

Checking the domain history of a NEW domain

STEPS TO CHECK IF AN OPEN, UNOWNED DOMAIN IS CLEAN

STEP 1: Go Back In Time

Visit <https://archive.org> and type the domain name you want to buy into the **WayBackMachine** at the top of the first page, e.g. www.tiaratribe.com. Archive.org takes screenshots of all websites on the internet and will show any content that was used with that domain name in the past.

If the domain has never been used, Archive will give you a message that says 'No URL has been captured for this domain', so you know that there won't be any dodgy backlinks or penalties from Google. You can buy the domain and be relatively sure it's clean. You could try the rest of the steps for extra protection, in case the archives were asked to be removed by previous owners.

If Archive brings up screenshots, it means your domain was active in the past. Click through the screenshots to make sure the content was of good quality and nothing illegal or spammy went on. Move on to STEP 2 to dig deeper.

STEP 2: Check The Quality Of Backlinks

Sign up for a free account at <https://majestic.com>. Type the domain name into the **Site Explorer** bar. Now stay on that page (you will need to pay a subscription fee to see data under the other tabs) and:

- 2.1 Look under **Languages** to see which incoming languages are used. Are they all in the same language as the domain name? If not, they may be spam.
- 2.2 Look at the **Backlink History** section. If there are strange peaks with several or hundreds of backlinks created in a day or short timeframe, you can assume these may be spam and paid-for links, which are penalized by Google.
- 2.3 Check the **Anchor text** section to make sure there's nothing suspicious in the anchor text list. Are there any spammy words or many deleted backlinks? If so, be careful.

If anything raises alarm bells for you in the steps above, choose another domain to be safe and check if that one's clean. Otherwise you could hire a professional to evaluate the domain name and advise you before you buy it.

Checking the domain history of a domain on sale by owner

STEPS TO CHECK IF AN OWNED DOMAIN IS CLEAN

STEP 1: Follow The Steps On Page 1

The steps on the previous page give you a good start. Check the domain on [Archive.org](#), to see what content has been used. Do a check in [Majestic](#) to see if anything suspicious stands out.

But this domain is for sale by the current owner, which gives you access to even more great data. So it's time to use this!

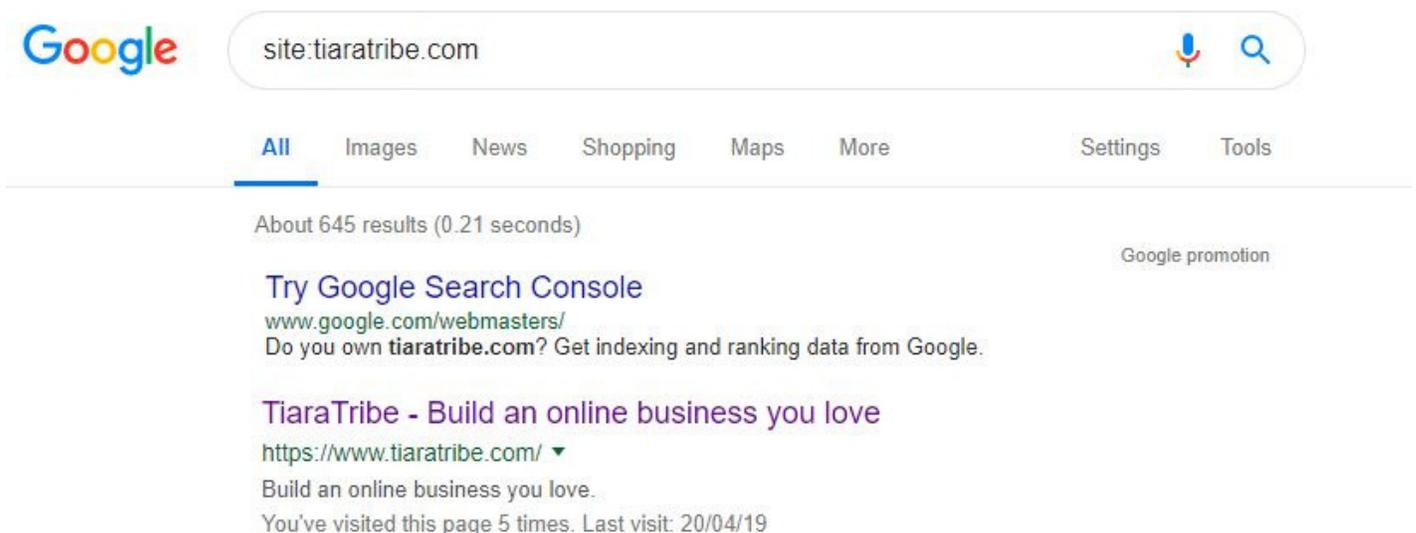
STEP 2: Ask The Seller For Data

The owner should be willing to share their data with you. If they won't, what are they hiding? Ask for access to their **Webmaster Tools** account, to see if there are any penalties or warnings.

