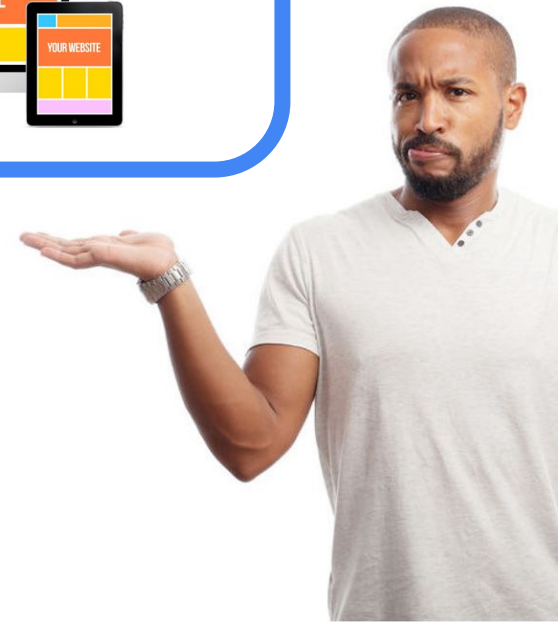


1. Protect against brute-force attacks and hacking attempts
2. Free Content Delivery Network (CDN) for fast page/image loads
3. Save server bandwidth, increasing search ranking

