



İsimTescil Domain Marketing Project

Software Design Document

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Definition of The Document Isimtescil.net domain marketing project

Distributed To All participants of isimtescil.net

References
Domain Marketing Projesi.docx
Usecase.vsd
Flowchart.vsd

Document Version 1.0

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1. INTRODUCTION

1.1 Purpose

As the business in the internet grows bigger it really gets harder to find the available domain names which could be used for your business, organizational or personal needs. Most of the meaningful domain names are already registered by various people, who intentionally or unintentionally obtained these domains. Even some people register the domains and build a site on it; some people (domain name resellers) buy them for investment. A domain name reseller is an individual or company who buys up various domain names and sells them to make a profit. Buy up highly searched domain names, which is similar to investing in real estate. Anyone who wants to start a web project, aims to find an appropriate name for their site. A good name for the domain has to be simple, easy to remember and has to be clear about explaining the aim of the project. Anyone who intends to find a good name could sometimes live disappointments, because the intended name could previously be registered by someone else. One way to obtain this domain name is to purchase it from the owner organization or people. As the business in the internet grows, it gets harder and harder to find a good name. That is why domain reselling is of a great importance both for domestic and international markets. The importance of domain reselling will be understood in long term for domestic as the need for local domain names are evolving, but it is already understood for global parties because of sharing the common portfolio for the whole world. As a leader company in domain name business, we have to be a leader in domain resales (aftersales).

Domain reselling could be very profitable both for the domain owner as reseller and the agent, who assists the domain owner in this sales process. Below, you can find some domain names sold to their new owners using Sedo's domain brokerage service. As it can be seen at the top of the list, a domain name could be resold up to price of 500.000 usd.

TOP 10 PUBLIC SALES OF 2012	
DOMAIN	SOLD FOR
webhosting.co.uk	\$500,000
hoteles.es	€275,000
bra.com	\$165,000
kboing.com	\$150,000
metal.com	\$140,000
buy.me	€115,000
online-casino.de*	€115,000
channel.com	\$125,000
designers.com	\$118,000
fahrrad.com	€90,000

*These domains were sold via Sedo's domain brokerage service.

Methods for reaching the market

Methods for reaching the market are going to be improved in time. But, our priority sources are;

- a) Our website
- b) Partner web sites: Partner websites are going to use our api and they are going to provide contents to us.
- c) Ad network: Banners for important domain names will be provided. Any site owner could show these ad banners on his/her site. If there exists any sales using this link, a commission will be paid to the site owner. Our partners will also receive payments while they display our ads.

1.2 Scope

Targeted Customers

Domain investors, new entrepreneurs, business startups and anyone who are interested in internet are the possible customers for this system. The targeted customers should have a great interest on internet. The customer portfolio of isimtescil.net, is an important potential and in long term the system could be accessible for all companies who are in domain sales business.

Targeted market

The main target is the whole world market. The products, categories, languages, user management systems, payment systems will be designed in order to cover global requirements.

Targeted Content Providers

The internet users in whole world are our target portfolio in all our projects. Making special agreements with other domain marketing companies throughout the world, they could offer our solutions to their markets and customers.

Name media: They both sale their own portfolio and the portfolio of their customers. Along with their sales web sites they make business with their partners. They have application programmers interface (API) supports, thus could be accessible from external systems and sites.

Language options

The supported languages;

- a) English: The main language of the project will be English. All project documents, analysis, designs, and developments will be made in English. Depending the IP of the user, and language settings of the users' browser, default language selection could be changed by the system. As the user logs in to the system, there will be settings for default language.
- b) Turkish: One of the initial supported languages of the system.
- c) Others: The other languages will be supported and later be implemented in the system after the initial supported languages. Languages using alphabets, other than Latin alphabets may require additional setups and settings. Languages which are written from right to left (like Arabic) or top to bottom (like Chinese) are also aimed as the supported

languages of the system. But, these languages may require additional tests and developments, thus they are of low priority as compared to languages supporting latin alphabets.

The categories

The domain categories could be any one the following;

- 1- IndustryLeaders
- 2- Careers
- 3- Computers
- 4- Education
- 5- FamilyLife
- 6- Financial
- 7- Health
- 8- Home
- 9- Recreation
- 10- Reference
- 11- Region
- 12- SpecialEvents
- 13- Sports
- 14- Shopping
- 15- Society
- 16- Travel
- 17- Specials
- 18- Project content

1.3 Overview

1.4 Reference Material

DOMAIN MARKETING PROJESİ (Autosaved).docx

Minutes of meetings which are held in İsimTescil.net headquarter.

1.5 Definitions and Acronyms

Auction: In this project, auction is the process of buying and selling the domains, web projects by offering item up for bid, and selling them to the highest bidder.

Buyer: Buyer is the person who is in the process of searching for available domains/web projects according to his/her interests.

Seller: In this project, the seller is the person or the organization who is the owner of the domain/web project, aiming to find a buyer for the owned portfolio.

Bidding: Bidding is an offer of setting a price for something which a person wants to buy.

Bidder: Bidder is the person who bids in order to buy an item (e.g. domain or web project)

Marketplace: In this project, marketplace is an environment where the domain/web projects owners can list their domains for sales

Domain name: A domain name is an identification string that defines a realm of administrative autonomy, authority, or control on the Internet.

Web project: A web project is an active internet application project which are accessed by using web browsers. The web project includes the domain name, the running service, the user database and profiles along with the web applications' itself.

Domain name registrar: Domain name registrar is an organization or commercial entity that manages the reservation of Internet domain names. A domain name registrar must be accredited by a generic top-level domain (gTLD) registry and/or a country code top-level domain (ccTLD) registry. The management is done in accordance with the guidelines of the designated domain name registries and to offer such services to the public.

Domain rental: Renting a domain name is similar to renting a storefront or office space. If the renter is a startup and does not want to waste a big amount on the domain name, he/she can rent the domain for a while and if succeed then negotiate for the cost of becoming the owner of it.

Epp (transfer) code: Epp code (Transfer secret) is a domain transfer secret (transfer key), a key or code granted by all the domain name registrars for various domains, including .com and .net domains. This code is used as a protection mechanism, to ensure that only the rightful domain owner can control the transfer of the domain registration. Domain names are valuable and important, and theft has been a problem. The official domain contact information is sometimes not current or correct, or may be privacy-protected, but in any event is not very useful to control transfers because administration of domains is done remotely, via the Internet.

The code is officially called an AuthInfo Code and an Auth-Info code by ICANN and registry operators. It is alternatively called an auth code, a transfer key, a transfer secret, an EPP code, EPP authentication code, or EPP authorization code

Whois: is a query and response protocol that is widely used for querying databases that store the registered users or assignees of an Internet resource, such as a domain name, an IP address block, or an autonomous system,

Alexa: is a California-based subsidiary company of Amazon.com which provides commercial web traffic data.

Adsense: Google AdSense is a program run by Google Inc. that allows publishers in the Google Network of content sites to serve automatic text, image, video, and rich media adverts that are targeted to site content and audience

Domain brokerage: Domain brokers are the domain experts who assist the customers in the process of finding and buying the domains which they want. They assist the customers in all phases of the domain sales.

Specifications of the brokers

- a) They are experts about domains

- b) They know the native language of the country they work
- c) They are very keen about the world domain market and are carefully follow the developments in domain marketing business
- d) They are familiar with the domain marketing firms in the world
- e) They have contacts with the people who have significant domain name portfolios.
- f) They are self confident, presentable and skilled on convincing the customers
- g) They have an ability to represent the organization they work
- h) They are very carefull about private life and pay attention to dressing codes
- i) They have choosen the internet technologies as a career for themselves

Brand specialist: Brand specialist has a key role in building a path for the customer in their journey to become a good and well known brand. They give consultancy to the customers and assist them in brand management process, both for domestic and global requirements.

Domain parking: When our users add their domains to our sales and auction lists, their domains are directed to our parking pages. There will a dedicated name server for our park pages. The parking page options are;

- a) Dns Parking : end at our own services
- b) Javascript: With a simple piece of code, it will be written to active web page that the domain or the web project is for sale.
- c) Will be managed via advertisement partner (optional)

Domain name transfer: A domain name transfer is the process of changing the designated registrar of a domain name. ICANN has defined a *Policy on Transfer of Registrations between Registrars*

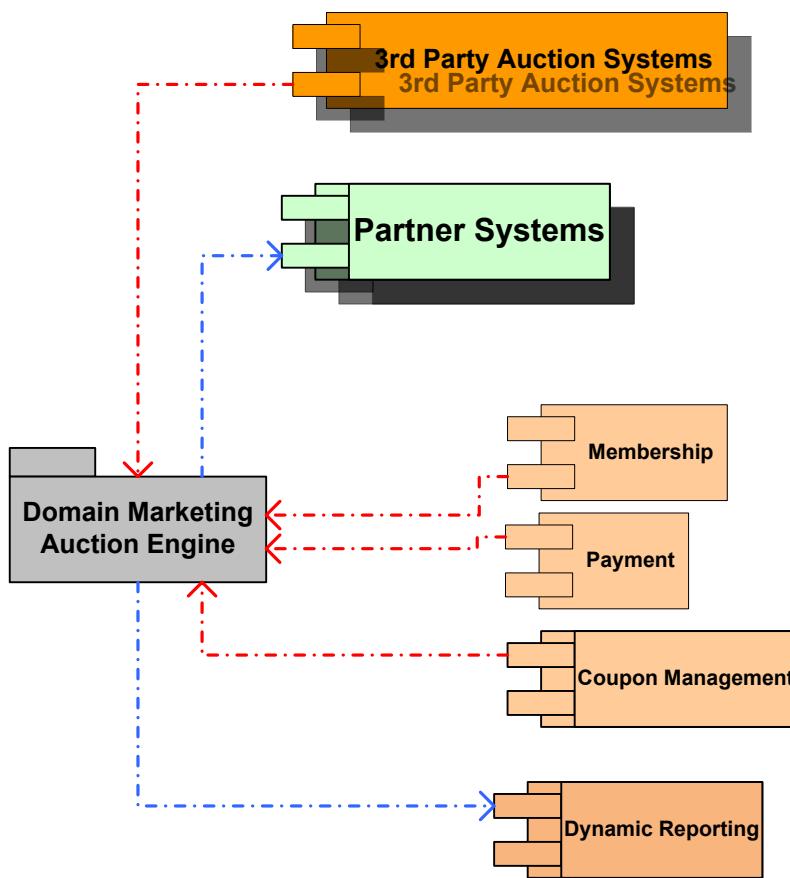
Private sales: Even our system enables the users to buy and sell domains and make auctions on them, the customers could have agreed about any sales without our system. The agreed buyer and the seller might require a secure environment for payment and transfer procedures. Our system will help this people to finalize the sales and transfer the bought products with mutual trusts. When the seller enters an item to private sales, a private sales code will be generated for this item along with the items code and this code will not be seen by the other users. The private sales items(domain, web page, etc) will not be seen on the search lists, unless the private sales code is entered in the queries. Sending the private sales code to the buyer, the purchase procedure will be initiated between the seller and the buyer. The payment and transfer procedures are managed via our system. Our system may require the seller and the buyer to pay a fee for these payment and transfer processes.

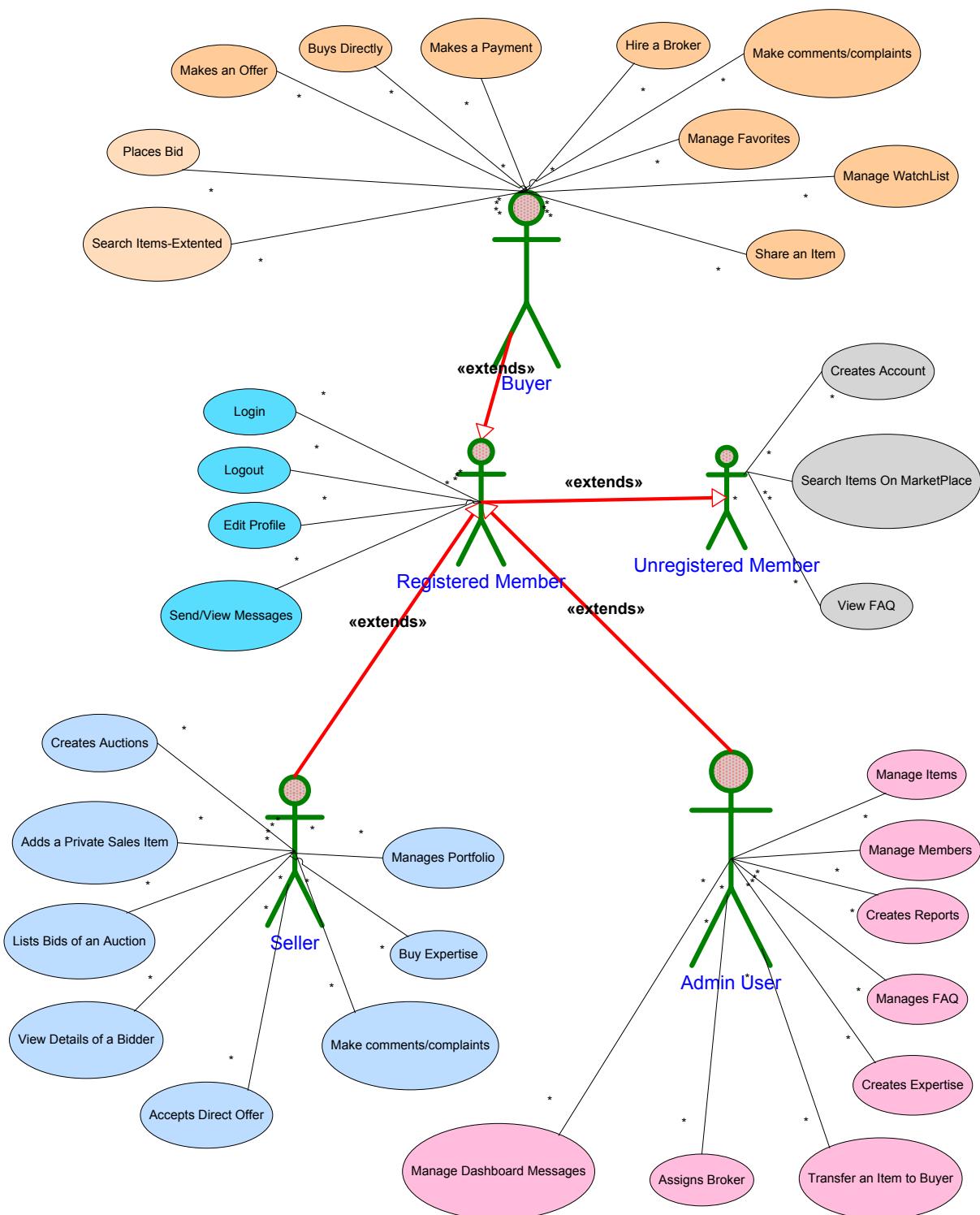
Membership module, Payment Module : Both of the membership and payment modules will be developed by isimtescil.net software development team. These modules are aimed to be used in all projects requiring payment and membership procedures. Thus, this project will also use these membership and payment modules. The development of these modules is out of this projects' scope. This project will be a consumer of these modules.

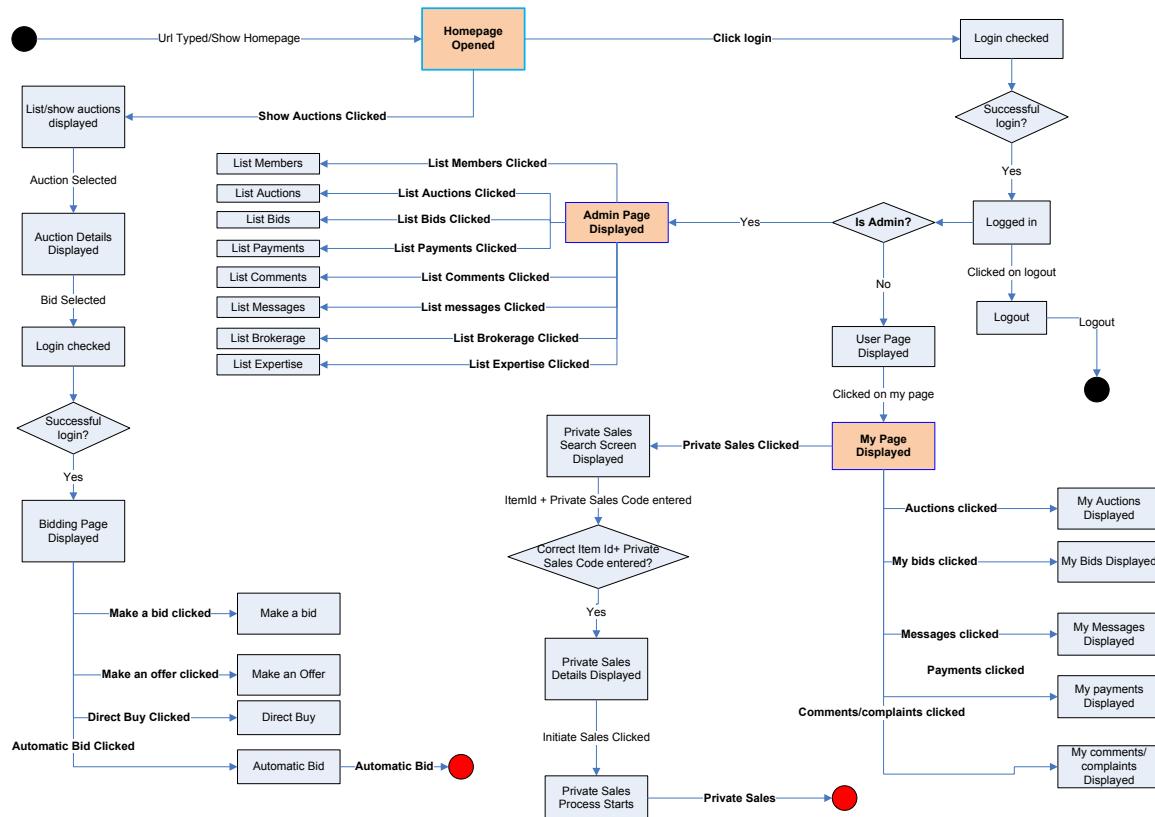
2. SYSTEM OVERVIEW

The system integrates with third party auction sites and enables the members to use the databases of these systems. In addition to this, the system enables other systems to use its database and portfolio using an API.