STEP 3: Look For Indexed Pages

Google scans the internet looking for new content. When it finds a new post or page, it **indexes** the content so it can analyze it and send visitors looking for that content. You can check to see which pages from a domain have been indexed.

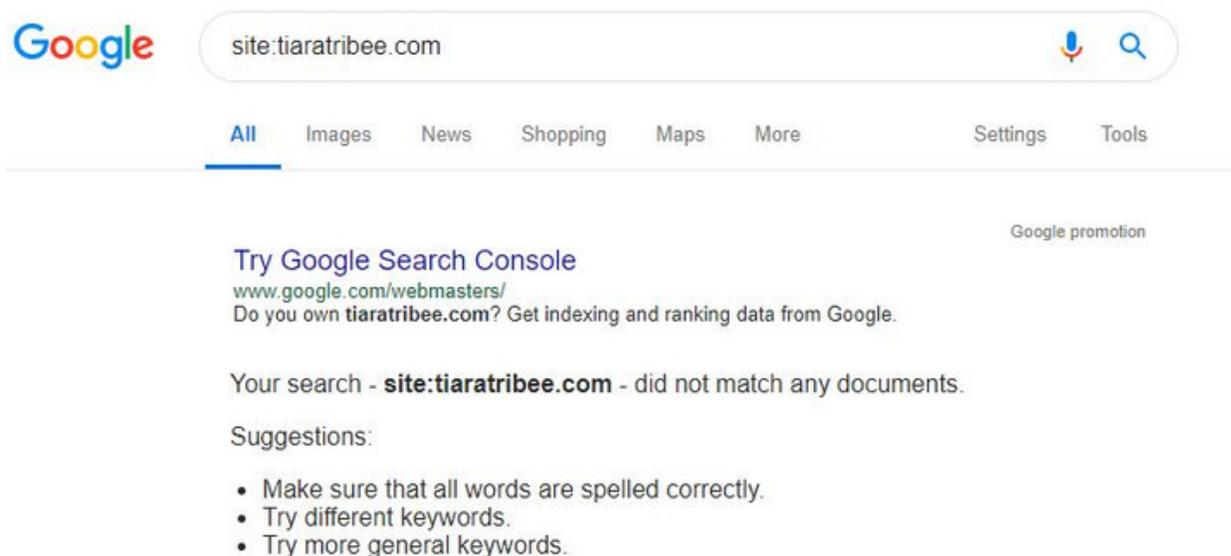
Simply type **site:DomainName** into Google, to see what pops up. When I do this with `site:tiaratribe.com`, I can see which pages have been indexed by Google:



Checking the domain history of a domain on sale by owner

STEPS TO CHECK IF AN OWNED DOMAIN IS CLEAN

When I spell my domain incorrectly in the same search, site:tiaratribee.com, I get the below because no pages are indexed for that domain name. If nothing is indexed and you're buying a website with content, then this is a red flag that Google is not indexing the site and may have banned / penalized it.



Parked domains are not always indexed and may be an exception to this rule. A parked domain is a domain name that isn't associated with any website, content, or email system. There's nothing wrong with buying a parked domain, just be sure what you're buying.

STEP 3: Look For Comments On The Internet

Search Google for your domain name to see what comes up. Try variations; for example, I could search the internet for www.tiaratribe.com, tiaratribe, Tiara Tribe and Tribe Tiara.

Check to see if there are any comments or complaints about the name, such as people being scammed or spammed.

Now you can make a better decision based on the information you've collected using the steps above. My advice is to do your homework first and stay away from any suspicious domains. Many people have been burnt and lost a lot of money investing in domain names that were penalized and doomed from the start. But you won't be one of those, will you? :-)