

# MoneyPumps Money Making System

***Learn how to create a secure and ever-increasing income  
from the Internet.***

*By Dan J. Blackburn and Mari Peckham*

## Registering the “Right” Domain Name and Developing Your Internet Real Estate

### The MoneyPumps Money Making System – Part Two

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## Introduction

This e-book is number two in the training series. If you haven't yet read e-book one, "Finding Your Niche – Starting a Business That Will Work for You and Your Interests", please do so before you start this e-book! You can download it free of charge from your MoneyPumps member's area.

Not yet a MoneyPumps member? No problem! You can join easily and have access to all of our training. [Click here to join MoneyPumps now!](#)

The purpose of this report is to walk you through choosing the correct domain name for your business and explain the meaning of "Internet Real Estate" and its importance to you. Although people register domain names every day without a second thought, it is actually an extremely important step that shouldn't be breezed over lightly, if you truly care about becoming successful on the Internet.

This training series will show you exactly what we do to create a full time income online. You can receive every report in this series absolutely free of charge, but understand that there are some necessary costs to practicing what we are teaching you.

The good news for you however, is that running an online business is a LOT cheaper than a "brick and mortar" business. The work load is generally less and the profits can be a LOT higher and easier to come by.

It is the hope of both Dan and Mari that you find this information valuable, put it into practice and start making money online as quickly as possible, without falling into the same traps and money pits that they did!

The fact is that we *want* you to put the information in our reports to use, and we want to make them available to anyone. That is why we are providing every report in this series free of charge.

However, you can make a LOT of money distributing your own BRANDED version of this report and the others in the series by upgrading your MoneyPumps membership.

There are several reports in this Money Making System training. Each one can be used as a highly effective marketing tool to build your own business and build your MoneyPumps downline along with other affiliate programs we recommend through out the reports. Most people who understand the power of this will upgrade.

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MoneyPumps assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report.

Any income examples given in these reports are for illustration purposes and should not be taken as typical. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee. Also, your success is dependent upon your dedication to following the system, as well as your own skill level. The use of our information should be based on your own due diligence, and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

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## Registering a Domain Name

There are three essential, “must have” tools that you need if you truly want to be successful and make money online. These are:

- Your own relevant domain name.
- Professional, reliable hosting.
- Autoresponders and lead capture tools to build your mailing list.

Without these tools, you are letting over **90% of your income potential** go. In real world terms, your domain name explains what your business is; your website hosted on a reliable server is your store or building open 24 hours a day, 7 days a week; your mailing list represents your current and potential customers. Not having these 3 tools in play would be like running a store from your home, only being open sporadic hours, and not telling anyone about it. I’m sure you can see how this could create problems for your business.

### ***Selecting Your Domain Name***

Choosing a good domain name is worth some time and effort. Don’t just settle for the first domain name that pops into your head! You’ve chosen a niche market, done your keyword research, now work on choosing a domain name that contains the main “keyword” or “keywords” that you want to target. (You should have identified these after reading the first report.)

Why does this matter?

When you choose a domain name that focuses on your main keywords, you are participating in the first of several “on site” search engine optimization practices! When someone does a search on a search engine for a keyword or keywords that are included in your domain name, your site has a much better chance of coming up (and with better placement) in the results!

Another benefit to registering a domain name that contains your keywords is that references to your domain name in your website copy will increase the keyword density of your page without appearing to be "stuffing keywords" into your copy.

### **Here is a little tip for you!**

One little-used domain name technique is to find and register a domain name that mirrors popular searches for your niche market. It's not unusual for a person looking for something through a search engine to ask the search engine to literally "find" what they are looking for. In other words, someone looking for magic tricks might type in "find magic tricks".

If your domain was "find-magic-tricks.com", you would have a good chance of coming up near the top of the results. The search engines would see your site as being extremely relevant to this particular search. It will only work if the searcher types in the exact phrase that you are using for your domain name, however, the domain name would still contain your keywords, which will give you optimization benefits.

An additional benefit of registering a domain name containing your keywords is that references to your domain name in your website copy will increase the keyword density of your page without appearing to be "stuffing keywords" into your copy. This will make your page appear to be more relevant to searches done on those keywords.