The domain marketing auction system has also integrations with membership, payment, coupon management and dynamic reporting modules developed internally by isimtescil.net developers.







2.1. Membership

As it could be seen on the membership use case diagram (below), there are several member roles.

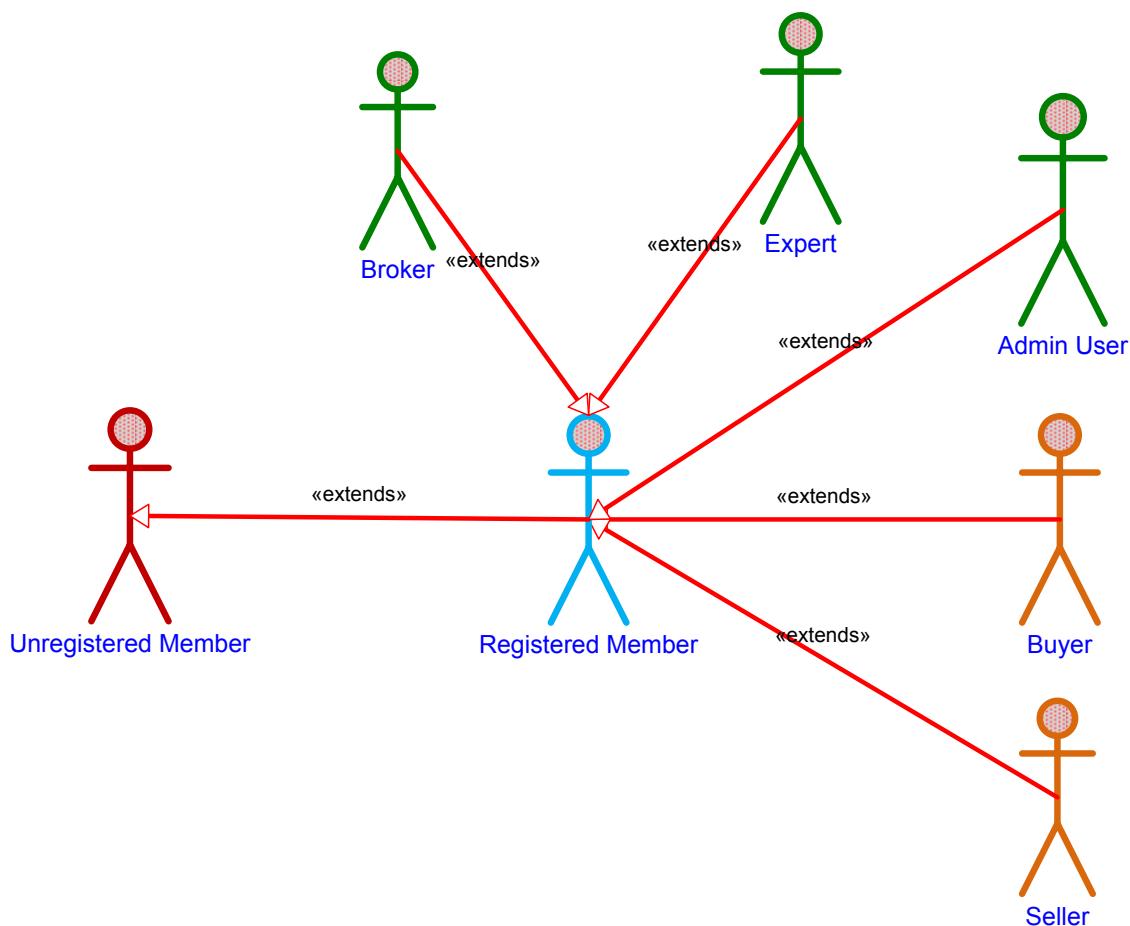
Unregistered user: This user can be anyone who is enabled to see the portfolio without registration. But, in order to go further and join the auctions this user has to make registration.

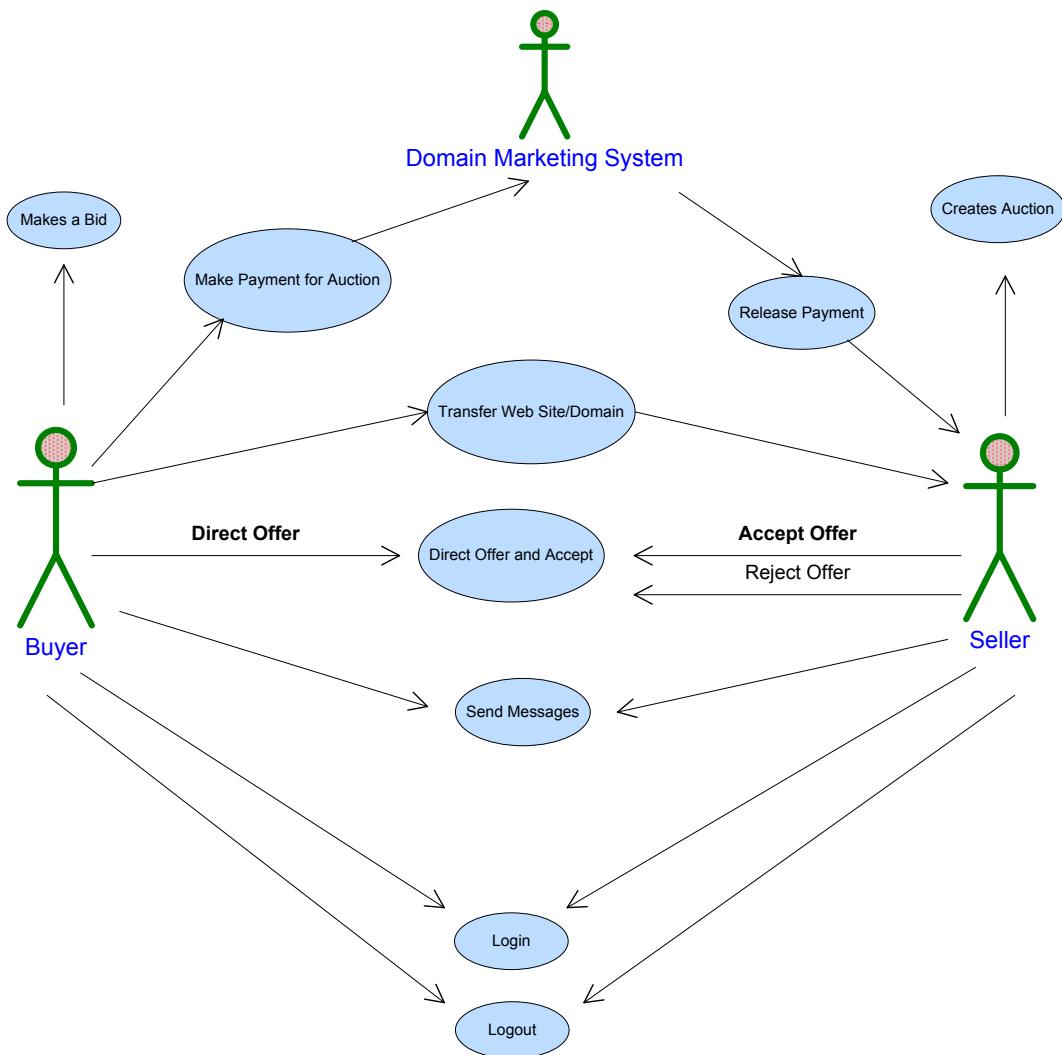
Registered member: This member could both be the seller or a buyer of an item on the portfolio of the system. If the member wants to sell a domain/web site etc. This member becomes a seller. If the member is interested in buying an item then this member becomes a buyer. The transitions between seller and buyer roles are transparent without any constraints.

Admin: Admin is a person, who manages the system behind the curtains. The admin has more privileges than any other user.

Broker: Broker manages the brokerage requests and generates the brokerage reports.

Expert: Expert manages the expertise requests and generates the expertise reports.





New Member Registration

A user has to be a registered member in order to further with the domain marketing auction system. There are two types of registration process. These are fast registration and detailed registration. In the fast registration only several fields are required in order to register and attend to auctions. But, in order to purchase and item, the membership has to be completed by entering more details.

Fast Registration

New Member	Fast
New Member Registration	
username	<input type="text"/>
password	<input type="text"/>
name	<input type="text"/>
e_mail	<input type="text"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Detailed registration

New Member	Detailed
New Member Registration	
username	<input type="text"/>
password	<input type="text"/>
name	<input type="text"/>
e_mail	<input type="text"/>
phone	<input type="text"/>
country	<input type="text" value="Please select"/> <input type="button" value="▼"/>
address1	<input type="text"/>
address2	<input type="text"/>
corporation_name	<input type="text"/>
invoicing_data	<input type="text"/>
secret_question	<input type="text"/>
answer	<input type="text"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Detailed registration requires the entry of more items than the fast registration including the phone, country, address, invoicing data, etc.

Additional logins with existing accounts

There has to be additional options to sign in with existing accounts such as; Login with facebook account, Login with twitter account, Login with linked in account, Login with gmail account.

membership_categories : The members in the system are classified by their categories. The categories of the members change when they make sales or purchases using the system. The membership categories could be listed as below

- New: New member. No sales or purchases
- Bronze: 0-5 successful sales or purchases
- Silver: 5-10 successful sales or purchases
- Gold: 10-15 successful sales or purchases
- Platinium: more than 15 successful sales or purchases

Membership approval: When a new member registers, an approval message is send to the members e-mail address. Clicking the sent approval link, the membership approval is completed.

2.2. Adding a domain / Web project

Pre condition: The user has to login in order to add a domain or project to marketplace. Thus, the member has be a registered member.

The type will be one of web site project or domain. It will be preassigned depending on the menu, this process is called.

Add a Domain/ Add a Web Project

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type	web site/domain	
domain name	<input type="text"/>	
category	<input type="text"/> Please select <input type="button" value="▼"/>	
but_it_now_price	<input type="text"/>	<input type="button" value="\$US"/> <input type="button" value="▼"/>
language	<input type="text"/> Please select <input type="button" value="▼"/>	
description_short	<input type="text"/>	
description_long	multiline <input type="text"/>	
expiry_date	datetimepicker popup <input type="text"/>	
minimum_bid_price	<input type="text"/>	
minimum_bid_interval	<input type="text"/>	
domain_registration_date	<input type="text"/>	
domain_registrar	<input type="text"/>	
enable domain parking?	<input type="text"/> Yes/No	
visible in ad network?	<input type="text"/> Yes/No	
page_rank	<input type="text"/>	
ownership	<input type="text"/>	
analytics	<input type="text"/>	
adsense	<input type="text"/>	
alexa	<input type="text"/>	
Is private sales	<input type="text"/> Yes/No	
I want verification	<input type="text"/> Yes/No	
Visuals <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; text-align: center;"> <input type="button" value="Add photo"/> <input type="button" value="Add pdf"/> <input type="button" value="Add video"/> <input type="button" value="Add general document"/> </div> <div style="text-align: center;">   </div> </div>		
<input type="button" value="Save"/> <input type="button" value="Cancel"/>		

Registration date : This value will be questioned and will take its value automatically. No user entry required for this item.

Domain registrar : This value will be questioned and will take its value automatically. No user entry required for this item.

Enable domain parking: This entry is used in order to check, if this domain can be used for domain parking.

Visible in ad network: This entry is used in order to check, if item will be visible in ad network or not.

Post control :

Domain name check: The system should avoid the seller to enter domain names which can not be sold directly because of requiring additional permissions from some authorities. For example the domain names like **tr.tc** are could be restricted to the buyers. In the initial version of the system, there would be no check on these names. It is left to seller's and buyer's attentions to fulfill the requirements for making the transfer of any item sold via this system.

Black list check: There should be black list check in case that the seller could try to sell a well known domain or web project. The domains like hotmail.com, facebook.com, microsoft.com should be entered to the blacklists and could never be put to an auction.

Optional: While adding the visuals for any web project, the snapshot of the main screen could automatically be taken and added to visuals.

2.3. Domain/web project Marketplace

i. Searching Domains

Using the domain search screen, the buyer could search for the domains which could be seen on domain marketplace. The domain names could be queried according their names, a portion of their names, etc. In addition to name, the extention, country code , category criteria could be used in queries. If the buyer has a budget, then the search results could be re-queried within price limits.

Search Domains		Servet KOÇ
starts with	<input type="text"/>	
ends with	<input type="text"/>	
including	<input type="text"/>	
extention	<input type="text" value="Please select"/>	<input type="button" value="▼"/>
country code	<input type="text" value="Please select"/>	<input type="button" value="▼"/>
category	<input type="text" value="Please select"/>	<input type="button" value="▼"/>
min price	<input type="text" value="any"/>	
max price	<input type="text" value="any"/>	
Max results	<input type="text" value="100"/>	
		<input type="button" value="Search"/> <input type="button" value="Cancel"/>

ii. Searching Web projects

Using the web project search screen, the buyer could search for the web project which could be seen on web projects marketplace. The web projects could be queried according their names, a portion of their names, etc. In addition to name, the extention, country code , category criteria could be used in queries. If the buyer has a budget, then the search results could be re-queried within price limits. If the buyer is interested in a web project which is popular and having active visitors, then the page rank, montly visitors, monthly revenue could be queried by the buyer.

Servet KOÇ

Search Web Projects

starts with	<input type="text"/>
ends with	<input type="text"/>
including	<input type="text"/>
extention	<input type="text" value="Please select"/>
country code	<input type="text" value="Please select"/>
category	<input type="text" value="Please select"/>
page_rank	<input type="text"/>
monthly visitors	<input type="text"/>
monthly page views	<input type="text"/>
monthly revenue	<input type="text"/>
Has buy it now price	<input type="text" value="Please select"/>
min price	<input type="text" value="any"/>
max price	<input type="text" value="any"/>
Max results	<input type="text" value="100"/>
<input type="button" value="Search"/> <input type="button" value="Cancel"/>	

iii. Private sales search

Unlike any other sales items on the marketplace, the private sales can not be seen on the sales or the auction lists. Any ordinary user can not see the private sales, unless the sales item id and private sales code pairs are provided. The owner of the private sales receives the private sales item id and private sales codes right after creating private sales. Thus, this pair of information has to be sent to the buyer in order to make a search and initiate the private sales procedure. Any member knowing only one value of this pair of information can not make any search on private sales. The private sales procedure enables both the buyer and seller to make their sales on a trusted environment.

Private Sales Search		Servet KOÇ
Item Id	<input type="text"/>	
Search Key	<input type="text"/>	
<i>In order to search an item the search key value has to be provided by the seller</i>		
		<input type="button" value="Search"/> <input type="button" value="Cancel"/>

iv. Domain search results

Depending on the criteria entered on domain search screen, the results of this search are displayed to screen. Selecting any queried domain, the buyer could see the details of the domain and if he/she is interested than may ask for an expertise for this domain. The domain marketing system could ask for payment for this expertise requests.

Domain Search Results								Servet KOÇ
Domain Name	Category	Price	Current Bid	Buy it Now	Direct Offer	Available	Page Rank	
servetkoc.com	personal		140	400	Yes			View Details ask for expertise
abc.net	news	5000		5000	Yes			View Details ask for expertise
test1.org	charity		2000	8000	No			View Details ask for expertise
orneksite.com	personal		220	1200	Yes			View Details ask for expertise

v. Web project search results

Depending on the criteria entered on web project search screen, the results of this search are displayed to screen. Selecting any queried web project, the buyer could see the details of the web

project and if he/she is interested than may ask for an expertise for this web project. The domain marketing system could ask for payment for this expertise requests.