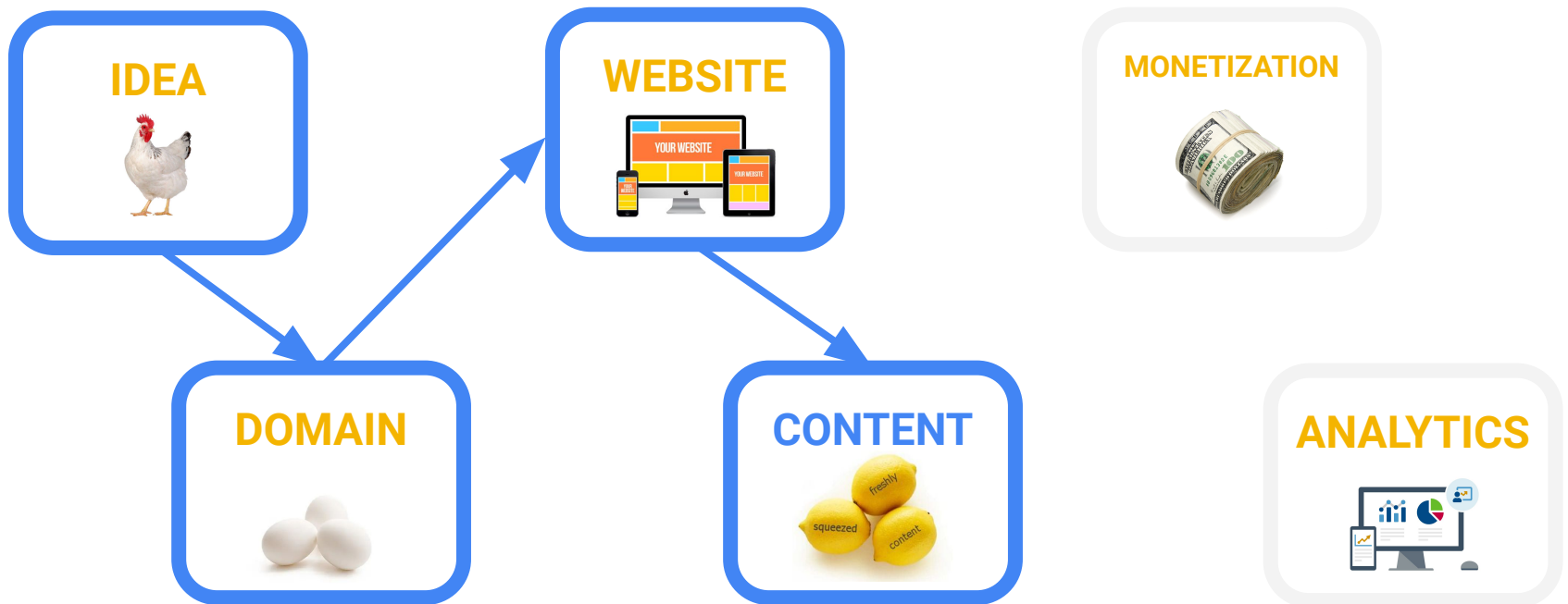
BONUS



When it's the website, these are my go to tools!



Oh how LONG the domain development journey is...



When it's content, I choose...

CONTENT



upwork

1. Web dev, researchers, editors, writers, etc.
2. Fast turnaround, edit faster than create
3. Pay \$5-\$50 per article, \$10 average
4. Philippines, Costa Rica, Kenya, and India

When it's content, I choose...

Article - Why India in prime for next domain investing boom

VIEW JOB POST

INVITE FREELANCERS

REVIEW PROPOSALS (2)

HIRE (1)

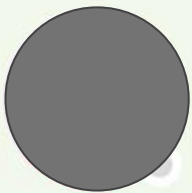
OFFERS (0)

HIRED (1)

This is example of what a job posting looks like when inviting and reviewing freelancers to submit proposals.

One of many great aspects is the Job Success rate.

15 invites left



NLP Trained Copywriter| Exceptionally Good With Words |

India

\$10.00

\$3k+ earned

100% Job Success

TOP RATED

✉ Sent 7 months ago:

Cover letter - Hi Alvin. Freelancer ready to report! I am [redacted] an English trainer by the day and writepreneur by the night. I spend my evening researching the latest trend in the webspace and writing in a way that stimulates the minds...

Creative Writing

Copywriting

Press Release

Email Copywriting

6 more

When it's content, I choose...

CONTENT




Example job posting @ UpWork

Job details


Content Writing

Posted 7 months ago

Need at least a 800-word, uniquely written article listing and explaining at least 5 unique reasons India and Its economy is prime for producing the next domain investing boom, and next generation of highly profitable domain investors. NO ARTICLE SPINNING, NO KEYWORD STUFFING and ALL articles must pass Copyscape.com.

 **\$8**
Fixed-price

 **December 3, 2019**
Delivery by

 **Intermediate**
I am looking for a mix of experience and value

Project Type: One-time project

Skills and expertise

Article Writing

Research

When it's content, alternatives are...



fiverr



@Writer

constant content

1. Web dev, researchers, editors, writers, etc.
2. Edit faster than create
3. Pay \$5-\$50 per article, \$10 average
4. Philippines, Cost Rica, Kenya, and India

When it's content, these are my go to tools!

