

# CHECKLIST

## FOR BUYING EXPIRED DOMAINS



### Quality Metrics

Check	How To Check
<input type="checkbox"/> How strong are the domain's top backlinks and are they likely to remain?	<a href="#">Ahrefs</a> , <a href="#">Majestic</a> , <a href="#">Open Site Explorer</a> or <a href="#">Serped</a> .
<input type="checkbox"/> Is the domain relevant to your niche? Optional but recommended.	<a href="#">Ahrefs</a> , <a href="#">Majestic</a> , <a href="#">Open Site Explorer</a> or <a href="#">Serped</a> .
<input type="checkbox"/> What is the ratio between external domains and referring IPs? Aim for below 10.	<a href="#">Ahrefs</a> , <a href="#">Majestic</a> , <a href="#">Open Site Explorer</a> or <a href="#">Serped</a> .



### SEO Metrics

SEO Metric	Minimum	Where to Check
<input type="checkbox"/> Majestic Trust Flow (TF)	10	<a href="#">Majestic</a>
<input type="checkbox"/> Majestic Citation Flow (CF)	10	<a href="#">Majestic</a>
<input type="checkbox"/> MOZ Domain Authority (DA)	20	<a href="#">Open Site Explorer</a>
<input type="checkbox"/> MOZ Page Authority (PA)	20	<a href="#">Open Site Explorer</a>



### Domain Health

Check	How To Check
<input type="checkbox"/> Does it have a clean backlink and anchor text profile? Nothing should be from/about pharma, adult or gambling sites.	<a href="#">Ahrefs</a> , <a href="#">Majestic</a> , <a href="#">Open Site Explorer</a> or <a href="#">Serped</a> .
<input type="checkbox"/> Check link loss. Don't buy a domain that lost a majority of backlinks in the last few weeks.	<a href="#">Ahrefs</a> , <a href="#">Majestic</a> , <a href="#">Open Site Explorer</a> or <a href="#">Serped</a> .
<input type="checkbox"/> Is the domain at least 1 year old?	<a href="#">Wayback Machine</a>
<input type="checkbox"/> How many times has the domain dropped? Recommended below two but can be more if 5+ years or if everything else looks good.	<a href="#">Domain History</a>
<input type="checkbox"/> Is the domain indexed? Only required for auction domains.	Google <a href="#">site:domain.com</a>

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### Other Notes

Always make sure to check TF, CF, DA, PA backlink profile and anchor text for the domain name you're interested in, both with www and without www. Then use the domain variation that has the better metrics to set up your website, and do a 301 redirect from the other variation to your primary variation.

For example, if www.example.com has better metrics than example.com, set up your new niche website on www.example.com and do a 301 redirect from example.com to www.example.com.

If you're researching deleted domains, you have to keep in mind they will not be indexed.

**Learn more about the immense power of building your own Private Blog Network here:**

<https://www.spinrewriter.com/easy-blog-networks>



## Easy Blog Networks

Easy Blog Networks is a PBN hosting service that installs your blogs with a single click on random servers, hosted by big-brand hosting providers like Amazon Web Services, Dreamhost, LiquidWeb, OVH, Rackspace, SoftLayer (IBM) and others. Their system automatically updates WordPress, plugins and themes and maintains daily backups.

Easy Blog Networks has been built from the ground up to be the easiest, simplest and 100% auto-pilot solution for building, hosting and managing your PBNs.

[Find out everything about Easy Blog Networks here...](#)