Web Project Search Results								Servet KOÇ
Project	Domain	Category	Price	Buy it Now	Direct Offer	Available	Page Rank	
				Current Bid	Price			
servetkoc.com	personal		140	400	Yes			View Details ask for expertise
abc.net	news	5000		5000	Yes			View Details ask for expertise
test1.org	charity		2000	8000	No			View Details ask for expertise
orneksite.com	personal		220	1200	Yes			View Details ask for expertise

vi. Domain not found

In the domain search screen, if the queried domain name does not have any owner, than the buyer has the right to buy this domain at specified regular domain name price. The domain marketing system asks the buyer to buy the domain. The domain sales is made via isimtescil.net. The request of the customer is directed to isimtescil.net and no longer processed in domain marketing system.

Servet KOÇ

Domain Search Results

Domain Not Found! Do you want to buy domain ?

[Buy Domain](#)

vii. Private sales search results

In order to initiate a private sales, the private sales item has to be queried by the item id& private sales code pairs. If this pair of information is obtained from the seller and used in private sales search screen, then the private sales search result is displayed to the screen. Using this screen, the buyer could start the private sales process. At the same time, the buyer could see the item details and if necessary he/she could ask for an expertise for this item. Receiving the expertise request for this item, the domain marketing system assigns an expert for this customer.

Private Sales Search Result			
Project Domain	Category	Type	Price
servetkoc.com	personal	Domain	5000 View Details ask for expertise
Start Sales			

viii. Viewing item details

Querying any item on marketplace, the user may need to see more about the item which is being sold. Clicking on view details link, the details of the item are displayed to the buyer candidate. The data displayed on the screen is readonly, thus be viewed by the buyer candidate but can not be changed.

Item Details		Servet KOÇ	
type	domain	minimum_bid_price	<input type="text"/>
domain name	<input type="text"/>	minimum_bid_interval	<input type="text"/>
category	<input type="text"/>	domain_registration_date	<input type="text"/>
but_it_now_price	<input type="text"/>	domain_registrar	<input type="text"/>
language	<input type="text"/>	page_rank	<input type="text"/>
description_short	<input type="text"/>	ownership	<input type="text"/>
description_long	<input type="text"/>	analytics	<input type="text"/>
expiry_date	<input type="text"/>	adsense	<input type="text"/>
alexa			<input type="text"/>

ix. Viewing member details

The details of any member could be seen on member details screen. This information about the member has to be limited, in order to avoid members contacting each other without using the domain marketing system. But, the country, registration date, membership category, successfull sales, rating complaints and comments about the user could beviewed on this screen. The viewer can send specific predefined messages to the selected member.

Member Details		Osman Demir		
username	servetkoc	registration date 20.04.2012		
country	Turkey	Rating 		
membership category	silver			
SEND MESSAGE				
comments for this member				
commenter	comment			
alicetrefli	happy to make business with servet			
hansprüder	Ich bin sehr Glück dass ich mache mein Domain Einkaufen von Servet			
complaints for this member				
complainter	description			
kadir guclu	was too late in responding.			
murat dumaz	cancelled the auction and restarted with a bigger value			
successful sales				
item type	description	buyer	price	date
domain	www.samplesite44.com	ahmet guclu	740 usd	22.02.2013
web project	www.testproject.net	albert schlotsky	45.000 usd	08.04.2013

2.4. Bidding

Bidding is the key part of this system. Using the bidding screen, the buyer candidate could ;

- Make a bid
- Buy the sold item directly without waiting for the auction result
- Make an offer to the seller, and if agreed buy directly
- Make automatic bidding, if realy interested and want to among the active bidders of this item.

orneksite.com

Servet KOÇ

Domain Name without Content

Current Bid	220 USD
But It Now Price	1200 USD
Bid Interval	10 USD
Your Bid Amount	

Buy Now For 1200 USD

Place a Bid
(Must be at least 230 USD)
 $230 = \text{Current Bid} + \text{Bid Interval}$, *If first bid (must be at least = Minimum Bid)*

OR

Your Offer		Make an Offer
-------------------	--	----------------------

(Offer should be less than buy it now price and bigger than the maximum bid)

Automatic bid	<input checked="" type="checkbox"/>	(checkbox)
Maximum bid to make		
Initiate Automatic Bid		

Domain Information

domain_registration_date	20.03.2008
domain_registrar	isimtescil.net

Current bid is the biggest bid made for this item up to that time.

Buy it now price: The buyer can buy this item without waiting for any more bidding

Bid interval: The interval between bid values. The smallest bid the buyer candidate can enter is current bid + bid interval. If the maximum bid so far is 220 usd and bid interval is 10 usd, the smallest bid the buyer candidate could enter has to be $220 + 10 = 230$ usd.

Checks:

Check1: There has to be a time control for the auction. If the current datetime equals to auction ending datetime, but the biggest bid is less than the max price, than the auction has to end with no success.

Check2: If the max price is reached but the datetime is less than auction end datetime, than the auction continues until 1) the auction ending time is reached, 2) the seller successfully ends the auction with announcing a winner.

Check3: If the auction ends with success, but the winner did not make any payment, the seller could make any of these two actions;

1) Sell the item to the bidder who is the next biggest bidder after the winner.

2) Restart the auction.

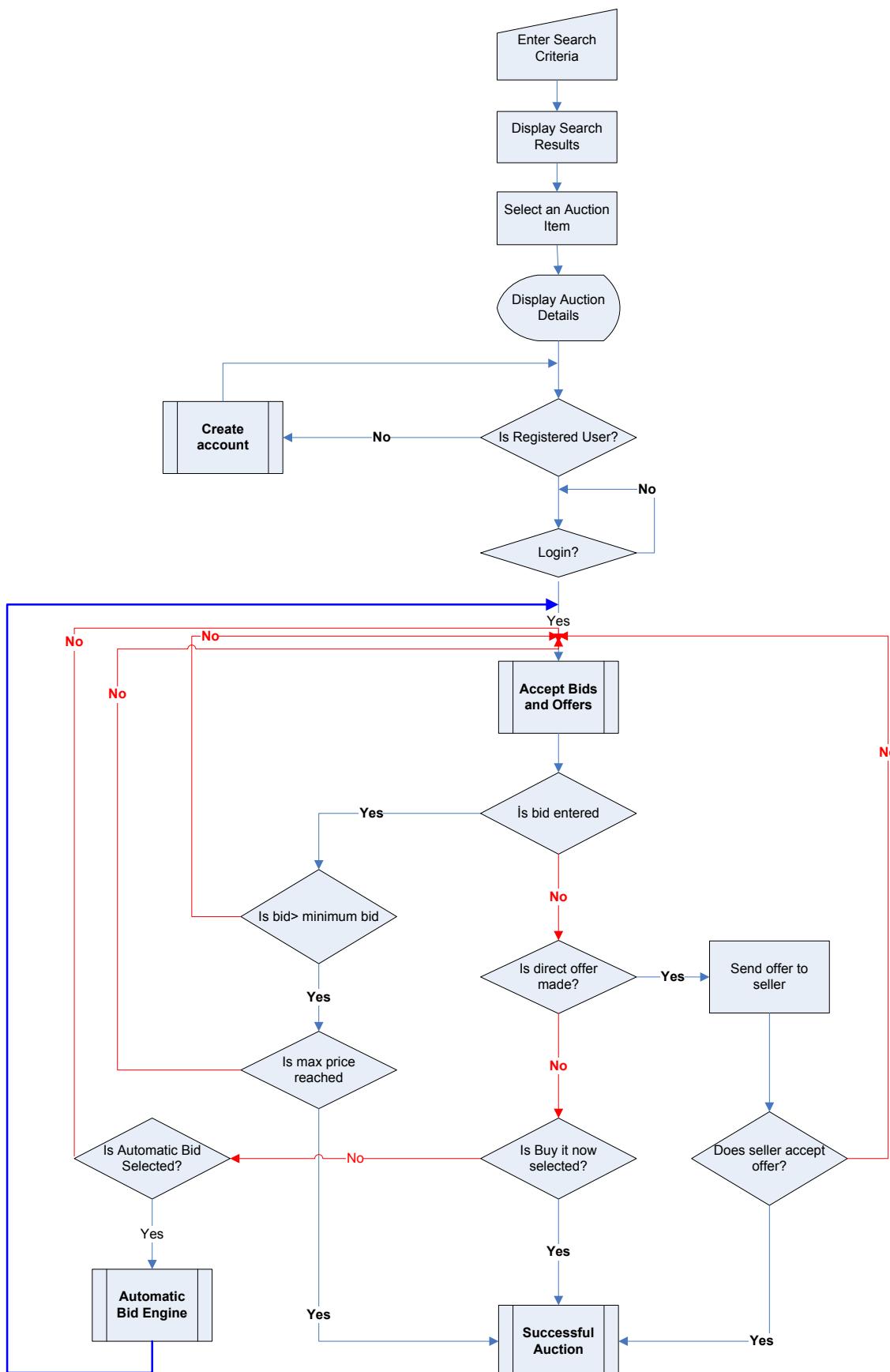
Since, this is not a mistake of the seller. The seller rating should not be negatively updated. But, the initial winner has to receive a negative rating because of a failed auction.

If the sales ends with success, than the ratings of both the seller and the buyer has to be updated with positive points.

Important notes:

- The auction without no bid could be modified by the seller. But it should not be permitted the seller to make any modification on an item or auction if there exists any bid for this item on any open auction. It is the sellers responsibility to make any controls before putting an item on any auction.
- Any auction ends in two conditions. First the maximum bid value is reached. The ending date time of the auction is reached. If the auction continues and the members make bids on the auction item, the auction should continue at least for 5 minutes after the time of the latest bid.
- The bids should all be smaller than the buy it now price of the auction item.

- Below you can see the bidding algorithm explained, starting from search up to completion of the auction.



2.5. Make Offer

Without waiting for the end of the auction, the buyer may direct offer a price for the sold item. If the seller is satisfied with this offer, than he/she may accept the offer and start the purchase process.

The only criterion on this part is that, the offered price should be more than the bid prices entered so far.

Your Offer

Make an Offer

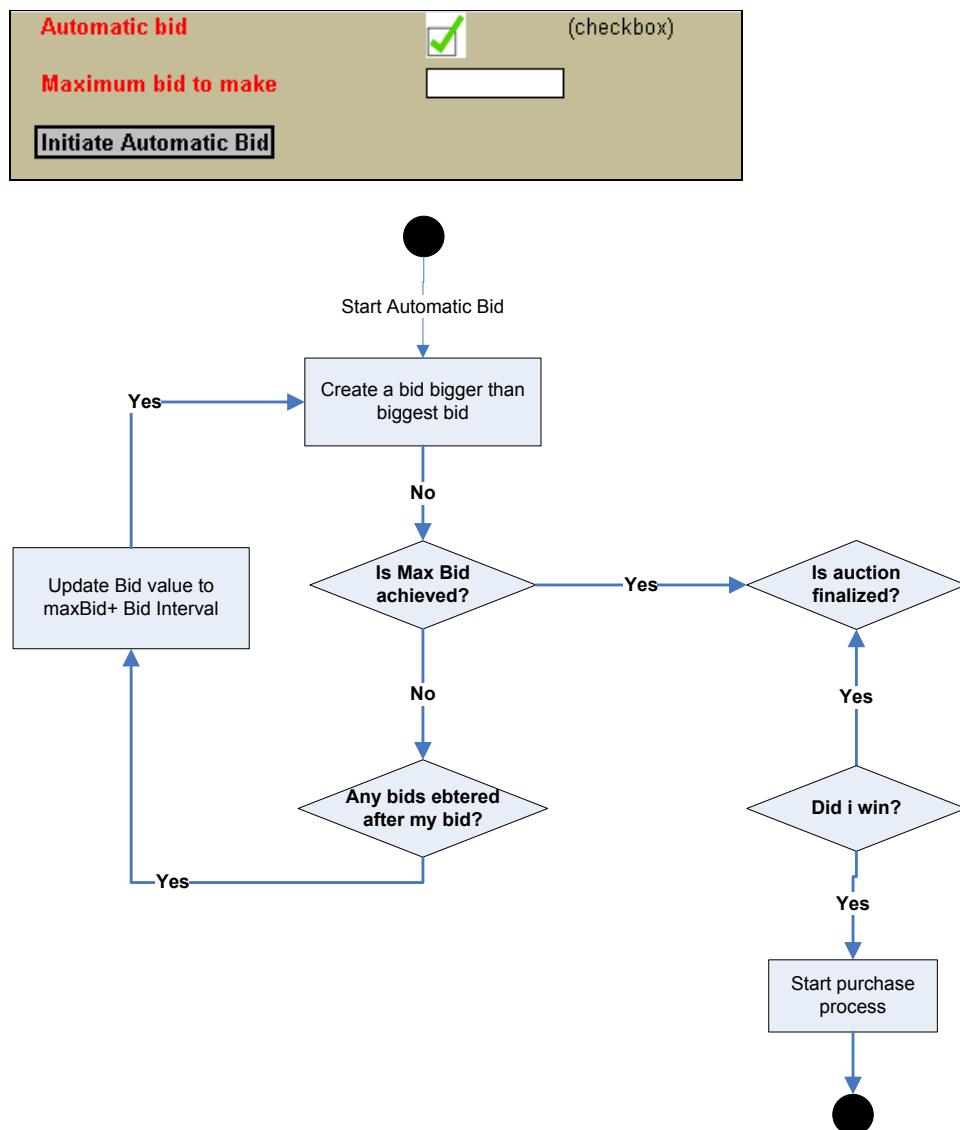
*(Offer should be less than buy it now price
and bigger than the maximum bid)*

2.6. Automatic Bidding

In the bidding process, if automatic bid process is selected and automatic bidding is initiated then an engine will make bidding in the name of the buyer. This engine will check for the maximum bid made and if the maximum bid to make is not exceeded and the auction is still open, then create a new bid for this user. The user should be careful that, he can win or lose depending on the entered bidding criteria.

Caution:

Automatic bidding mechanism creates the automatic bids until a maximum possible bid value is reached for that user. The mechanism creates the bids automatically if any bid is entered bigger than the automatically entered bid. What if more than one user creates automatic biddings. In this case, the system automatically creates the bids one after another until the maximum bid to make value is reached for the buyers other than the buyer who created the automatic bid with the biggest value. In this case, the other buyers could not find any opportunity to make any bids among these automatic bids. In order to avoid this problem there might be a time interval between automatic bids. So, any buyer would be able to create bids among these bids. This time interval will be implemented in the second phase of the project, thus will not be implemented now.



2.7. Bidding Lists

Using the bidding lists, the seller and if allowed the buyer could see the bids made for any item (domain or web project). Using this lists, the users could understand if this auction item is a popular item or not. The domain marketing system may limit the buyer candidates viewing this lists or if necessary a listing fee could be asked from the buyer candidates. In order to avoid the members to make contacts with each other the names of the bidders could be replaced with nick names or dummy usernames.

Servet KOÇ				
List Bids For a Domain/Web Project				
Item Name	bidsite1.com		Buy it Now Price	400
Type	Domain		Max Bid	250
Owner	muratdemir		Max Bidder	ahmet tekin
Bidder	Bid Price	Bid Date		
metin yildiz	80	12.04.2013	View Details	
ahmet tekin	100	13.04.2013	View Details	
osman demir	120	14.04.2013	View Details	
Alex House	150	12.04.2013	View Details	
osman demir	200	14.04.2013	View Details	
ahmet tekin	250	15.04.2013	View Details	

If the seller wants to see the bids for the items of his/her portfolio, he/she can use the bids for my items screen. In this screen the bids for the selected domain/web project(item) could be listed and it could be seen which buyer candidates are serious about auctions.

Servet KOÇ				
Bids For My Domain/Web Project				
Item Name	bidsite1.com		Buy it Now Price	400
Type	Domain		Max Bid	250
Max Bidder	ahmet tekin			
Bidder	Bid Price	Bid Date		
metin yildiz	80	12.04.2013	View Details	
ahmet tekin	100	13.04.2013	View Details	
osman demir	120	14.04.2013	View Details	
Alex House	150	12.04.2013	View Details	
osman demir	200	14.04.2013	View Details	
ahmet tekin	250	15.04.2013	View Details	

2.8. Winning an auction

In order to win a bid two conditions have to be satisfied.

- 1) The biggest bid value must reach to max bid value
- 2) The end date of the auction has to come

If these two conditions are satisfied than the auctions ends. Whoever has given the biggest bid wins the auction. But, it is up to the seller to end the auction and accept the bid or offer of any buyer he/she wants.

