

Domain Checker - Next Steps Action Plan

What's Working Now

- Beautiful UI with domain cards
 - Filtering by TLD, category
 - Sorting by popularity, drop date
 - Mock data showing 25 domains
 - Click tracking infrastructure ready
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PHASE 1: Revenue Setup (THIS WEEK - Critical!)

1. Connect Affiliate Programs DO FIRST

Namecheap Affiliate:

1. Sign up: <https://www.namecheap.com/affiliates/>
2. Get your affiliate ID
3. Add to (.env.local):

```
NEXT_PUBLIC_NAMECHEAP_AFF_ID=your-id-here
```

SnapNames Affiliate:

1. Sign up: <https://www.snapnames.com/affiliates>
2. Get your affiliate ID
3. Add to (.env.local):

```
NEXT_PUBLIC_SNAPNAMES_AFF_ID=your-id-here
```

Why this matters: You're already tracking clicks! Just need real affiliate IDs to earn commissions.

2. Increase Domain Count

Quick Fix (5 minutes):

Edit `(app/api/ingest-now/route.ts)`:

Change this line:

```
typescript
return prefixes.map((prefix, i) => {
```

To generate MORE domains:

```
typescript
const allDomains = [];
for (let i = 0; i < 100; i++) {
  const prefix = prefixes[i % prefixes.length];
  // ... rest of code
}
return allDomains;
```

Or just run: `node scripts/ingest.js` locally to get real data.

Why this matters: More domains = more pages indexed = more SEO traffic = more revenue

3. Add Price Estimates

Add to each domain card:

- Backorder cost: \$69 (SnapNames) vs \$59 (DropCatch)
- Estimated domain value based on:
 - TLD (.com worth more than .xyz)
 - Length (shorter = more valuable)
 - Keyword presence

Implementation:

```
typescript
// In DomainCard component, add:
const estimatedValue =
  domain.tld === 'com' ? '$500-2,000' :
  domain.tld === 'io' ? '$200-1,000' :
  domain.tld === 'ai' ? '$300-1,500' :
  '$100-500';
```

PHASE 2: SEO & Discovery (NEXT WEEK)

4. Individual Domain Pages (SEO Gold!)

Create: `/domain/[slug]/page.tsx`

Example: `domain-checker.com/domain/shopnow-io`

Each page should have:

- Full domain details
- Drop countdown
- Price estimate
- Similar domains
- **SEO optimized title/description**

Why this matters:

- If you have 500 domains = 500 indexed pages
 - Each page ranks for "[domain name] expiring" searches
 - Massive SEO boost
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5. Show Alternative TLDs

When viewing `shopnow.io`, show:

Alternative TLDs:

- shopnow.com - Available now (\$12.99)
- shopnow.ai - Registered
- shopnow.app - Drops in 23 days

Cross-sell opportunity = more affiliate clicks!

PHASE 3: User Engagement (WEEK 3-4)

6. User Accounts & Favorites

Tech stack:

- Supabase Auth (already have Supabase!)

- Add `favorites` table (already in schema!)

Features:

- "❤️ Save" button on each domain
 - "My Favorites" page
 - Track which domains user is interested in
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7. Email Alerts

When to send:

- Domain drops in 7 days → "Last week alert!"
- Domain drops in 3 days → "Act now!"
- Domain drops in 1 day → "Final warning!"

Tech:

- Use Resend (cheap, easy)
 - Run via GitHub Actions daily
 - Already have alert infrastructure in scripts!
-

PHASE 4: Advanced Features (MONTH 2+)

8. More Data

- WHOIS history
- Backlink count (Moz API)
- Traffic estimates (SimilarWeb API)
- Domain age
- Previous sale prices

9. Export & API

- Export favorites as CSV
- API endpoint for developers
- Charge \$9/month for API access

Revenue Projections

Month 1 (with affiliate links):

- 1,000 visitors
- 50 affiliate clicks (5% CTR)
- 5 conversions (10% conversion)
- $5 \times \$10 \text{ avg commission} = \50

Month 3 (with SEO traffic):

- 5,000 visitors
- 250 affiliate clicks
- 25 conversions
- $25 \times \$10 = \250

Month 6 (established):

- 15,000 visitors
- 750 clicks
- 75 conversions
- $75 \times \$10 = \750

Month 12 (mature):

- 30,000 visitors
 - 1,500 clicks
 - 150 conversions
 - $150 \times \$10 = \$1,500/\text{month}$
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Your Next 3 Actions (Do Today!)

1.  **Update FilterBar** - Add ASC/DESC toggle (file already updated!)
2.  **Sign up for affiliate programs** (Namecheap + SnapNames)
3.  **Add affiliate IDs to .env** and deploy

This Week's Tasks

Monday-Tuesday:

- Connect affiliate programs
- Increase mock domains to 100
- Deploy updated FilterBar

Wednesday-Thursday:

- Add price estimates to domain cards
- Create individual domain pages
- Set up GitHub Actions automation

Friday:

- Run real ingestion with WhoisXML API
 - Test all affiliate links
 - Share on Reddit/Twitter for initial traffic
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Success Metrics to Track

Week 1:

- Affiliate programs connected ✓
- First affiliate click tracked ✓
- 100+ domains in database ✓

Week 2:

- 10+ domains with individual pages
- First conversion (backorder/registration)
- 100+ daily visitors

Month 1:

- \$50+ in affiliate commissions
 - 1,000+ monthly visitors
 - 50+ favorited domains
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Critical: Don't Do These Yet

Don't build until Phase 3:

- Complex AI features
- Mobile app
- WordPress plugin
- Chrome extension

Why: Focus on revenue first. Features don't matter if you have no traffic!

Quick Wins (Low effort, high impact)

1. **Add "Powered by Your Site" to affiliate emails** (free marketing)
 2. **Share on domain investing subreddits** (r/Domains, r/SideProject)
 3. **Create Twitter account** - Post daily "Domain of the Day"
 4. **Add schema markup** for better SEO
 5. **Submit to Google Search Console**
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Questions?

- **Should I build feature X?** → Will it directly increase traffic or conversions? If no, skip for now.
 - **Should I add this API?** → Does it cost money? If yes, wait until you're profitable.
 - **Should I redesign?** → UI is already good! Focus on content & SEO.
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Remember: The goal is \$500-2,000/month passive income through affiliate commissions.

Every feature should answer: "**Will this increase affiliate clicks?**"

If yes → Build it

If no → Save for later

Good luck! 