



## Buying expired domains checklist

Here's a checklist we put together for quick reference. If you're buying lots of domains, I'd suggest handing this to your VA.

Enjoy!

1. Ensure DA > 17. Here is a [DA bulk checker](#)
2. Ensure CF/TF are approximately equal (optional)  
If you have a Majestic SEO subscription, check out their [Bulk Backlink Checker](#)
3. Check Referring Domains > 10
4. Review Backlink Anchor Text
  - a. Check for Spam (Adult, pharmaceuticals, drugs, gambling etc.)
  - b. Check for over-optimized anchor text
5. Check top backlinks to see if they are live
6. Check Link Quality  
  
Check quality of backlinks – are they from article directories, or legitimate, authority sites such as the huffingtonpost, BBC etc?
7. Check for 301 Redirects  
  
Ensure that most of the link juice and authority is not all coming from a few redirected sites.
8. Check Domain History in [archive.org](#)
  - a. If it's inconclusive, check *site:domain.com* in Google to see if we can find out more about the domain history

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