### **Using Hyphenated and Non-Hyphenated Domains Names**

Using hyphens in your domain name can be a good idea as it helps search engines recognize individual words that are used. A search engine may not recognize a domain such as "findmagictricks.com" as individual words at all. However, using hyphens in your domain name can make advertising verbally confusing. It's much easier for a person to remember findmagictricks.com than it is to remember find-magic-tricks.com. Also, past visitors or people who have heard of your site word-of-mouth may just remember the words in your domain name and NOT the hyphens, typing in the domain without them and ending up at your competitor's website.

Registering a domain name with hyphens is a great idea, but only if you can also secure the non-hyphenated version, as well. You would then use the hyphenated version as your main site, directing the non-hyphenated versions back to it.

Redirecting a domain is not difficult and will be explained later.

### **Which Domain Name Extension Is Best?**

Without a doubt, the best extension to register for your online business is .com. The .com extension is the daddy of all domain name extensions -- that's why ecommerce is often referred to as a "dot com" industry! If you can't get the .com extension, don't bother registering the domain.

Why? If you have your website on a .net, .org, .ws, .us .info or any of the other extensions, but your competitor has the .com extension, there is a good chance that a lot of your potential customers may end up on your competitor's site. People automatically think "dot com" before any of the other extensions available. That's why it's so important that you run your business from a "dot com" domain name, when at all possible. This is the same reason that you want to avoid registering a hyphenated domain name if you can not get the non-hyphenated versions.

You may want to register other extensions of your domain name, but this isn't really necessary. You can use the additional domain names to point to your primary business or to expand your business, creating further "branding".

### **Expired Domains**

Registering a previously owned, expired domain can be an excellent way of driving free, no-effort traffic to your website. If you can find an expired domain that contains your keywords, then this domain could be more valuable to you than any tip you have read so far.

Internet business owners close their doors every day, or foolishly let domain names they no longer wish to use expire. Often, these domain names have search engine listings and links from other sites. If you manage to snap up one of these domain names before anyone else does, then your website will already have traffic generators in place without any effort on your part. It's quite possible, too, that these domains may even have a Google Page Rank already! (We'll talk about Google Page Rank in a bit.)

Please understand that it isn't necessary to register an expired domain name and it can also be *very difficult* to find an expired domain name that is relevant to what you are doing and that you like. The very best service for finding valuable expired domains is [NameSpy](#). None of the other services we've tried have come close to what these guys offer. If you are going to play the expired domains game, then we could not recommend anyone better.

Someone Mari knows managed to snap up the domain name of a major network television station, then held on to it for a year and sold it back to the station for an almost unmentionable amount of money. But remember, finding a good and relevant expired domain for your website is extremely hard, even if you do have [NameSpy](#) in your corner.

My advice would be to forget expired domains for now, just register a good keyword rich .com domain for your business. You may want to have a closer look at expired domains later to reap the benefits of the traffic that the expired domains receive.

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To learn more about registering a domain name,  
[watch this video](#).

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As soon as you have registered your domain name, and have hosting sorted, it's important that you put up a very basic page right away. Even if you just put up a page that says "coming soon". The reason for this is that the age of your domain has an effect on both your search engine ranking and email deliverability.

Spammers often register "throw away" domains in order to send out their spam messages. The spam filters are picking up on this now and if a domain is less than 90 days old, legitimate messages that you send to your friends and family may not get delivered. This is harsh, but also a fact.

So it is very important that you register a domain name for your business **now**, sort out hosting and put up a very basic page.

When you choose MoneyPumps as your web host, we will register a name for you, set up hosting and put up a basic page for you. See your MoneyPumps member's area for details on our excellent rates.

Later in this training, we will be showing you how to develop your website and turn it into a powerful, profit-generating machine. But for now, just put up a very simple page. Your page can simply announce what will be on your site.

If you haven't upgraded your MoneyPumps membership yet, now would be a good time to do so. We give you everything you need (and a lot more) for as little as \$24.50 a month.

Here is what you get when you upgrade your account to PRO:

- A FREE domain name of your choice.
  - A special “Domain Name Buyer’s Account”, which allows you to register domain names at wholesale (around \$7 for a .com).
  - A MASSIVE hosting package with the ability to host multiple websites on the same package. If you are planning on having several sites or targeting multiple niche markets, this can save you a LOT of money!
  - A UNIQUE IP address on our lightening fast Dual Xeon servers with hyper threading. Our servers are very high quality, ultra reliable and very fast. In the 3 years we have been hosting websites we have only received 2 complaints. (That is not a bad track record.)
  - Unlimited sequential autoresponders to a capacity of 25,000 subscribers. This is more than enough to get you started. With a mailing list of 25,000 you should be making a LOT of money every month.