2.9. Viewing portfolio

This menu belongs to any registered member who might be a buyer as well as a seller.

i. My Domains

In my domains, the seller could list the domain in his/her portfolio. If the domain is on auction, the price, max bid, buy it now price of the item could be viewed. The seller could see the list of the bids made for any domain on auction. If the domain is not on auction the status of the domain would be displayed as not on auction. If there is an offer made by the buyer and accepted by the seller, the status of the domain would be displayed as accepted(offer).

My Domains					
Domain Name	Status	Price	Max Bid	Buy it Now Price	
servetkoc.com	on auction		140	400	Show Bids
abc.net	on auction		1350	5000	Show Bids
test1.org	on auction		2000	8000	Show Bids
orneksite.com	on auction		220	1200	Show Bids
acceptedsample.org	accepted		540	600	Show Winner
not_on_auctionsitesample.net	not on auction	3000			

ii. My Web Projects

In my web projects, the seller could list the web projects in his/her portfolio. If any web project is on auction, the price, max bid, buy it now price of the web project could be viewed. The seller could see the list of the bids made for any web project on auction. If the web project is not on auction the status of the web project would be displayed as not on auction. If there is an offer made by the buyer and accepted by the seller, the status of the web project would be displayed as accepted(offer).

My Web Projects

Server KOÇ

Project Domain Name	Status	Price	Max Bid	Buy it Now Price	
servetkoc.com			140	400	Show Bids
abc.net		5000		5000	Show Bids
acceptedproject.net	accepted		800	1000	Show Winner
orneksite.com			220	1200	Show Bids
test1.org			2000	8000	Show Bids

iii. My auctions

The items on auctions and the bids for these auctions could also be viewed using the bids for my domains & projects (items) screen. The bidder, the bid price, bid date and the details of the bidders could be viewed here.

Server KOÇ

Bids For My Domains& Web Projects

Item Name	bidsite1.com	Buy it Now Price	400
Type	Domain	Max Bid	250
Auction End Date	20.06.2013	Max Bidder	ahmet tekin

Bidder	Bid Price	Bid Date	
metin yildiz	80	12.04.2013	View Details
ahmet tekin	100	13.04.2013	View Details
osman demir	120	14.04.2013	View Details
Alex House	150	12.04.2013	View Details
osman demir	200	14.04.2013	View Details
ahmet tekin	250	15.04.2013	View Details

iv. My Bids for Domains & Web Projects

The buyer could see the bids he/she made for the items. The buyer could update the bid by entering a bigger bid as well as seeing the details of the bids and the auction.

My Bids For Domains& Web Projects							Servet KOÇ	
Item Name	My Bid	Bid Date	Max Bid	Buy it Now Price	Type	Auction End date	Update Bid	View Details
bidsite1.com	80	12.04.2013	140	400	Domain	13.04.2013	Update Bid	View Details
bidsite1.com	100	13.04.2013	140	400	Domain	15.04.2013	Update Bid	View Details
bidsite1.com	120	14.04.2013	140	400	Domain	15.04.2013	Update Bid	View Details
bidsite2.net	150	12.04.2013	310	540	Web Project	19.04.2013	Update Bid	View Details
bidsite2.net	200	14.04.2013	310	540	Web Project	24.04.2013	Update Bid	View Details
bidsite2.net	250	15.04.2013	310	540	Web Project	15.05.2013	Update Bid	View Details

v. Offer Lists for my domain & web site projects

The seller could see the offers he/she received for the items in his/her portfolio. The seller could accept any offer, send a message to the owner of the offer(buyer), as well as seeing the details of the offerer(buyer).

List Offers									Servet KOÇ	
Item Name	Type	Start Date	Planned Close Date	Max Bid	Buy it Now Price	Offered Value	Offered By	Accept Offer	Send Message	View Offerer Details
biddomain1.com	Domain	12.04.2013	12.04.2013	140	400	300	byrancartosa	Accept Offer	Send Message	View Offerer Details
biddomain4.net	Domain	13.04.2013	13.04.2013	140	400	240	hattorihanzo	Accept Offer	Send Message	View Offerer Details
biddomain_t.net	Domain	14.04.2013	14.04.2013	140	400	300	albertcamus	Accept Offer	Send Message	View Offerer Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	310	540	400	indragandhi	Accept Offer	Send Message	View Offerer Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	310	540	350	muratculsuz	Accept Offer	Send Message	View Offerer Details

bidsite21.com	Web Project	15.04.2013	15.04.2013	310	540	500	hakantekinel	Accept Offer	Send Message	View Offerer Details
---------------	-------------	------------	------------	-----	-----	-----	--------------	--------------	--------------	----------------------

vi. Expertise requests

If the member has requested an expertise both as a seller and a buyer, he/she can see the list of the expertise requests of himself/herself. Using the query items on top of the screen, the member could list the requests of a specific type, status in addition to the date of the request and expertise close dates.

Servet KOÇ

List My Expertise Requests

Type

ALL	..
-----	----

Status

ALL	..
-----	----

(Open/Closed Combo)

Requested Date

ALL

Closed Date

ALL

Datetime Selection

ALL

Item Name	Type	Status	Request Date	Closed Date	Assigned Expert	
biddomaindff1.com	Domain	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	Closed	13.04.2013	13.04.2013	oktay kayısı	View Details
biddomain_test.net	Domain	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	Open	12.04.2013		oktay kayısı	View Details
sahfhda4.net	Web Project	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	Open	15.04.2013	15.04.2013	oktay kayısı	View Details

The status codes could be one of open, closed, editing, etc. When a expertise request is created, the default value of the expertise should be open by default.

Whenever the expertise is generated by the expert, the requester could read the details of the expertise. If he/she wants, the expertise report could be opened to the other users who are interested in that product.

Selecting an expertise and clicking on view details button, the member could see the details of the expertise report if generated. If the owner of the expertise wished, the details of the expertise could be made public and be shared to other buyers or sellers.

[Read My Expertise Report](#)

ali demir

Type	domain	Generated By	expert1
Item Name	biddomain_test.net	Creation Date	17.05.2013
<p>The domain is one of the most popular domains with an average hit of 500.000 hits per day. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.</p>			
Make Public		Close	

vii. Brokerage Requests

If the buyer has requested any brokerage, then the list of the brokerage requests could be viewed using the list my brokerage requests link.

List My Brokerage Requests

Servet KOÇ

Type	ALL	..	Requested Date	ALL	Datetime Selection	ALL
Status	ALL	..	Closed Date	ALL	ALL	ALL
Item Name	Type	Status	Request Date	Closed Date	Assigned Broker	
biddomaindff1.com	Domain	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	Closed	13.04.2013	13.04.2013	oktay kayısı	View Details
biddomain_test.net	Domain	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	Open	12.04.2013		oktay kayısı	View Details
sahfhda4.net	Web Project	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	Open	15.04.2013	15.04.2013	oktay kayısı	View Details

The status codes could be one of open, closed, editing, etc. When a brokerage request is created, the default value of the brokerage should be open by default.

Selecting a brokerage request and clicking on view details button, the member could see the details of the brokerage report if generated.

Read My Brokerage Report

ali demir

Type	domain	Generated By	expert1
Item Name	brokerage_test.net	Creation Date	17.05.2013

Has contacted to the owner of the domain. The owner has told that he is not interested in any sales below 1.000.000 usd.

[Close](#)

viii. Comments & Complaints

Any user could make complaints or comments for another member. The complaints and comments help the other members and the admin users to get a feedback about any member and if necessary they can take any actions in order to avoid the misuse of the system. The complaints entered do not directly seen by the other members. It has to be under the surveillance of the admin users, while any user might write something offending others. The free text entry in explanation should be examined by the admin users.

Report Complaints servetkoc

Complainant	ahmetdemir
Type of complaint	predefined types ..
Subject	fake domain owner
Explanation	Ahmet demir is not the owner of the domain www.testdomain.com
Send Cancel	

Any positive or negative comment helps the other users to know if that member is a serious member to make business with or not. The rating of the member also gives a clue if the selected member worth trusting or not. For example: viewing the rating of the seller, the buyer could decide if it is risky to make a business with this seller or not.

Comment & Rate Member servetkoc

Commented	ahmetdemir
Comments	I have done several business with Ahmet with success. He is a trusted reseller.
Rate Member	
Send Cancel	

By clicking the view complaint details, the details of the complaint could be viewed by the user.

View Complaint Details servetkoc

Complainant	ahmetdemir
Type of complaint	fake owner
Subject	fake domain owner
Explanation	Ahmet demir is not the owner of the domain www.testdomain.com

Close

By clicking the view comment details, the details of the comment could be viewed by the user. In addition to comment details, the rating given to that member could be seen. Taking more fives out of fives shows that, it is safe to make a business with the specified member.

View Comment Details servetkoc

Commenter	oleg yordanov
Commented	ahmetdemir
Comments	I have done several business with Ahmet with success. He is a trusted reseller.

Rating 

Close

ix. Recommend to a friend

This screen is used in order to recommend an item(domain, web project), auction to someone who might be interested with the recommended item.

Recommend to a friend

Server KOÇ

Name of the friend	
e-mail of the friend	
message	

Send **Cancel**

x. Sharing

In addition to recommendation to a specific friend, any selected item(domain, web project), auction could be shared to member's social media contacts in case that to someone in the contact list might be interested with the recommended item. The shared platform could be any of facebook, twitter and linkedin. In this sharing option a specific message is also send in addition to the shared content.

xi. My Favorites

Whenever the buyer gets interested in an item, he/she could add these items to the favorites list. These items could later be viewed by using the my favorites list. This list could be used as a shortcut to the interested items.

My Favorites List		Servet KOÇ	
Item Name	Type		
biddomaindff1.com	Domain	View Details	Remove
biddomain434.net	Domain	View Details	Remove
biddomain_test.net	Domain	View Details	Remove
bidproject2.net	Web Project	View Details	Remove
sahfhda4.net	Web Project	View Details	Remove
bidsite21.com	Web Project	View Details	Remove

xii. My Latest Browses

Another shortcut to the items to which the buyer showed an interest.

My Last Browses List			Servet KOÇ
Item Name	Type	Browse Date Time	
biddomaindff1.com	Domain	20.05.2013 10:44	View Details
biddomain434.net	Domain	21.05.2013 10:46	View Details
biddomain_test.net	Domain	21.05.2013 11:23	View Details
bidproject2.net	Web Project	21.05.2013 11:54	View Details
sahfhda4.net	Web Project	22.05.2013 16:23	View Details
bidsite21.com	Web Project	22.05.2013 21:54	View Details

xiii. Messaging

Send a message to bidder: Any seller could send a predefined message to the selected bidder. The message in this screen are selected from a list of predefined messages.

Seller to Buyer	
From	servetkoc
To	ahmetkazan
Message	predefined message ..
Send Cancel	

Send a message to seller: Any buyer candidate could send a predefined message to the selected seller. The message in this screen are selected from a list of predefined messages.

Buyer to Seller	
From	ahmetkazan
To	servetkoc
Message	predefined message ..
Send Cancel	

Send a message to admin: Any user could send message to the system admin using this messaging option. While the messages between the users are predefined, the messages entered in this messaging option are of free text format.

Message to Admin	
From	servetkoc
To	admin
Subject	
Message	

Send	Cancel
-------------	---------------

List messages: Any user could see the messages sent to himself/herself using the list messages screen. While the ordinary users could see their messages, the admin users could see all the message sent. So, the admin users could query and see the details of the message traffic.

List Messages							Admin
From	ALL		..				
To	ALL		..				
Type	ALL		..				
From	To	Subject	Message	Date	Type		
servet koç	ahmet kazan	new offer	My offer for testdomain.com is 500 usd	17.05.2013	buyertoseller	Details	
ahmet kazan	servet koç	re-new offer	Interested in your offer.Please increase the offer to 900 usd	17.05.2013	sellertobuyer	Details	
Admin	ahmet kazan	price update	seller updated the buy it now price for testdomain.com	17.05.2013	admintouser	Details	
servet koç	Admin	missuse	testdomain.net listed in auction does not belong to seller	17.05.2013	usertoadmin	Details	
Admin	Everyone	update	commission for domain transfer are reduced to % 3 percent	17.05.2013	broadcast	Details	
Admin	Everyone	dashboard	domainsample.com is sold for 40.000 TL	17.05.2013	dashboard	Details	

List My Messages: Any user could see the messages sent to himself/herself using the my messages screen.

List My Messages							Servet KOÇ
From	ALL		..				
Type	ALL		..				
From	To	Subject	Message	Date	Type		
ahmet kazan	servet koç	re-new offer	Interested in your offer.Please increase the offer to 900 usd	17.05.2013	sellertobuyer	Details	
Admin	Everyone	update	commission for domain transfer are reduced to % 3 percent	17.05.2013	broadcast	Details	
Admin	Everyone	dashboard	domainsample.com is sold for 40.000 TL	17.05.2013	dashboard	Details	

Dashboard messages: Dashboard messages could only be send by the admin users. The ordinary users see these messages in the dashboard section of their screen. In dashboard messages any announcement, discount, ad could be displayed to the ordinary users who could be any of buyer and seller.

Below, a sample dashboard message entry could be seen. This screen is open to admin users only. The admin could send the dashboard message to any member, group or broadcast to everyone. The duration of the dashboard message is also defined here. The valid from and valid to fields describe when to display these dashboard messages.

Dashboard Message

Admin

Valid From	<input type="text" value="datetime"/> ..
Valid To	<input type="text" value="datetime"/> ..
To	<input type="text" value="person, group, everyone"/> ..
Subject	<input type="text"/>
Message	<input type="text"/>
<input type="button" value="Send"/> <input type="button" value="Cancel"/>	

List Dashboard messages: Using this screen the admin user could manage the dashboard messages.

List Dashboard Messages

Admin

Valid From	<input type="text" value="01.05.2013"/> ..																																																												
Valid To	<input type="text" value="21.05.2013"/> ..																																																												
To	<input type="text"/> ..																																																												
<table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <thead> <tr> <th>To</th> <th>Subject</th> <th>Message</th> <th>Date From</th> <th>Date To</th> <th></th> </tr> </thead> <tbody> <tr> <td>ahmet kazan</td> <td>update</td> <td>Price for testdomain.com reduced to 500 usd</td> <td>01.05.2013</td> <td>23.05.2013</td> <td>Details</td> </tr> <tr> <td>Everyone</td> <td>price update</td> <td>seller updated the buy it now price for testdomain.com</td> <td>02.05.1900</td> <td>02.06.1900</td> <td>Details</td> </tr> <tr> <td>hotauctioner</td> <td>update</td> <td>sales commissions reduced to 3 %</td> <td>11.05.2013</td> <td>11.06.2013</td> <td>Details</td> </tr> <tr> <td>kerry white</td> <td>missuse</td> <td>testdomain.net listed in auction does not belong to seller</td> <td>14.05.2013</td> <td>14.06.2013</td> <td>Details</td> </tr> <tr> <td>Everyone</td> <td>update</td> <td>commission for domain transfer are reduced to % 3 percent</td> <td>17.05.2013</td> <td>17.06.2013</td> <td>Details</td> </tr> <tr> <td>Everyone</td> <td>sales</td> <td>domainsample.com is sold for 40.000 TL</td> <td>17.05.2013</td> <td>17.06.2013</td> <td>Details</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		To	Subject	Message	Date From	Date To		ahmet kazan	update	Price for testdomain.com reduced to 500 usd	01.05.2013	23.05.2013	Details	Everyone	price update	seller updated the buy it now price for testdomain.com	02.05.1900	02.06.1900	Details	hotauctioner	update	sales commissions reduced to 3 %	11.05.2013	11.06.2013	Details	kerry white	missuse	testdomain.net listed in auction does not belong to seller	14.05.2013	14.06.2013	Details	Everyone	update	commission for domain transfer are reduced to % 3 percent	17.05.2013	17.06.2013	Details	Everyone	sales	domainsample.com is sold for 40.000 TL	17.05.2013	17.06.2013	Details																		
To	Subject	Message	Date From	Date To																																																									
ahmet kazan	update	Price for testdomain.com reduced to 500 usd	01.05.2013	23.05.2013	Details																																																								
Everyone	price update	seller updated the buy it now price for testdomain.com	02.05.1900	02.06.1900	Details																																																								
hotauctioner	update	sales commissions reduced to 3 %	11.05.2013	11.06.2013	Details																																																								
kerry white	missuse	testdomain.net listed in auction does not belong to seller	14.05.2013	14.06.2013	Details																																																								
Everyone	update	commission for domain transfer are reduced to % 3 percent	17.05.2013	17.06.2013	Details																																																								
Everyone	sales	domainsample.com is sold for 40.000 TL	17.05.2013	17.06.2013	Details																																																								

xiv. FAQs (Frequently Asked Questions)

FAQ screen is used in order to manage, query and view the frequently asked questions. The management of the faqs are made by the admin users. The faqs could be viewed and searched by all the members even they are unregistered members. The faqs should show the possible issues to be faced during usage of the system and the solutions to these issiues.

