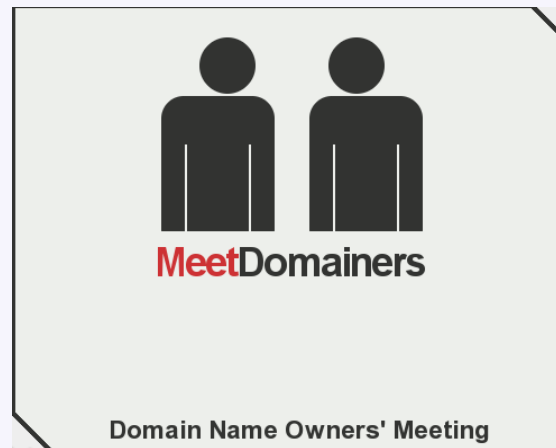


The domain ecosystem



Axel Kaltz

Director of German Operations / Head of Parking @ SEDO

Overview

1. **Keyword Advertising at Google**
2. **The domain ecosystem**
3. **Disturbing factors & regulating factors**
4. **Outlook**

Keyword Advertising at Google



...Search

... Content

... Domains

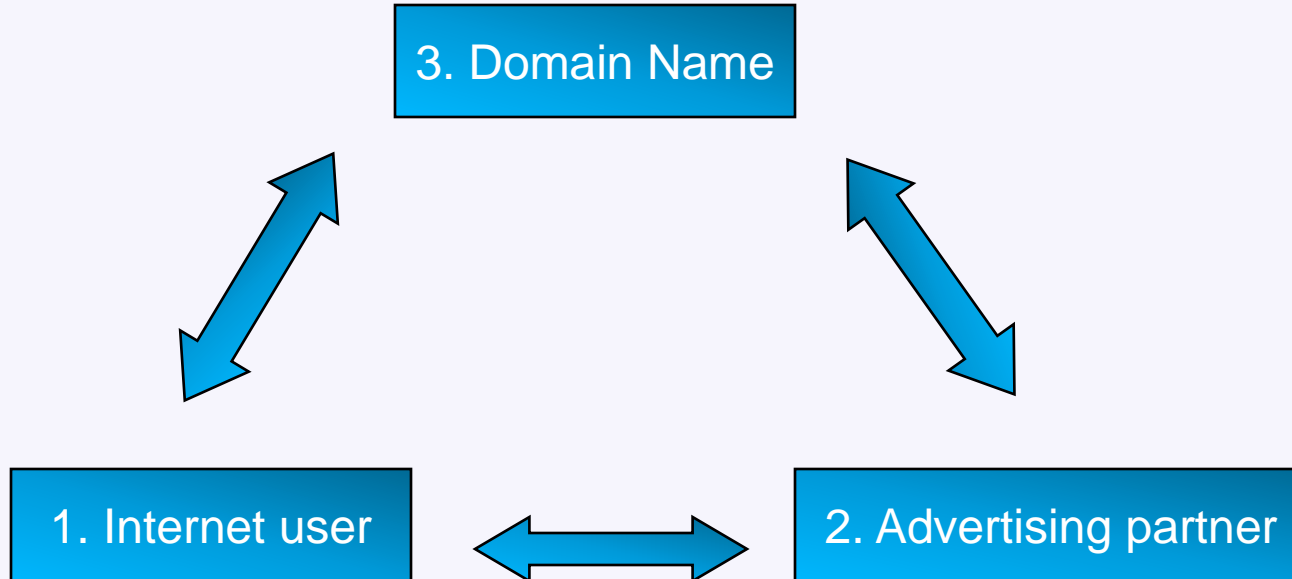
Google search results for 'auto' in Polish. The search bar shows 'auto' and the results list various automotive websites like 'autoscout24.pl' and 'AutoTrader.pl'. The page includes navigation links like 'Strona główna', 'Mój Blog', 'Rejestracja', 'Moje konto', 'Live chat', and 'Wyszukaj nowe'. The search results are displayed in a grid format with various advertisements and organic search results.

PolishDating.de website interface. The page features a header with the site name and navigation links. The main content area includes a search form, a list of user profiles with photos and details, and a sidebar with additional services like 'DARMOWA REJESTRACJA' and 'Logowanie'. The layout is clean and user-friendly, designed to facilitate online dating.

video.pl website interface. The page features a header with the site name and navigation links. The main content area includes a search bar, a list of sponsored videos, and a sidebar with additional services like 'LINKI SPONSOROWANE' and 'FILMY NA DISCOVERY'. The layout is clean and user-friendly, designed to facilitate video discovery.

Google focus on user satisfaction!

The Domain Ecosystem



Goal: Everyone in the ecosystem generates profit

Disturbing factors & regulating factors

Disturbing factors

Artificial Traffic (Spam)

Non commercial Traffic

Trademark violation

Irrelevant Keywords

“unethical” domains

regulating factors

Domain Owner

Domain Parking Provider

Add Provider

Disturbing factors & regulating factors

Disturbing factors

Artificial Traffic (Spam)

Non commercial Traffic

Trademark violation

Irrelevant Keywords

“unethical” domains

Todos Domain Owner

Report Abuse

Buy/ register quality

Clean your portfolio

Relevant Keyword optimization

Clean your portfolio

Disturbing factors & regulating factors

Disturbing factors

ToDo's

Parking- Provider & Upstream Provider

Artificial Traffic (Spam)

Fraud prevention

Non commercial Traffic

Conversion tracking

Trademark violation

Rights Protection Program (RPP)

Irrelevant Keywords

Check Keyword Relevance

“unethical” domains

Blacklisting of unsuitable Domains

Drive the future

You have...

- ... commercially relevant domains?
- ... no domains with unnatural traffic?
- ... no TM Domains?
- ... no irrelevant keywords on your domains?
- ... no ethically questionable domains?

You won! You will continue to generate good revenue with your domains

Because...

Domain traffic converts and converting traffic will always be monetized.

AdWords Help Center

“In general, we've found that ads on parked domain sites perform as well as or better than ads on search and content sites.”

Dziękuję za uwagę!

Axel Kaltz
Axel@sedo.de