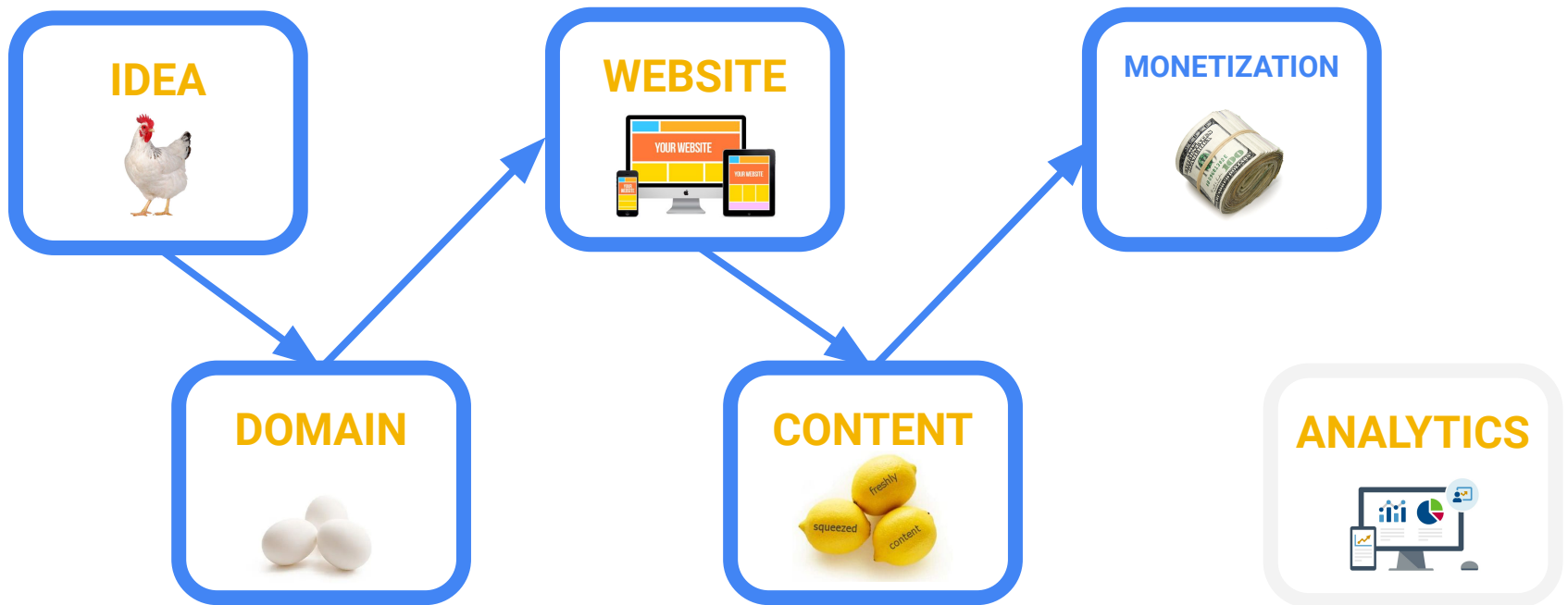
CONTENT



upwork



Oh how LONG the domain development journey is...



When it's monetization, my go to tools are...



MONETIZATION

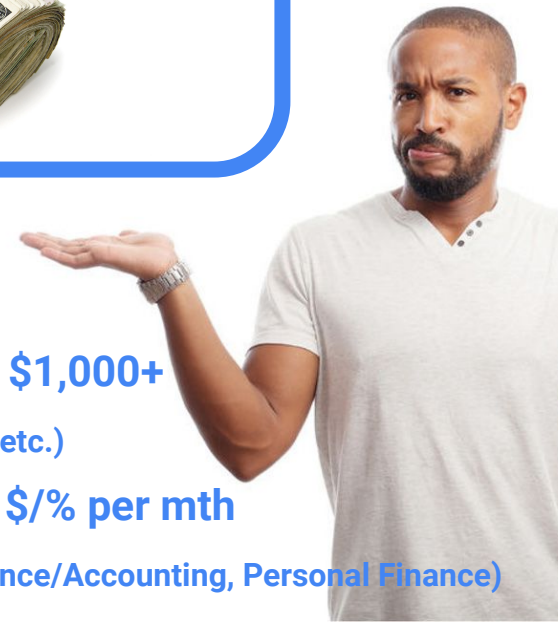


PPC, aim for high-margin services/products, \$1,000+

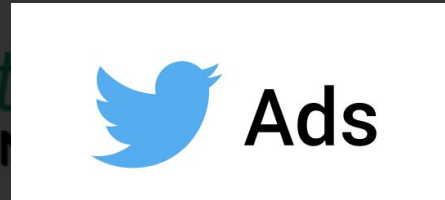
(i.e., Luggage, Designer Wear, Electronics, Video Hardware, etc.)

Leads, \$500+ services/products OR Flat rate \$/% per mth

(i.e., Insurance, Real Estate, Lawyers/Attorneys, HVAC, Finance/Accounting, Personal Finance)



When it's monetization, alternatives are...