FAQs servetkoc

Search

[what is domain?](#)
[How can i create an auction?](#)
[How to bid for an auction?](#)
[How can i make payment to the seller?](#)
[How can i cancel an auction?](#)
[What if no bid for an auction?](#)
[How to make a direct offer?](#)

View FAQ servetkoc

what is domain?

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

2.10. Private sales

Not all the sales are open to the buyers. Some sales are private and they could neither be seen on auctions nor be seen on search results. These private sales are made between two people without being noticed by any other users. The seller and buyer use this platform as an secure environment in order to manage their sales process. Thus, the seller creates a private sales and receives an item id and a search key for this sales. The seller sends this id and search key pair to the buyer. The buyer searches this private sales item using this information. Whenever the entries are valid and private sales results are displayed, the buyer could start the sales process. This process is open two these users and could not be queried by the other users who are unaware of the item id and the search key pairs.

Private Sales Search

Servet KOÇ

Item Id

Search Key

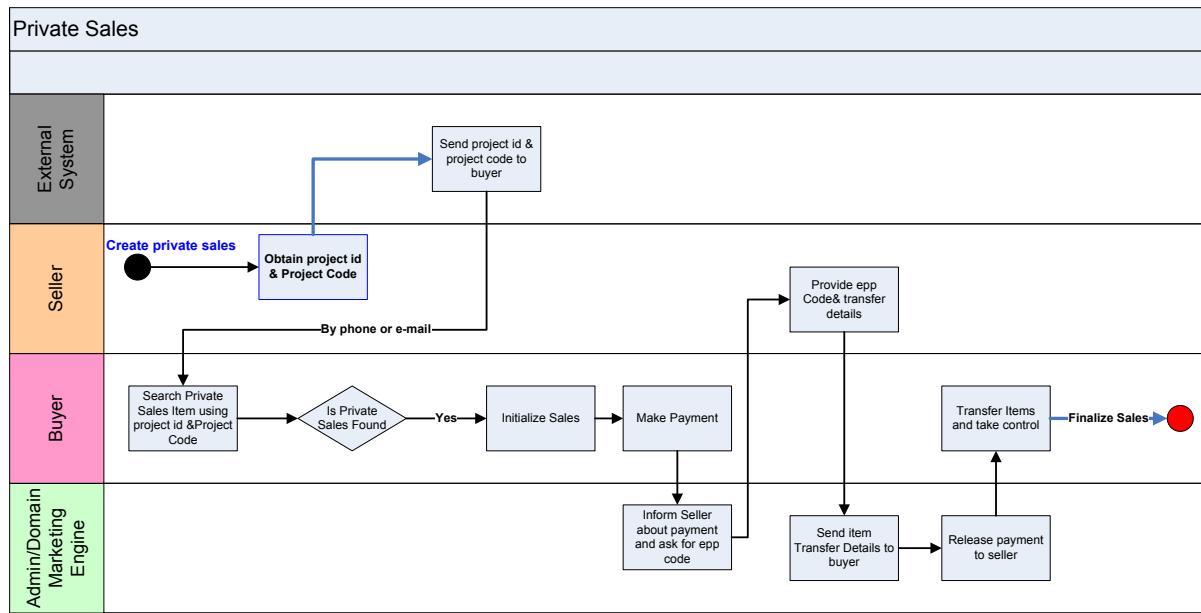
In order to search an item the search key value has to be provided by the seller

Private sales search results

Servet KOÇ

Private Sales Search Result

Project Domain	Category	Type	Price	
servetkoc.com	personal	Domain	5000	<input type="button" value="View Details"/> <input type="button" value="ask for expertise"/>



In the diagram above, the private sales process is explained. The roles of the buyer, seller and the system engine could clearly be viewed here along with the interactions between themselves.

2.11. Brokerage Requests

The admin users could manage the brokerage requests using the brokerage request lists. The requests may be queried according to the type, requester, status, broker, request and closed dates.

List Brokerage Requests
Admin

Type	<input type="button" value="ALL"/> ..	Assigned Broker	<input type="button" value="ALL"/>		
Requested By	<input type="button" value="ALL"/> ..	Requested Date	<input type="button" value="ALL"/>	Datetime Selection	<input type="button" value="ALL"/>
Status	<input type="button" value="ALL"/> ..	Closed Date	<input type="button" value="ALL"/>	ALL	<input type="button" value="ALL"/>

(Open/Closed Combo)

Item Name	Type	Requested By	Status	Request Date	Closed Date	Assigned Broker	
biddomaindff1.com	Domain	servetkoc	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	ahmet demir	Closed	13.04.2013	13.04.2013	oktay kayısı	View Details
biddomain test.net	Domain	okan olcay	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	brian gilbert	Open	12.04.2013		oktay kayısı	View Details
sahfhda4.net	Web Project	ivan tarkovsky	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	servetkoc	Open	15.04.2013	15.04.2013	oktay kayısı	View Details

If the brokerage request is open and no broker is working on it, any broker could start working on the selected item(domain, etc) and write the brokerage report as shown below.

Write Brokerage Report
broker2

Type	<input type="text" value="domain"/>	Requested By	<input type="text" value="ali demir"/>
Item Name	<input type="text" value="brokerage_test.net"/>	Requested Date	<input type="text" value="14.05.2013"/>

Has contacted to the owner of the domain. The owner has told that he is not interested in any sales below 1.000.000 usd.

A buyer could see the brokerage requests of himself/herself using the list my brokerage requests screen.

List My Brokerage Requests

Servet
KOÇ

Type	<input type="button" value="ALL"/> ..	Requested Date	<input type="button" value="ALL"/>	<input type="button" value="ALL"/>		
Status	<input type="button" value="ALL"/> .. <small>(Open/Closed Combo)</small>	Closed Date	<input type="button" value="ALL"/>	<input type="button" value="ALL"/>		
Item Name	Type	Status	Request Date	Closed Date	Assigned Broker	
biddomaindff1.com	Domain	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	Closed	13.04.2013	13.04.2013	oktay kayısı	View Details
biddomain_test.net	Domain	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	Open	12.04.2013		oktay kayısı	View Details
sahfhda4.net	Web Project	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	Open	15.04.2013	15.04.2013	oktay kayısı	View Details

If the brokerage requested is already processed and a report is generated, the requester may read the brokerage report using the following screen.

Read My Brokerage Report

ali demir

Type	<input type="button" value="domain"/>	Generated By	<input type="button" value="expert1"/>
Item Name	<input type="button" value="brokerage_test.net"/>	Creation Date	<input type="button" value="17.05.2013"/>
<i>Has contacted to the owner of the domain. The owner has told that he is not interested in any sales below 1.000.000 usd.</i>			
<input type="button" value="Close"/>			

2.12. List Auctions

As the heart of this marketing project is formed of auctions and bidding mechanisms, the majority of the reports and analysis should be based on auctions and biddings.

i. Hot auctions:

Hot auctions show the open auctions with the biggest number of bids happening recently(eg. Biggest number of bids within 24 hours). Using this list any buyer may see the details of the auctions. If the buyer wants, he/she might make a bid for the auctioned item.

Hot Auctions						Servet KOÇ	
Item Name	Type	Start Date	Planned Close Date	Max Bid	Buy it Now Price		
biddomaindff1.com	Domain	12.04.2013	12.04.2013	140	400	Make a Bid	View Details
biddomain434.net	Domain	13.04.2013	13.04.2013	140	400	Make a Bid	View Details
biddomain_test.net	Domain	14.04.2013	14.04.2013	140	400	Make a Bid	View Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	310	540	Make a Bid	View Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	310	540	Make a Bid	View Details
bidsite21.com	Web Project	15.04.2013	15.04.2013	310	540	Make a Bid	View Details

ii. Open Auctions

Using this list any buyer may see the list and the details of the open and active auctions. If the buyer wants, he/she might make a bid for the auctioned item.

Open Auctions						Servet KOÇ	
Item Name	Type	Start Date	Planned Close Date	Max Bid	Buy it Now Price		
biddomaindff1.com	Domain	12.04.2013	12.04.2013	140	400	Make a Bid	View Details
biddomain434.net	Domain	13.04.2013	13.04.2013	140	400	Make a Bid	View Details
biddomain_test.net	Domain	14.04.2013	14.04.2013	140	400	Make a Bid	View Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	310	540	Make a Bid	View Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	310	540	Make a Bid	View Details
bidsite21.com	Web Project	15.04.2013	15.04.2013	310	540	Make a Bid	View Details

iii. Auctions with a highest number of bids

This list shows the open auctions with the biggest number of bids so far. The difference between hot auctions list and this list is that there is no time interval specified for this list, while hot auctions should be happening recently. Using this list any buyer may see the details of the auctions. If the buyer wants, he/she might make a bid for the auctioned item.

Auctions with Highest Number of Bids

Servet KOÇ

Item Name	Type	Start Date	Planned Close Date	Max Bid	Buy it Now Price	Make a Bid	View Details
biddomaindff1.com	Domain	12.04.2013	12.04.2013	140	400	Make a Bid	View Details
biddomain434.net	Domain	13.04.2013	13.04.2013	140	400	Make a Bid	View Details
biddomain_test.net	Domain	14.04.2013	14.04.2013	140	400	Make a Bid	View Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	310	540	Make a Bid	View Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	310	540	Make a Bid	View Details
bidsite21.com	Web Project	15.04.2013	15.04.2013	310	540	Make a Bid	View Details

iv. Auctions with no bids

This shows the auctions without any bids. It might be an opportunity for the possible buyers to search and make a bid.

Auctions with no Bids

Servet KOÇ

Item Name	Type	Start Date	Planned Close Date	Buy it Now Price	Make a Bid	View Details
biddomaindff1.com	Domain	12.04.2013	12.04.2013	400	Make a Bid	View Details
biddomain434.net	Domain	13.04.2013	13.04.2013	400	Make a Bid	View Details
biddomain_test.net	Domain	14.04.2013	14.04.2013	400	Make a Bid	View Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	540	Make a Bid	View Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	540	Make a Bid	View Details
bidsite21.com	Web Project	15.04.2013	15.04.2013	540	Make a Bid	View Details

v. Expired Auctions

This list shows the auctions which are expired without reaching the target bidding value. The seller might update and restart these auctions.

Expired Auctions

Servet KOÇ

Item Name	Type	Start Date	Close Date	Max Bid	Buy it Now Price	View Details
biddomaindff1.com	Domain	12.04.2013	12.04.2013	230	400	View Details

biddomain434.net	Domain	13.04.2013	13.04.2013	210	400	View Details
biddomain_test.net	Domain	14.04.2013	14.04.2013	80	400	View Details
bidproject2.net	Web Project	12.04.2013	12.04.2013	0	540	View Details
sahfhda4.net	Web Project	14.04.2013	14.04.2013	20	540	View Details
bidsite21.com	Web Project	15.04.2013	15.04.2013	10	540	View Details

vi. Closed Auctions

This list shows the auctions which are closed with success. The auction could be closed in two ways;

- the target bidding value could be reached in a specified time,
- the seller might have accepted any offer made by one of the buyers.

Closed Auctions						Servet KOÇ
Item Name	Type	Start Date	Close Date	Max Bid	Buy it Now Price	
biddomaindff1.com	Domain	12.04.2013	12.05.2013	140	400	View Details
biddomain434.net	Domain	13.04.2013	13.05.2013	140	400	View Details
biddomain_test.net	Domain	14.04.2013	15.05.2013	140	400	View Details
bidproject2.net	Web Project	12.04.2013	12.05.2013	310	540	View Details
sahfhda4.net	Web Project	14.04.2013	15.05.2013	310	540	View Details
bidsite21.com	Web Project	15.04.2013	15.05.2013	310	540	View Details

vii. Auctions waiting payment

This list shows the auctions which are successfully closed but the payment process has not yet completed.

Auctions waiting payment							Servet KOÇ
Item Name	Type	Start Date	Close Date	Buy it Now Price	Winner Price	Winner	Notes
biddomaindff1.com	Domain	12.04.2013	12.05.2013	140	160	alberttammy	View Details direct offer accepted
biddomain434.net	Domain	13.04.2013	13.05.2013	140	120	ahmettatlı	View Details
biddomain_test.net	Domain	14.04.2013	15.05.2013	140	140	suatsaka	View Details
bidproject2.net	Web Project	12.04.2013	12.05.2013	310	300	linlee	View Details
sahfhda4.net	Web Project	14.04.2013	15.05.2013	310	310	ivantrowsky	View Details direct offer accepted
bidsite21.com	Web Project	15.04.2013	15.05.2013	310	260	yamatohasarito	View Details

viii. Auctions waiting transfer

This list shows the auctions which are successfully closed, completed the payment process but not yet completed the transfer of the item to the buyer.

Auctions waiting transfer							Servet KOÇ	
Item Name	Type	Start Date	Close Date	Buy it			Winner	View Details
				Now Price	Winner Price	Winner		
biddomaindff1.com	Domain	12.04.2013	12.05.2013	140	160	alberttammy	View Details	direct offer accepted
biddomain434.net	Domain	13.04.2013	13.05.2013	140	120	ahmetattali	View Details	
biddomain_test.net	Domain	14.04.2013	15.05.2013	140	140	suatsaka	View Details	
bidproject2.net	Web Project	12.04.2013	12.05.2013	310	300	linlee	View Details	
sahfhda4.net	Web Project	14.04.2013	15.05.2013	310	310	ivantrowsky	View Details	direct offer accepted
bidsite21.com	Web Project	15.04.2013	15.05.2013	310	260	yamatohasarito	View Details	

ix. Auctions I won

Using the auctions I won list, the buyers could see the list of auctions they won and access to the details of these auctions.

Auctions I won							Servet KOÇ	
Item Name	Type	Start Date	Close Date	Winning value	Buy it Now			status
					Price	transferred	View Details	
biddomaindff1.com	Domain	12.04.2013	12.05.2013	140	400	transferred	View Details	
biddomain434.net	Domain	13.04.2013	13.05.2013	140	400	waiting payment	View Details	
biddomain_test.net	Domain	14.04.2013	15.05.2013	140	400	transferred	View Details	
bidproject2.net	Web Project	12.04.2013	12.05.2013	310	540	transferred	View Details	
sahfhda4.net	Web Project	14.04.2013	15.05.2013	310	540	waitinf for transfer	View Details	
bidsite21.com	Web Project	15.04.2013	15.05.2013	310	540	transferred	View Details	

2.13. Payment

Payments will be processed via a payment module which is being developed by isimtescil.net software development teams. This system will use the APIs which will be provided by these teams. The payment process will be from buyer to seller. This marketing system might receive a commission on any item sold via this platform. The commission could be taken;

- From the seller
- From the buyer
- Both of the buyer and the seller

In order to make the payment, the provided api will be used. Only the sender, receiver, amount, payment type, and payment descriptions to be send to the payment module. All the necessary payment procedures will be executed in the payment module and the result of the payment request will be send to this marketing system. Depending on the result of the payment, the marketing system will manage the transactions and will update the status of the sales.

The admin could see the payment lists using the list payments screen. The type, sender and receiver could be used as arguments for querying the payments.

List Payments						ADMİN
Payment Type		<input type="text" value="Any"/>				
Sender		<input type="text" value="Any"/>	Receiver		<input type="text" value="Any"/>	
sender	Receiver	Amount	Payment Type	Date	Description	
Alex House	metin yildiz	80	paypal	12.04.2013	for the sales of biddomaindff1.com	
servetkoc	ahmet tekin	100	credit card	13.04.2013	for the sales of biddomain434.net	
osman demir	servetkoc	120	paypal	14.04.2013	for the sales of biddomain_test.net	
okankalayci	Alex House	150	credit card	12.04.2013	for the sales of bidproject2.net	
osmandemir	osman demir	200	paypal	14.04.2013	for the sales of sahfda4.net	
keniwatanabe	ahmet tekin	250	credit card	15.04.2013	for the sales of bidsite21.com	

Any user could see the sent and received payments using the following two screens.

Payments I sent					Servet KOÇ
Receiver	Amount	Payment Type	Date	Description	
metin yildiz	80	paypal	12.04.2013	for the sales of biddomaindff1.com	
ahmet tekin	100	credit card	13.04.2013	for the sales of biddomain434.net	
osman demir	120	paypal	14.04.2013	for the sales of biddomain_test.net	

Alex House	150	credit card	12.04.2013	for the sales of bidproject2.net
osman demir	200	paypal	14.04.2013	for the sales of sahfda4.net
ahmet tekin	250	credit card	15.04.2013	for the sales of bidsite21.com

Payments I received

Servet KOÇ

Sender	Amount	Payment Type	Date	Description
metin yildiz	80	paypal	12.04.2013	for the sales of biddomaindff1.com
ahmet tekin	100	credit card	13.04.2013	for the sales of biddomain434.net
osman demir	120	paypal	14.04.2013	for the sales of biddomain test.net
Alex House	150	credit card	12.04.2013	for the sales of bidproject2.net
osman demir	200	paypal	14.04.2013	for the sales of sahfda4.net
ahmet tekin	250	credit card	15.04.2013	for the sales of bidsite21.com

2.14. Item (Domain/web Project) Transfer

A domain transfer is, in effect, to transfer domain name from the management under one registrar to another registrar. As a registrar is only responsible for the management of your domain records, this transfer should in no way affect your website, relevant email or DNS.

