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# Search Engine Optimization for Domain Traders

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## EXECUTIVE SUMMARY

The target audience of this work are domainers: people who attempt to make a profit by buying and selling domains. To increase the value of their domains and to produce additional revenue, domainers can develop their domains into websites. Visitor traffic from search engines can be generated by search engine optimization (SEO). This thesis is meant to help domainers optimize their sites for search engines, primarily Google.

Relevant SEO factors are analyzed, including content, internal linking, and website size. Instructions are provided on how to most effectively optimize websites while avoiding penalizations from Google. Furthermore, some important technical issues are introduced, including SEO-related HTML tags and hosting.

SEO consists of three basic steps. First, the right keywords have to be chosen. These keywords should be popular among the target group but have as little competition as possible. Second, the chosen keywords have to be placed in optimal positions on the website. The most effective positions are the page title and the domain. Finally, backlinks should be obtained. The most valuable backlinks come from authoritative, topic-related websites. In all these steps, only legitimate tactics which comply with Google's webmaster guidelines should be employed.

On the whole, this thesis reveals that search engine optimization requires effort but is rewarding at the same time. To ensure long-term success, domainers should concentrate their efforts on SEO activities which increase user satisfaction.

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## ABBREVIATIONS

ccTLD:	country code Top Level Domain
CMS:	Content Management Systems
CTR:	Click Through Rate
e.g.:	exempli gratia - for example
gTLD:	generic Top Level Domain
HTML:	Hypertext Markup Language
HTTP:	Hypertext Transfer Protocol
ICANN:	Internet Corporation for Assigned Names and Numbers
PDF:	Portable Document Format
RPC:	Revenue per Click
SEO:	Search Engine Optimization
SERP:	Search Engine Results Page
SLD:	Second Level Domain
URL:	Uniform Resource Locator
TLD:	Top Level Domain
URL:	Uniform Resource Locator