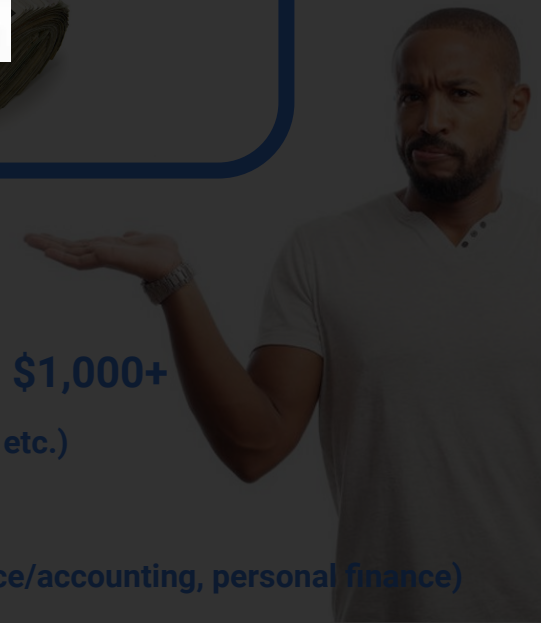
AdSense

PPC, aim for high-margin services/products, \$1,000+

(i.e., Luggage, Designer Wear, Electronics, Video Hardware, etc.)

Leads, \$500+ services and products

(i.e., insurance, real estate, lawyers/attorneys, HVAC, finance/accounting, personal finance)



When it's monetization, these are my go to tools!



Create videos for the following:

How To / Tutorials

Product / Service Reviews

Rare sightings

Courses

MONETIZATION



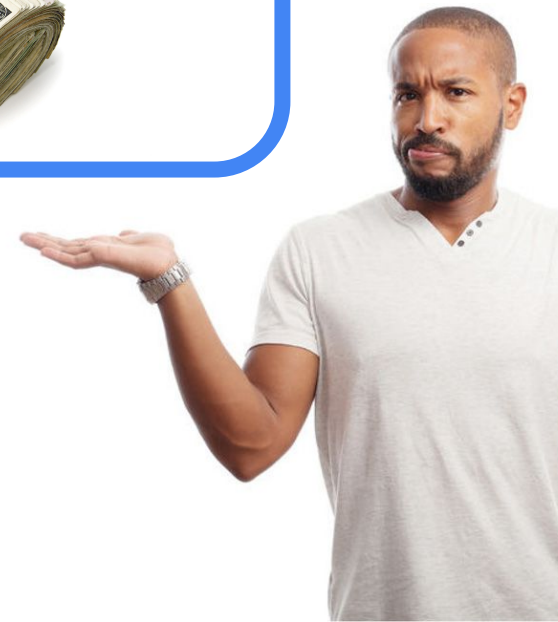
BONUS

[Link Google AdSense account to YouTube](#) | [Join YouTube Partner Program](#)
(req 1000+ subscribers and 4.6K hours of watch time for 12 consecutive months)