While Domain transfer is a straightforward process, the web project transfer includes the transfer of the domains, applications, usernames, admin privilidges and all other necessary items to manage the project in all sences.

In order to process the transfer of your domain, the domain has to be under the ownership of the seller. While the process of a domain transfer is a fairly simple procedure, it is important to understand the workings such a domain registration transfer so that things don't get more complicated than the seller and buyer can handle.

In order to transfer a domain, the seller and user has to make some controls and apply some procedures which could be listed below;

STEP1: Seller should make additional checks which are defined in the check list, and the domain should pass all the checks. These are;

- Seller has to know the **epp code** of the domain. The epp code could be named as *authorization code*, *security code* on some other registrars. The registrars send the epp code to the e-mail address of the owner of the domain. So, it is a good practice to keep the email address which was used in the registration alive.
- **Locked Domain Prevents Transfer:** You must make sure the domain isn't locked. If it is locked, even if you agree to the transfer, the transfer will fail. Using the isimtescil.net/whois service the domain name could be questioned if it is locked or not.

Unclocked domain (normal condition): Domain status has to be ok as shown below.

Domain Name: NETKLAVUZU.NET
Registrar: FBS INC.
Whois Server: whois.isimtescil.net
Referral URL: http://www.isimtescil.net
Name Server: NS1.ISIMTESCIL.NET
Name Server: NS2.ISIMTESCIL.NET
Status: ok
Updated Date: 28-jan-2012
Creation Date: 21-jan-2007
Expiration Date: 21-jan-2017

Locked domain (failed condition): The domain has tranfer lock.

Domain Name: NETKLAVUZU.COM
Registrar: FBS INC.
Whois Server: whois.isimtescil.net
Referral URL: http://www.isimtescil.net
Name Server: NS1.ISIMTESCIL.NET
Name Server: NS2.ISIMTESCIL.NET
Status: clientTransferProhibited
Updated Date: 23-jul-2010
Creation Date: 23-jul-2010
Expiration Date: 23-jul-2012

- Make sure the WHOIS information is up-to-date.
- WHOIS protection must be turned off. This condition might be tested using isimtescil.net/whois address. You can find examples of hidden and open domains below. In the left example, the whois protection is turned off, while in the right one this protection is on. İsimtescil.net could start the transfer process even this protection is turned on. But, it is members' responsibility to check for the availability of these information.

netklavuzu.net

Registration Service Provided By: Registration Service Provided By: WWW.ISIMTECIL.NET
 Contact: +90.2163299393

Domain Adı: NETKLAVUZU.NET
 Bitiş Tarihi: 21-Jan-2017
 Kaydedilme Tarihi: 21-Jan-2007
 Domain Durumu: ACTIVE

DNS Sunucular:

ns1.isimtescil.net
 ns2.isimtescil.net

Kaydedicinin İletişim Bilgileri

Ferhat TUNALI
 Ferhat.TUNALI (ferhattunalı@hotmail.com)
 Osmanaga Mah. Kusdili Cad. 13/3 KADIKOY
 İSTANBUL
 ,00000
 TR
 Tel. +90.2163477272
 Fax. +90.00000

Yoneticinin İletişim Bilgileri

Ferhat TUNALI
 Ferhat.TUNALI (ferhattunalı@hotmail.com)
 Osmanaga Mah. Kusdili Cad. 13/3 KADIKOY
 İSTANBUL
 ,00000
 TR
 Tel. +90.2163477272
 Fax. +90.00000

Teknik Yetkilinin İletişim Bilgileri

Ferhat TUNALI
 Ferhat.TUNALI (ferhattunalı@hotmail.com)
 Osmanaga Mah. Kusdili Cad. 13/3 KADIKOY
 İSTANBUL
 ,00000
 TR
 Tel. +90.2163477272
 Fax. +90.00000

webklavuzu.net

Registration Service Provided By: Registration Service Provided By: WWW.ISIMTECIL.NET
 Contact: +90.2163299393

Domain Adı: WEBKLAVUZU.NET
 Bitiş Tarihi: 21-Jan-2017
 Kaydedilme Tarihi: 21-Jan-2007
 Domain Durumu: ACTIVE

DNS Sunucular:

ns7.isimtescil.net
 ns8.isimtescil.net

Kaydedicinin İletişim Bilgileri

PrivacyProtect.org
 Domain Admin (contact@privacyprotect.org)
 ID#10760, PO Box 16
 Note - All Postal Mails Rejected, visit Privacyprotect.org
 Nobby Beach
 null,QLD 4218
 AU
 Tel. +45.36946676

Yoneticinin İletişim Bilgileri

PrivacyProtect.org
 Domain Admin (contact@privacyprotect.org)
 ID#10760, PO Box 16
 Note - All Postal Mails Rejected, visit Privacyprotect.org
 Nobby Beach
 null,QLD 4218
 AU
 Tel. +45.36946678

Teknik Yetkilinin İletişim Bilgileri

PrivacyProtect.org
 Domain Admin (contact@privacyprotect.org)
 ID#10760, PO Box 16
 Note - All Postal Mails Rejected, visit Privacyprotect.org
 Nobby Beach
 null,QLD 4218
 AU
 Tel. +45.36946676

BİLGİLER AÇIK

ÖDEME YERİKLİSİNİN İLETİŞİM BİLGİLERİ

BİLGİLER GİZLİ

- Make sure, the email address stated in the WHOIS Information is accessible: You must check to make sure the **email** on your domain is correct and working. Once you start the transfer, the current registrar is going to email this address asking for permission to move the domain. If the email listed isn't your email or doesn't work, you can't respond to this email and thus the transfer will fail.
- Domain expiry date should not be within next five days. The domain could be transferred in the last day. But, in case of a problem in transfer process we might not have a second chance to try again. In this condition, you have to extend the domain in your old registrar. Some registrars may request addition fees on the expired domains.
- In case the transfer of a domain within 60 days of the renewal, it may not be possible that the domain renewal will also be valid along with the domain transfer.

- The domain owner should not be owing any money to the domain registrar. For the domains which were obtained as promotions, it might be possible that the domain registrar restricts the transfer of them.

STEP2: Seller has to unlock the domain.

STEP3: Seller has to provide **epp code** from domain registrar: If the user make any changes to the nameservers or contact information at the registrar, some registrars require the user to request a new EPP code from the registrar. This might a special condition, but may not be valid for all registrars. The epp code could be named as *authorization code*, *security code* on some other registrars. The registrars send the epp code to the e-mail address of the owner of the domain.

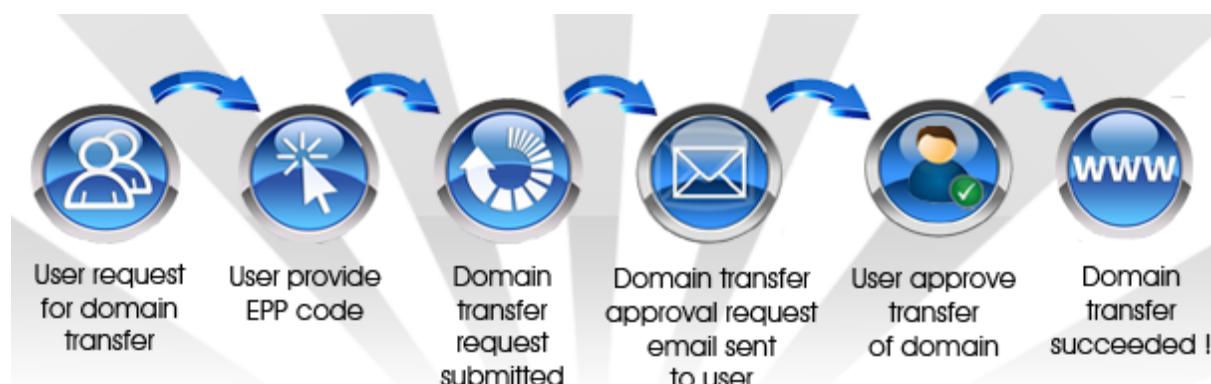
STEP4: seller sends domain details to admin

STEP5: site admin approves domain transfer

STEP6: site admin sends domain details to buyer

STEP7: buyer receives domain transfer authorization e-mail in which the directions to follow are also listed

STEP8: buyer has to change name servers or contact information



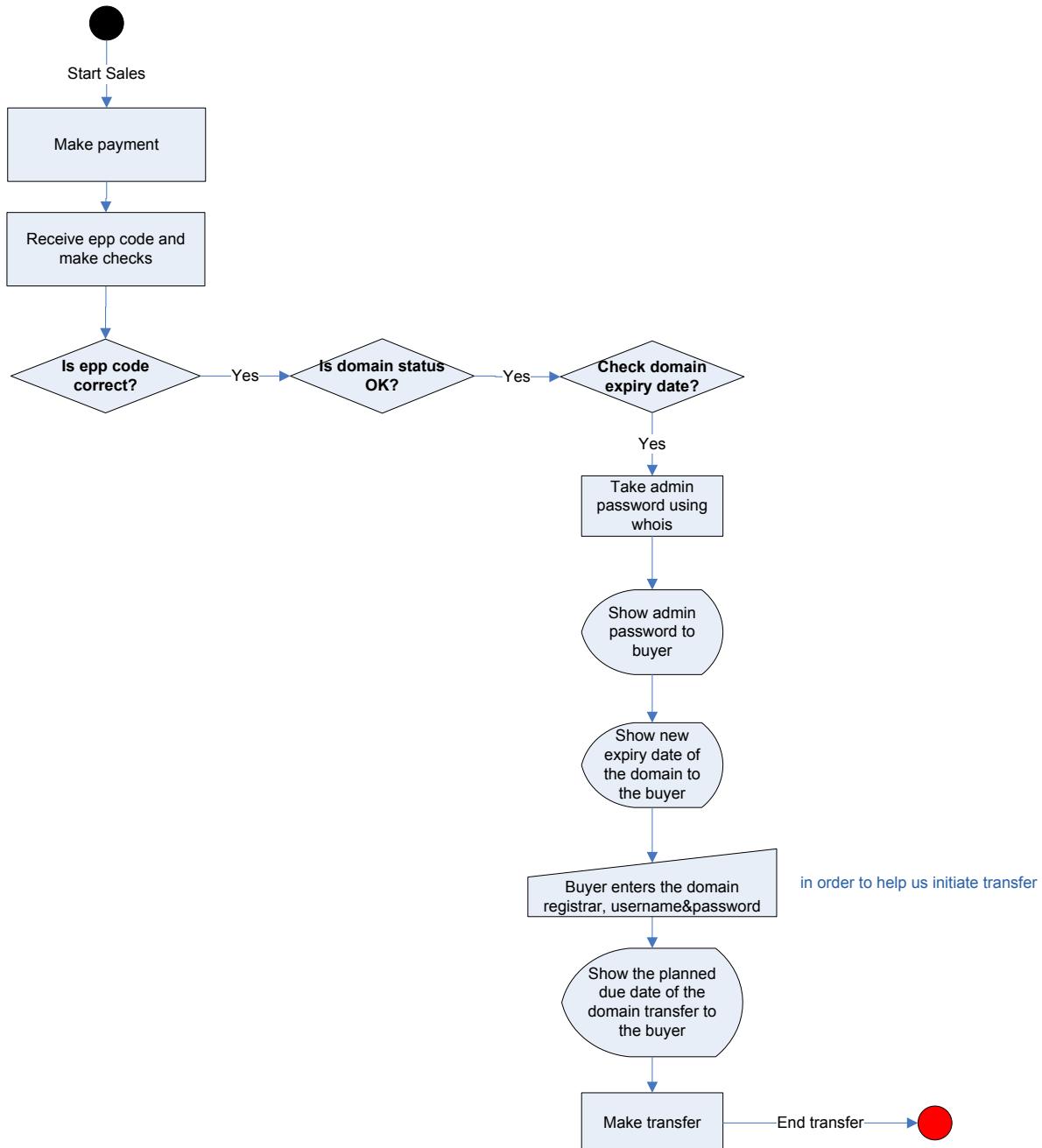
The contact details of this administrator should have been supplied by the seller and it has to be updated if the contact has changed since registration. Upon receiving the email notification, the administrator of the domain has to agree to accept the transfer. This step generally helps to validate the authenticity of the request for a transfer of domain name. If the administrator does not accept the transfer within a given period of time (**eg: within 5 days**) then the buyer will assume that the transfer has been rejected. For this reason, it is important to ensure that all the contact information in the sold domain records is updated and valid.

If the email has been accepted, on the other hand, then the domain transfer is effectively in progress. Bear in mind that in order for the transfer of a domain name to be successful, that domain must be active. If, the domain is locked, inactive or in the process of being deleted or redeemed, then this does not meet the criteria for a transfer.

If successful, the transfer of your domain name generally takes at least **ten** working days to complete - this can be shorter or longer depending on the registrar choosed.

In the cases that the transfer process is not successful, the payments of the buyer are added to the credits accounts of him/her.

If the transfer process is cancelled, the domain transfer process could be restarted. The members do not have to be charged for this retransfer process.



2.15. Messaging

While the users could send freetext messages to admin and the admin users can send them freetext messages, the users can not freely send messages to each other. The system lets the members to send each other predefined messages. These messages are selected from a list and the contents of the messages are predefined in the system. This avoids the users to send any messages which could affect the auction process. The possible message types could be ;seller to buyer, buyer to seller, admin to seller, admin to buyer, admin to all, admin to a group(if there is a group defined)

In admin messages and in the messages to admin, the sender can edit message text and send to receiver freeley.

Admin Messages Admin

From	admin
To	person, group, everyone ..
Subject	
Message	

Send **Cancel**

Message to Admin servetkoc

From	servetkoc
To	admin
Subject	
Message	

Send **Cancel**

If the members send messages to each other, they have to select the message from a set of predefined messages.

Seller to Buyer servetkoc

From

To

Message ..

Send **Cancel**

Buyer to Seller ahmetkazan

From

To

Message ..

Send **Cancel**

2.16. Expertise Requests

The seller may request an expertise report for the item (domain/web project) he/she sells. The expertise requests are managed by item experts who are mostly domain or web experts. They clearly examine the value of the item which is intented to be sold and generate an expertise report which is to be used by the owner of this request. The expert users might see the list of requests and make searches on these request. Selecting a request, the expert works on that item and generates the report.

List Expertise Requests Admin

Type <input type="text" value="ALL"/> ..	Assigned Expert <input type="text" value="ALL"/>					
Requested By <input type="text" value="ALL"/> ..	Requested Date <input type="text" value="ALL"/> ALL Datetime Selection					
Status <input type="text" value="ALL"/> ..	Closed Date <input type="text" value="ALL"/> ALL					
(Open /Closed/ Assigned Combo)						
Item Name	Type	Requested By	Status	Request Date	Closed Date	Assigned Expert

biddomaindff1.com	Domain	servetkoc	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	ahmet demir	Closed	13.04.2013	13.04.2013	oktay kayisi	View Details
biddomain_test.net	Domain	okan olcay	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	brian gilbert	Open	12.04.2013		oktay kayisi	View Details
sahfhda4.net	Web Project	ivan tarkovsky	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	servetkoc	Open	15.04.2013	15.04.2013	oktay kayisi	View Details

The expertise report is a free text report, which is written by the experts and are used by the people who request them. The expertise request has to be a paid service and the person who makes any request should pay an amount for this expertise report.

Write Expertise Report

expert1

Type	<input type="text" value="domain"/>	Requested By	<input type="text" value="ali demir"/>
Item Name	<input type="text" value="biddomain_test.net"/>	Requested Date	<input type="text" value="14.05.2013"/>
<i>The domain is one of the most popular domains with an average hit of 500.000 hits per day. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dolore te feugait nulla facilisi.</i>			
<input type="button" value="Generate Expertise"/> <input type="button" value="Save"/> <input type="button" value="Cancel"/>			

Since the expertises are generated for the usage of the requester, the requester might make the expertise reports public and open it to the usage of the other people.

2.17. Brokerage

The buyers may request brokerage report for the item (domain/web project) they want. Like expertise reports generated by the experts of the requested items, the brokerage reports are generated by the brokers who are very keen on the requested issues. The brokers are also expert people who know the internet business very. If necessary they make the necessary contacts, negotiate with the owner of the item(web project/domain,etc), namely they do what is necessary to buy the requested item. But, assigning a broker does not mean that the owner of the requested items responds positively to the buyer. The brokers sometimes create their reports, reporting that the owner showed no interest on the requested item.