The cost of upgrading is peanuts compared to the potential income you can generate with your website. Think about it -- other than money you may choose to spend advertising your website, this is your sole business cost. Compare this to the cost of running "real world" business.

### ***Start Promoting Now!***

As soon as you have your domain name registered and a very basic page set up, it's time to find some active forums in your niche market and making some relevant posts. Yes, even before you have a website that *sells* something set up!

Everyone who posts to, or reads, a relevant niche market forum is your potential customer! Treat these people with great respect. Your goal is to allow people to get to know you as a person who is knowledgeable, helpful and kind.

Spend a little time finding out what makes your potential customers “tick” and hopefully building relationships with people in your niche market.

It will be well worth your while to answer as many questions that are being asked in forums as you can. If you don't know an answer, do some research and then answer

it! This will help to establish yourself as an expert in your own mind, as well as the minds of those who read your posts. You can find the answer to any question simply by using a search engine or visiting sites like [eHow.com](http://eHow.com) or [HowStuffWorks.com](http://HowStuffWorks.com). Make a note and keep a record of all the questions being asked as this will help you greatly when it comes to creating your own “e-book” later in this training.

Never consider the time you spend answering questions or building relationships in your niche market as wasted. This is an investment in your business that can pay off greatly in the future!

### **Forum Etiquette**

Never try to advertise or sell anything in the forum. Advertising in a forum is a big NO-NO! However, you can normally use a “Sig File” in a forum. A “Sig File” is a signature file with the URL of your website and/or a small line of copy about you. Be sure to read and follow the terms of service for each forum. But remember, no matter what...no blatant advertising!

Set up your sig file with your name and a link to your website to be used on the forum. Try to use the main keywords that you have optimized your site for in the anchor text of the link to your website and use different keywords in your sign file (where you can) in each forum you post to. This is a very valuable tip for search engine optimization.

If you don't know how to create a keyword-optimized, “clickable” link to your website, use this [free software](#) we made for you.

Once you have set up your sig file through a forum, your signature and link to your website will then appear in every post that you make to that forum. When you become a trusted authority in a forum, your sig file can generate a lot of high quality free traffic and one-way links to your website!

Post intelligent responses with your sig file attached, even if you haven't yet set up hosting for your domain, or even have a website yet. Why? Because the link in your sig file will be there forever. The posts you make in a forum are likely to get traffic months, if not years, after they were initially posted. It doesn't matter if there is no website available at the time you posted.

**A Word Of Advice**

Never argue with anyone in a forum. It's just not worth your time and could be perceived as being unprofessional. If you encounter someone who is negative, or trying to push your buttons, just be very humble and you will probably make the person who is ragging on you look like the idiot. If they continue, then simply ignore them. Don't get into a fight!

The sad fact is that sometimes you will meet very negative people in forums who live to be contentious. They feel protected behind their keyboards and do not give a second thought to the real people they are upsetting with their negative comments.

**Brand Yourself – You Are The Expert!**

Be sure that you always use your real name instead of an alias. You want people to know your name as a name that can be trusted. You want to come across as someone who is friendly and approachable, and to do that, you need to let people know your first and last name. This is something that Dan got wrong for years!

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## Homework!

1. Visit [freedomainwebhost.com](http://freedomainwebhost.com) and find for a suitable domain that contains keywords relevant to your niche market. As a PRO MoneyPumps member, we will register the domain of your choice free of charge.
2. After upgrading your MoneyPumps membership (if you have not already done so) log into your member's area and fill out the form to request your hosting. We will set up your hosting and upload a basic page for you within 24 hours.
3. Put up a basic "coming soon" page. We will do this for you when we add your account to the server, if you choose MoneyPumps for the tools you need to implement this system.
4. Become active in active forums in your niche market. Continue to be active in as many active forums as you can!

### **Recommended**

[Your-Forum-Fortunes](#) – Free software to help you manage your forum posting and replies.

Click the link below for the next report in the series.

[Create a "viral" e-book](#)