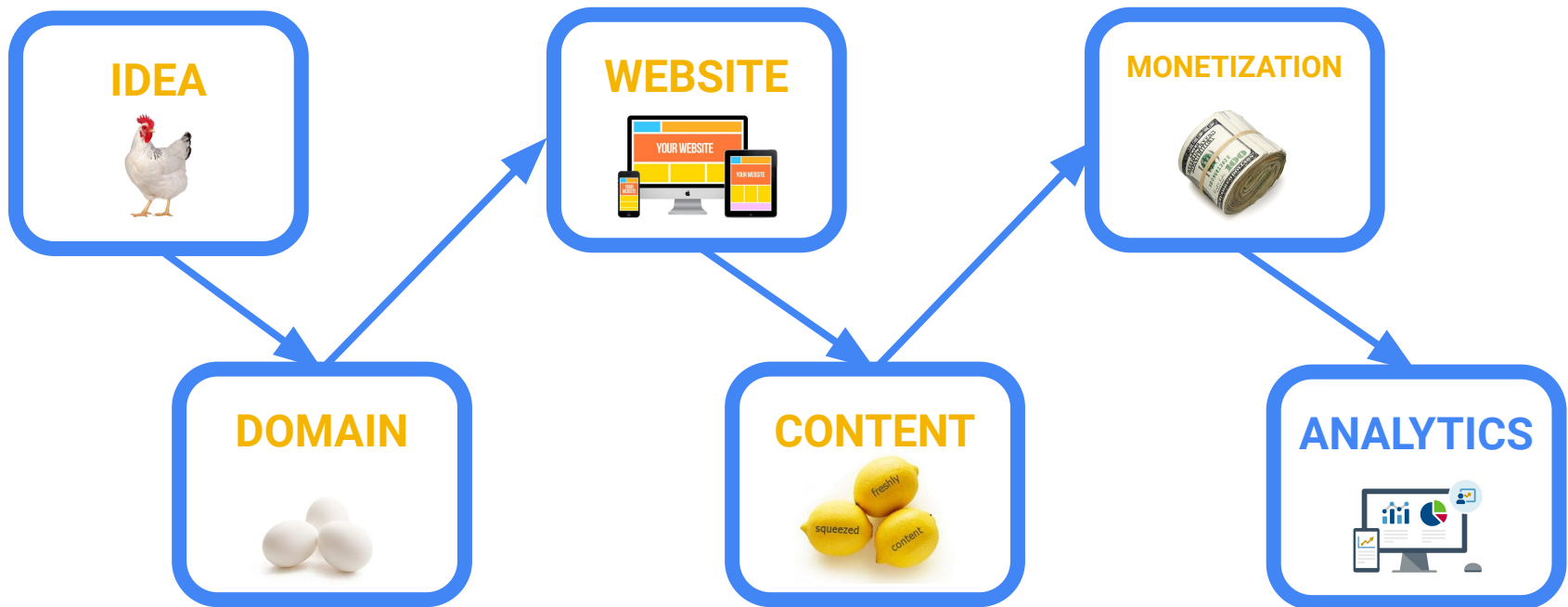
When it's monetization, these are my go to tools!



MONETIZATION



Oh how LONG the domain development journey is...



When it's analytics, my go to tools are...