List Brokerages

Admin

Type	<input type="button" value="ALL"/> ..	Assigned Broker	<input type="button" value="ALL"/>
Requested By	<input type="button" value="ALL"/> ..	Requested Date	<input type="button" value="ALL"/> Datetime Selection
Status	<input type="button" value="ALL"/> ..	Closed Date	<input type="button" value="ALL"/> Datetime Selection

(Open/ Closed/
Assigned Combo)

Item Name	Type	Requested By	Status	Request Date	Closed Date	Assigned Broker	
biddomaindff1.com	Domain	servetkoc	Open	12.04.2013		ali tokat	View Details
biddomain434.net	Domain	ahmet demir	Closed	13.04.2013	13.04.2013	oktay kayısı	View Details
biddomain test.net	Domain	okan olcay	Open	14.04.2013		ali tokat	View Details
bidproject2.net	Web Project	brian gilbert	Open	12.04.2013		oktay kayısı	View Details
sahfhda4.net	Web Project	ivan tarkovsky	Closed	14.04.2013	14.04.2013	ali tokat	View Details
bidsite21.com	Web Project	servetkoc	Open	15.04.2013	15.04.2013	oktay kayısı	View Details

The status codes could be any of open, closed, assigned.

The brokerage is a report which of free text format.

Write Brokerage Report

broker2

Type	<input type="text" value="domain"/>	Requested By	<input type="text" value="ali demir"/>
Item Name	<input type="text" value="brokerage_test.net"/>	Requested Date	<input type="text" value="14.05.2013"/>

Has contacted to the owner of the domain. The owner has told that he is not interested in any sales below 1.000.000 usd.

2.18. List Members

The members are managed by the admin users. Using the list members list, the admin users can see the details of any selected user. The members could be queried by their countries, categories, ratings and number of successful sales made by them.

Servet KOÇ Admin

List Members

Country	All	Number of sales	All					
category	All	Rating	All					
Search								
username	name	e_mail	phone	country	category	number of sales	rating	
myildiz	metin yildiz	myildiz@gmail.com	"+90 535 555 66 77"	Turkey	Silver	6	4	View Details
ahmettekin	ahmet tekin	ahmettekin@gmail.com	"+90 535 555 34 35"	Turkey	Bronze	2	3	View Details
osdemir	osman demir	osdemir@gmail.com	"+90 434 444 66 77"	Turkey	Platinum	22	5	View Details
alxh	Alex House	alxh@gmail.com	"+41 434 444 34 34"	Brazil	Silver	7	4	View Details
betwhite	Betty White	betwhite@gmail.com	"+1 232 222 66 77"	United States	New	0	1	View Details
oscarkal	Oscar Kalem	oscarkal@gmail.com	"+32 232 222 34 32"	United Kingdom	Gold	12	5	View Details

Clicking the **view details** link on the members list, the admin could see the details of any member.

Member Details Osman Demir

username	servetkoc	registration date	20.04.2012															
country	Turkey	Rating																
membership category	silver	SEND MESSAGE																
comments for this member <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>commenter</th> <th>comment</th> </tr> </thead> <tbody> <tr> <td>alicetefli</td> <td>happy to make business with servet</td> </tr> <tr> <td>hanpruder</td> <td>Ich bin sehr Glück dass ich mache mein Domain Einkauf von Servet</td> </tr> </tbody> </table>				commenter	comment	alicetefli	happy to make business with servet	hanpruder	Ich bin sehr Glück dass ich mache mein Domain Einkauf von Servet									
commenter	comment																	
alicetefli	happy to make business with servet																	
hanpruder	Ich bin sehr Glück dass ich mache mein Domain Einkauf von Servet																	
complaints for this member <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>complainter</th> <th>description</th> </tr> </thead> <tbody> <tr> <td>kadir guclu</td> <td>was too late in responding.</td> </tr> <tr> <td>murat durmaz</td> <td>cancelled the auction and restarted with a bigger value</td> </tr> </tbody> </table>				complainter	description	kadir guclu	was too late in responding.	murat durmaz	cancelled the auction and restarted with a bigger value									
complainter	description																	
kadir guclu	was too late in responding.																	
murat durmaz	cancelled the auction and restarted with a bigger value																	
successful sales <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>item type</th> <th>description</th> <th>buyer</th> <th>price</th> <th>date</th> </tr> </thead> <tbody> <tr> <td>domain</td> <td>www.samplesite44.com</td> <td>ahmet guclu</td> <td>740 usd</td> <td>22.02.2013</td> </tr> <tr> <td>web project</td> <td>www.testproject.net</td> <td>albert schlotsky</td> <td>45.000 usd</td> <td>08.04.2013</td> </tr> </tbody> </table>				item type	description	buyer	price	date	domain	www.samplesite44.com	ahmet guclu	740 usd	22.02.2013	web project	www.testproject.net	albert schlotsky	45.000 usd	08.04.2013
item type	description	buyer	price	date														
domain	www.samplesite44.com	ahmet guclu	740 usd	22.02.2013														
web project	www.testproject.net	albert schlotsky	45.000 usd	08.04.2013														

2.19. Favorites Lists

The favorites lists are used in order to see the favorites of the members (any selected member or all members).

Admin

Favorites List

Member	All	..
--------	------------	----

Item Type	All	..
Item Name	All	..
Member Name	Item Name	Type
servetkoc	biddomaindffl.com	Domain
bryan gaby	biddomain434.net	Domain
alex sousa	biddomain_test.net	Domain
murat demirci	bidproject2.net	Web Project
adem yurt	sahfhda4.net	Web Project
albert einstein	bidsite21.com	Web Project

2.20. Comments and Complaints Reporting

These lists are used in order to manage the comments and complaints made by the members on any item sold or any selected member.

List Comments					Admin
Commenter					ALL ..
Commented					ALL ..
Commenter	Commented	Date	Rating	Comment	
servetkoc	oleg geryanov	12.04.2013	5	Oleg is a serious reseller	View Details
ahmet zeki	kasım havutçu	13.04.2013	4	Nice job	View Details
oleg geryanov	servetkoc	14.04.2013	2	Not satisfied	View Details
ahmet zeki	ivan karpes	12.04.2013	5	Fun to do business	View Details
oleg geryanov	murat deney	14.04.2013	3	Late return	View Details
kasım havutçu	ahmet zeki	15.04.2013	4	I have done several business with Ahmet..	View Details

List Complaints					
complainant					ALL ..
respondent					ALL ..
complainant	respondent	Date	Complaint		
servetkoc	oleg geryanov	12.04.2013	lorem ipsum		View Details
ahmet zeki	kasım havutçu	13.04.2013	lorem ipsum		View Details
oleg geryanov	servetkoc	14.04.2013	lorem ipsum		View Details
ahmet zeki	ivan karpes	12.04.2013	lorem ipsum		View Details
oleg geryanov	murat deney	14.04.2013	lorem ipsum		View Details
kasım havutçu	ahmet zeki	15.04.2013	lorem ipsum		View Details

2.21. Manage FAQs

The following screen is used in order to manage the frequently asked questions.

Manage FAQs				Admin
what is domain?	Edit	View	Delete	
How can i create an auction?	Edit	View	Delete	
How to bid for an auction?	Edit	View	Delete	

How can i make payment to the seller?	Edit	View	Delete
How can i cancel an auction?	Edit	View	Delete
What if no bid for an auction?	Edit	View	Delete
How to make a direct offer?	Edit	View	Delete
New			

Editing a faq is a duty of the admin users.

Edit FAQ

Admin

what is domain?

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Save](#)

[Cancel](#)

3.1 Architectural Design

Language options and language switching

The system is aimed to support multilanguages. Thus, the user should be able to select the default language and switch between language packs. The language switching should be a simple and easy to execute process.

The language packs are aimed to be kept in xml files which are specific to the language. There will be separate xml files for each language. The labels, captions and definitions will all be defined in these xml files. The names of these xml files will be such as “**default.aspx.ge.resx**”,

How to do

In visual studio an App_LocalResources folder has to be created for default language pack named Default.aspx.resx. This file is an xml file and will hold all the necessary language and localization settings. In addition to this default language additional language additional resource files have to be created for each supported language. The name of the resource file may be like default.aspx.ge.resx. In this sample “ge” holds and abbreviation of the language German. Like we do for German, tr for Turkish, ar for Arabic, ru for Russian, ch for Chinese could all be added.

Right to left languages: Since English is left to right language and Arabic is right to left, the direction attribute needs to be changed for each language. This is not a local resource as it needs to reflect in all the pages of the application. Here we need to use Global Resources.

- We have to create global resources for the project. From the solution explorer right clicking the project, selecting add -> “add asp.net folder” -> App_GlobalResources
- App_GlobalResources folder will be added to the solution. Right clicking the App_GlobalResources folder and clicking add new item, selecting the “Resources file” from the template and giving it a proper name(For example: GlobalMessages.resx).
- Opening GlobalMessages.resx in visual studio, add one resource with Name direction having value ltr. Copy and paste the GlobalMessages.resx to the App_GlobalResources folder and rename it to GlobalMessages.ar.resx . Open GlobalMessages.ar.resx in visual studio and change the value for direction to rtl. Additionally we have to add a resource named message to the GlobalMessages.resx with value as a thank you message (Also we have to translate this to arabic in GlobalMessages.ar.resx). The global resource file should look like

Name	Value	Comment
direction	ltr	
message	thank you for submitting the form	

For details please refer to document named “[Multi_language.docx](#)”

Cautions:

1. Move all localizable resources to separate resource-only DLLs. Localizable resources include user interface elements such as strings, error messages, dialog boxes, menus, and embedded object resources. (Moving the resources to a DLL afterwards will be a pain)
2. Do not hardcode strings or user interface resources. (If you don't prepare, you know you will hardcode strings)
3. Do not put nonlocalizable resources into the resource-only DLLs. This causes confusion for translators.
4. Do not use composite strings that are built at run time from concatenated phrases. Composite strings are difficult to localize because they often assume an English grammatical order that does not apply to all languages. (After the interface design, changing phrases gets harder)
5. Avoid ambiguous constructs such as "Empty Folder" where the strings can be translated differently depending on the grammatical roles of the strings' components. For example, "empty" can be either a verb or an adjective, and this can lead to different translations in languages such as Italian or French. (Same issue)
6. Avoid using images and icons that contain text in your application. They are expensive to localize. (Use text rendered over the image)
7. Allow plenty of room for the length of strings to expand in the user interface. In some languages, phrases can require 50-75 percent more space. (Same issue, if you don't plan for it now, redesign is more expensive)
8. Use the System.Resources.ResourceManager class to retrieve resources based on culture.
9. Use Microsoft Visual Studio .NET to create Windows Forms dialog boxes, so they can be localized using the Windows Forms Resource Editor (Winres.exe). Do not code Windows Forms dialog boxes by hand.

4. DATA DESIGN

4.1 Data Description

item		
item_id	int	the unique record id, autoincrement
type	int	0:domain, 1:web project
item_name	varchar(40)	name of the item, if domain than domain name
seller_id	int	id of the seller, fk referencing member table
category_id	int	id of the seller, fk referencing category table
buy_it_now_price	float	direct buy price without participating in the auction, namely reserve price
status	int	status code of the item. To be defined
language	varchar(20)	language of the project
description_short	varchar(100)	short description of the domain/project
description_long	varchar(500)	long description of the domain/project
minimum_bid_price	float	minimum bid to be made
minimum_bid_interval	float	minimum bidding interval accepted
domain_registration_date	datetime	registration date of the domain. Used both for domain and web projects. Could be queried by whois service, no need for user entry.
domain_registrar	varchar(40)	name of the registrar. Could be queried by whois service, no need for user entry.
expiry_date	datetime	date of expiry for the domain/project
enable_domain_parking	int	0: disable, 1:enable domain parking
visible_in_ad_network	int	0: disable, 1:enable ads
ad_link_code	varchar(40)	if the ad of this site to be displayed in another site, the link of the ad is to be defined here
page_rank	int	0-not verified
ownership	varchar(40)	owner of the domain
want_verification	int	1:Yes, 0:no, the seller may ask for a verification
is_verified	int	1:Verified, 0: not verified
verified_by	varchar(40)	describes the verification channel if verified. The verification could be both automatic and manual. A fee may be requested from the members if a verification is requested for any domain.
is_private_sales	int	0:not private sales, 1: private sales
analytics	varchar(40)	holds the analytics value of the web site if available
adsense	varchar(40)	holds the adsense value of the web site if available
alexa	varchar(40)	holds the alexa value of the web site if available

member		
member_id	int	the unique record id, autoincrement
username	varchar(20)	username of the member
password	varchar(20)	password of the member
name	varchar(40)	full name of the member

e_mail	varchar(40)	e-mail of the member
status	int	1: approved member, 0: new member, waiting for approval (code sent by e-mail, but not yet replied)
phone	varchar(20)	phone of the member
country	varchar(40)	country of the member, fk referencing country table
address1	varchar(100)	first address
address2	varchar(100)	second address
secret_question	varchar(100)	asked in order to recover the password, if forgotten
answer	varchar(100)	answer to the secret question, used in order to recover the password, if forgotten
membership_category	int	new:0 , silver:5, gold:10, platinium:20
corporation_name	varchar(50)	used if there is corporate membership, the name of the company or the corporation/organization
invoicing_data	varchar(100)	used if there is corporate membership, these details to be used while invoicing is necessary

auction		
auction_id	int	the unique record id, autoincrement
item_id	int	id of the auction item(domain/web project), fk referencing item table
status	int	0 :open; 1 :completed successfully; 2 :direct buy(offered the buy it price and seller accepted) ; 3 : suspended; 4 :cancelled by the seller; 5 :due date reached but no successful bid available
start_date	datetime	starting date of the auction
planned_close_date	datetime	used if there exists a date due for the auction
actual_close_date	datetime	the date, the auction is closed
buy_it_now_price	float	direct buy price without participating in the auction, namely reserve price
smallest_bid	float	the smallest bid so far
biggest_bid	float	the biggest bid so far
actual_selling_price	float	the successfull bid value accepted by the seller
payment_amount	float	total value of the payments made, if
payment_date	datetime	date of the payment, if there is
winner_id	int	id of the winner, fk referencing member table
comments	Varchar(500)	comments about the auction

bids		
bid_id	int	the unique record id, autoincrement
auction_id	int	id of the auction, fk referencing auction table
bidder_id	int	id of the bidder, fk referencing member table
bid_value	float	price offered by the bidder
bid_date	datetime	date of the bid
bid_comments	varchar(200)	comments, if available

sales		
id	int	unique id of the sales
seller_id	int	id of the seller fk referencing member table
buyer_id	int	id of the buyer, fk referencing member table
is_private_sales	int	0: No, 1:Yes (private sales)
sales_value	double	the value of the sold item
payment_type	int	the payment type code (Will reference the codes defined in payment module)
status		0: waiting for payment, 1: waiting for transfer, 2: successfully closed, 3:cancelled by seller, 4: cancelled by buyer, 5: timeout for payment
description	varchar(40)	description of the payment type

payment_type		
id	int	id of the payment type
description	varchar(40)	description of the payment type

language		
id	char(3)	language id
description	varchar(30)	language description

web_project_screens		
		Holds the screen shots of the site being sold
id	int	unique id referring to screen capture
web_project_id	int	id of the web project, fk referencing the item table
screen_picture	blob	the screen capture of the web project

category		
id	int	category id
description	varchar(40)	category description

country		
id	char(3)	country id
name	varchar(40)	country name

registrar		
name	varchar(40)	name of the registrar

system_settings		
settings_key	varchar(40)	settings key
settings_value	varchar(100)	settings value

blacklist		
domain_name	varchar(100)	the name of the blacklisted domain

watchlist		
member_id	int	id of the watchlist owner, fk referencing member table
item_id	int	id of the watchlist item, fk referencing item table

brokerage		
id	int	id of the brokerage request
requester_id	int	id of the brokerage requester, fk referencing member table
item_id	int	id of the item, fk referencing item table
status	int	0:open, 1:processed, 2:being edited
broker_id	int	id of the broker, fk referencing member table (member is one of the broker members). 0 if no broker is assigned
report_content	varchar(200)	the content of the brokerage report, if created by the broker

expertise		
id	int	id of the expertise request
requester_id	int	id of the expertise requester, fk referencing member table
item_id	int	id of the item, fk referencing item table
status	int	0:open, 1:processed, 2:being edited
expert_id	int	id of the expert, fk referencing member table (member is one of the expert members). 0 if no expert is assigned
report_content	varchar(200)	the content of the expertise report, if created by the expert
is_public	int	0: not public, 1: public (The owner of the expertise could make it public)

comments		
id	int	unique id of the comment
Commenter	int	id of the commenter, fk referencing member table
Commented	int	id of the commented member, fk referencing member table
Date	datetime	date of the comment
Rating	int	rating of the member if entered by the commenter
Comment	varchar(200)	the content of the comment. The comments has to be approved by the admin user

complaints		
id	int	unique id of the complaint
complainant_id	int	id of the owner of the complaint, fk referencing member table
respondent_id	int	id of the owner of the respondent, fk referencing member table
complaint_time	datetime	datetime of the complaint
Complaint	varchar2(200)	the description of the complaint

messages		
id	int	unique id of the message
sender_id	int	id of the sender, fk referencing member table
receiver_id	int	id of the receiver fk referencing member table
send_date	datetime	datetime of the sent message
subject	varchar(100)	subject of the message
body	varchar(200)	the message content

dashboard_messages		
id	int	unique id of the message
creation_date	datetime	creation datetime of the dashboard message
valid_from	datetime	id of the sender, fk referencing member table
valid_to	datetime	id of the receiver fk referencing member table
title	varchar(100)	title of the dashboard message
body	varchar(200)	the dashboard message content

predefined_messages		
id	int	id of the predefined message
subject	varchar2(100)	subject of the message
body	varchar2(200)	the message content

latest_browses		
member_id	int	id of the browsing member, fk referencing member table
item_id	int	id of the browsed item, fk referencing item table
browse_time	datetime	datetime of the browse