ANALYTICS



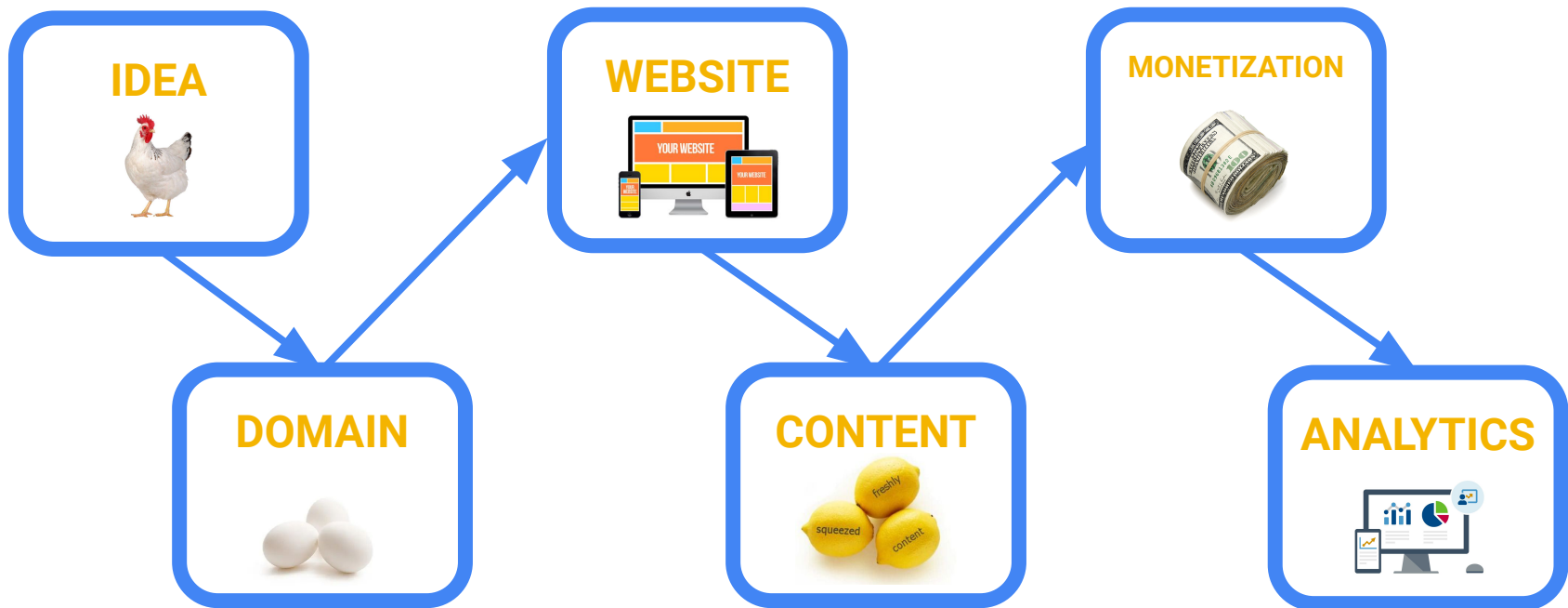
TUTORIALS

[Tutorial: Google Analytics Campaign Tracking Using UTM Parameters](#)

[How to Use Google Campaign URL Builder to Track Web Traffic](#)

THAT'S ALL!

Now wash, rinse, repeat... start a new dev journey!



Simplify and automate development...

Email/Newsletter



I personally use MailChimp for simple email signup and sending.

Customer Relationship Management



Automate all of your site leads using one of the services above. I personally use Zoho for lead forms and follow up.



Automate domain investing and development across 2,000+ apps/software.

**DIVE IN AND SIMPLIFY
YOUR LIFE! ;)**

BONUS

And....



That's all Folks!

Download Full Presentation: DomainDevJourney.com

Oops, one more thing... domain developers to follow!



▶ PLAY PODCAST

Tune in as **Peter Askew** and I discuss his domain development hits and misses, and how he assesses whether or not a domain is worthy of development.

[@searchbound](#)
[VidaliaOnions.com](#)



▶ PLAY PODCAST

Tune in as **Jessica Doppelt** and I discuss how she turned a \$100K investment into multi-million dollar domain development.

[@JDoppelt](#)
[PigeonForge.com](#)



▶ PLAY PODCAST

Tune in as **Sara Mannix** and I discuss how she reaches over 10 million visitors developing tourism and city guide websites.

[@SaraMannix](#)
[LakeGeorge.com](#)



▶ PLAY PODCAST

Tune in as **Tommy Butler** and I discuss the challenges and rewards in mass developing international tourism websites.

[@Glasgow](#)
[Glasgow.com](#)

Let's Connect...

Based in Austin, Texas, **Alvin Brown** is an active Domain Investor & Developer, Digital Strategist, and Publisher of **KickstartCommerce.com** and **DNAdverts.com** — resources dedicated to sharing domain name strategies and best practices.

Alvin also contributes to **DomainNameWire.com**, **TheDomains.com**, and **TLDInvestors.com**.



Alvin Brown

alvin@kickstartcommerce.com

[@alvinbrown](https://twitter.com/alvinbrown)



SUBSCRIBE TO PODCAST VIA
KICKSTART.FM

Tools For Your First Domain Development Idea

*The Domain Show 2020
Virtual Conference*

*Presented by: Alvin Brown
July 25, 2020*

IDEA



OR

DOMAIN