4.2 Object Relational Model

system_settings	
PK	<u>settings_key</u>
	settings_value

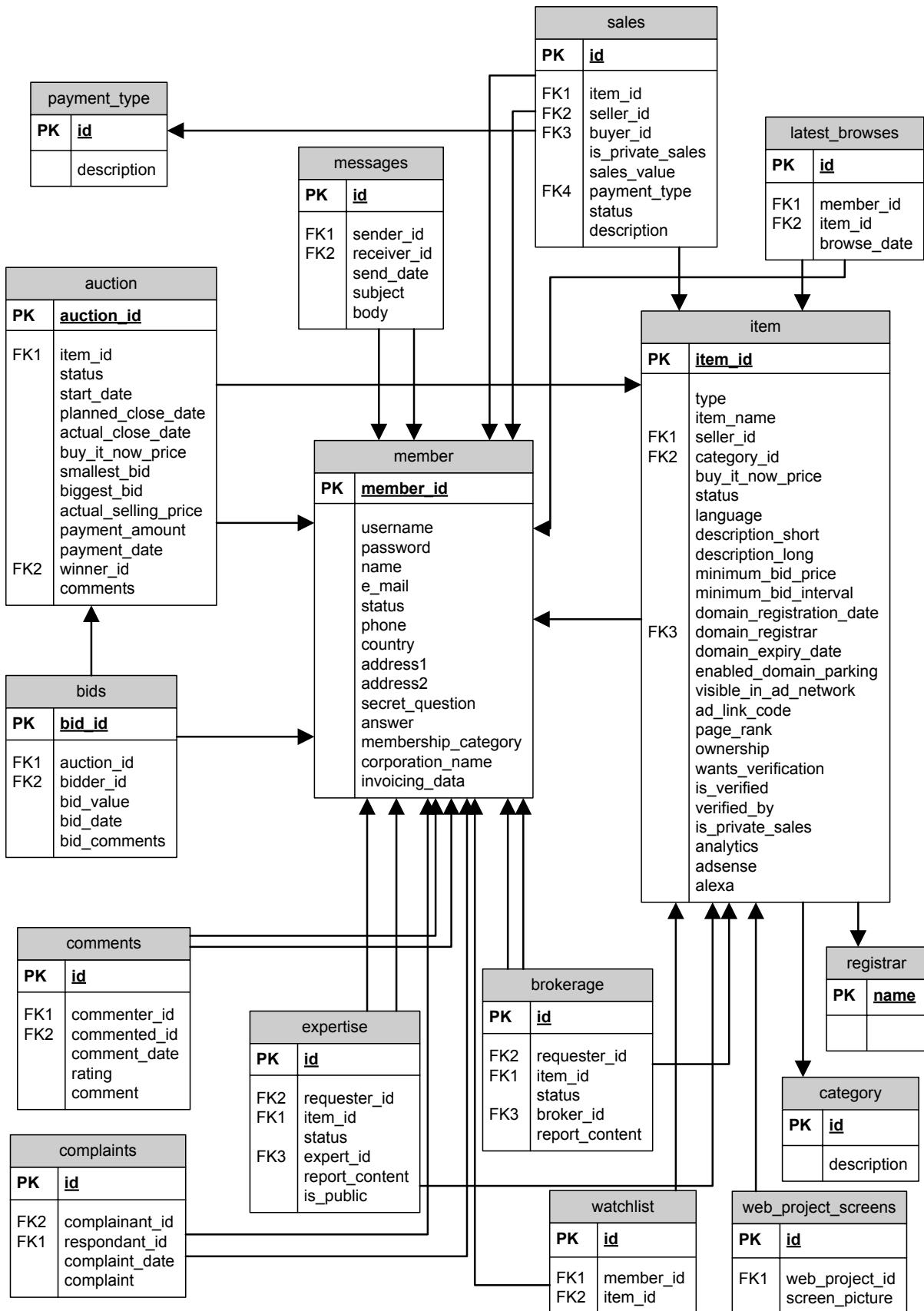
language	
PK	<u>id</u>
	description

dashboard_messages	
PK	<u>id</u>
	creation_date valid_from valid_to title body

predefined_messages	
PK	<u>id</u>
	subject body

blacklist	
PK	<u>domain_name</u>

country	
PK	<u>id</u>
	name

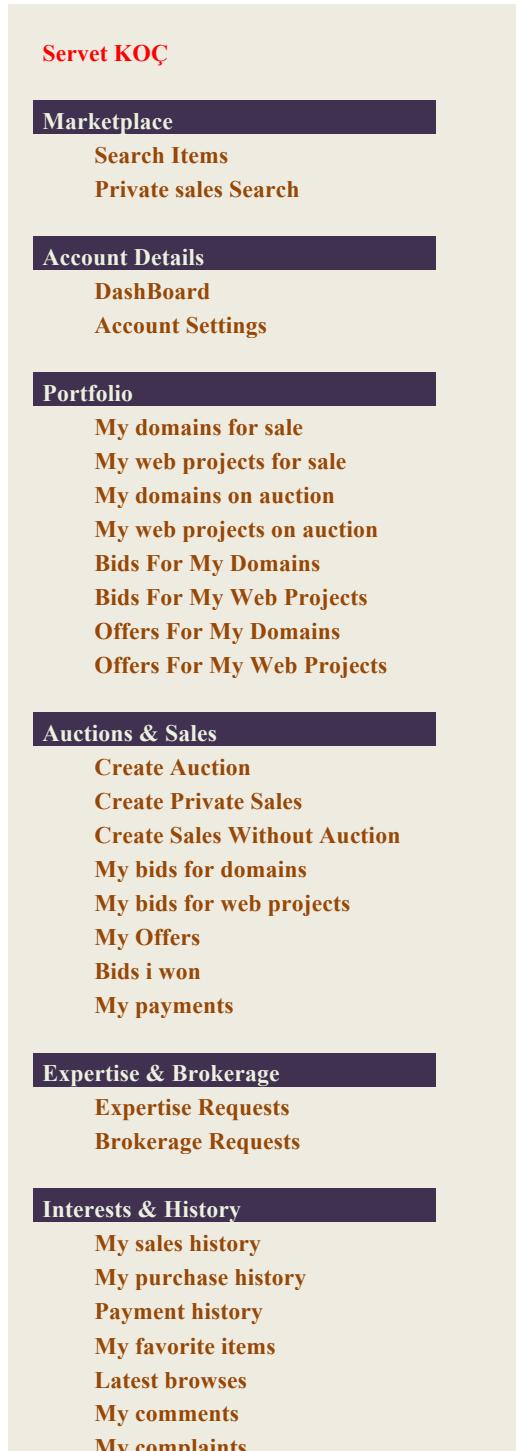


5. HUMAN INTERFACE DESIGN

5.1 Overview of User Interface

The user interface varies depending on the type of the registered user. If the registered user is a buyer/seller then a classic members' menu is to be displayed. If the user is of admin type, than an admin menu is displayed enabling this user to admin the domain marketing system.

Members' Menu



Servet KOC

Marketplace

- Search Items
- Private sales Search

Account Details

- DashBoard
- Account Settings

Portfolio

- My domains for sale
- My web projects for sale
- My domains on auction
- My web projects on auction
- Bids For My Domains
- Bids For My Web Projects
- Offers For My Domains
- Offers For My Web Projects

Auctions & Sales

- Create Auction
- Create Private Sales
- Create Sales Without Auction
- My bids for domains
- My bids for web projects
- My Offers
- Bids i won
- My payments

Expertise & Brokerage

- Expertise Requests
- Brokerage Requests

Interests & History

- My sales history
- My purchase history
- Payment history
- My favorite items
- Latest browses
- My comments
- My complaints

Messaging**Messages****Admin users' menu****Admin****Account Details****Account Settings****Members****Manage members****Manage Items (General Portfolio)****Manage items on auction****manage private sales****Manage items not on auction****Auctions****Manage auctions****Manage bids****Manage Offers****Manage payments****Expertise & Brokerage****Manage Expertise****Manage Brokerage****Interests & History****Manage favorites****Manage comments****Manage complaints****Manage Latest browses****Manage Messaging****Manage Member Messages****Manage dashboard Messages****My Messages****My Messages****Send Message****Interests & History****Manage sales history****Manage purchase history****Reports & Lists****List Auctions(General)****Hot auctions**

[Open auctions](#)
[Auctions with Highest Number of Bids](#)
[Auctions with no Bids](#)
[Expired Auctions](#)
[Closed Auctions](#)
[Auctions/Sales Waiting Payment](#)
[Auctions/Sales Waiting Transfer](#)
[Latest browses](#)
[List payments](#)

Others

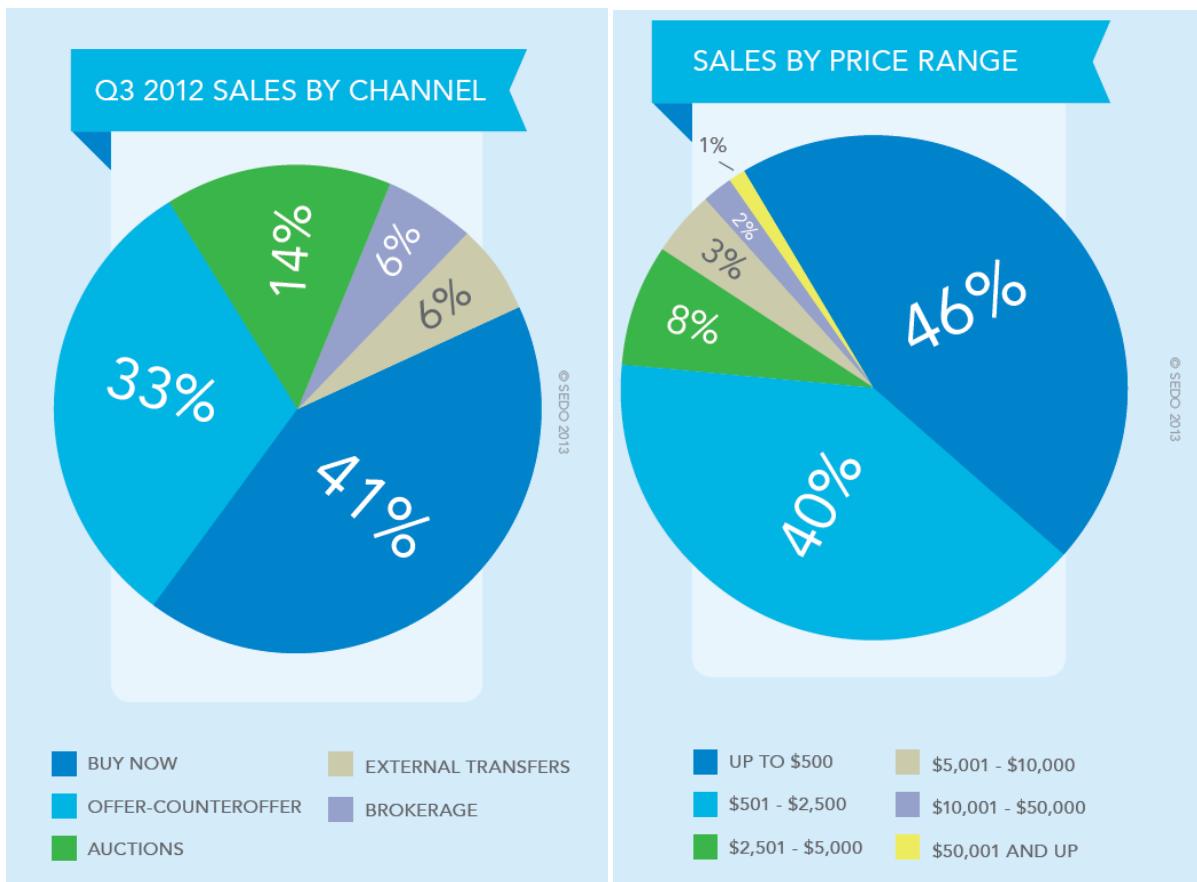
[Manage FAQ](#)
[Manage System Settings](#)

5.2 Screen Objects and Actions

Since the functions are explained along with the screen designs, there is no need to explain the screen objects one by one. Please refer to the descriptions of the requested objects paying attention to the user type, because the screen design varies depending on the user type. Admin and buyer/seller screen designs might have some differences, because of the level of access enabled for each user types.

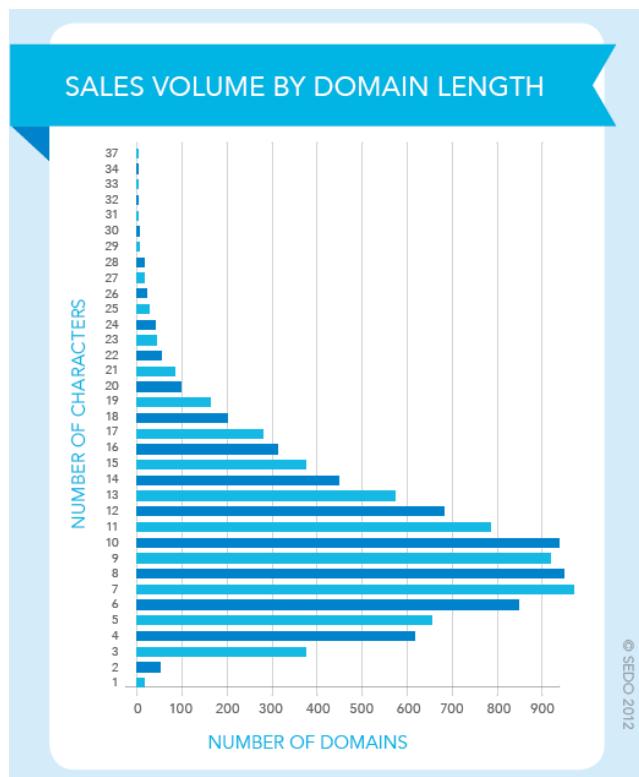
8. APPENDICES

An analysis on domain marketing



8. DOMAIN LENGTH

In general, the rule has always been: the shorter the domain name, the more valuable it is. As in 2011 as a whole, the most popular domain length for Q1 2012 was between 7 and 10 characters. This quarter, the most frequent length was 7 characters, which is down one character from 2011 overall. This is not surprising in light of the overall higher sales figures this quarter—in general, shorter domains tend to sell at higher prices (e.g. sol.com at €98,000 and icn.com at \$60,000). The longest domain sold during Q1 2012 contained 37 characters (private-krankenversicherung-vergleich.de for €5,000).



13. SALES BY CATEGORY

Sedo tracks all domain sales by category, with more than 200 categories in total. The list to the right shows the top categories for Q1 2012, which remained similar to those in 2011, albeit with Computers and Business moving into spots 1 and 2. Examples in the Computers category include vpnservices.com and freewebhosting.net. Business domains include optionstrading.org. The Internet category included names such as blogpower.de.





The slide features the Sedo logo at the top right. Below it, the title "Secondary Market Stats" is displayed. The content is divided into two sections: "Top .com sales in Q1" and "Top .co.uk sales in Q1". Each section contains a list of domain names and their sales figures.

Top .com sales in Q1	Top .co.uk sales in Q1
Top.com £327,917	Kos.co.uk £15,000
Body.com £283,677	Fxpro.co.uk £12,757
Forums.com £275,794	Http.co.uk £9,358
Dollars.com £269,255	Esalon.co.uk £7,695
Flatrate.de £141,616	Capeverde.co.uk £7,621
Motor.es £78,447	Modem.co.uk £6,000
Basket.com £59,460	Lastminutes.co.uk £5,770
92.com £49,710	Luxuryapartments.co.uk £5,500
Anwalt.com £48,630	Bluetooth.co.uk £5,000
Gonghui.com £44,734	Steroids.co.uk £5,000

At the bottom left is the expo logo, and at the bottom center is the text "Europe 2009, Amsterdam RAI".