CHAPTER I
PRELIMINARY

1.1 Background

In this modern era, website(s) has become one of the media to earn additional incomes using various ways and methods. Some of the examples that we often encounter in our daily life is an online store, blog, and content provider sites such as music, lyrics and wallpapers. Of the many and various ways to earn additional income through website(s), there is one kind of website that is rarely known to the general public that the website was created in purpose for earning money, and that is the content providing website. However, the content providing website is actually already rife and often we encounter when we search through the Google search page.

Content providing site that we often met while we search through Google is wallpaper site. This wallpaper website is one of the various site that often created by an Internet Marketer (IM). For IM practitioners , building a wallpaper website that can generate income (earnings) is not that hard , but its not that easy either. The fact , we can build our wallpaper site in a quite easy way , because there are a lot of tools/plugins available for sale or free to use that can easily help us building a wallpaper site with full of content automatically and in a fairly short time. But , there are other problems for IM practitioners in building wallpaper site , that is how to do the optimization for the site itself that can help the site appear on the first page of search engine and then brings visitor to generate our income or earnings.

In the optimization of a website (or better known as Search Engine Optimization; SEO), there are 2 techniques, namely On-Page SEO and Off-Page SEO. One of the Off-Page SEO techniques is building authority on the website. But given that the website built is a wallpaper site that often viewed by Google as a website that have thin content and often spammy, it is a very difficult things to do. But , there is another way around , that is to use an expired domain to build the site. But then , another problems arise. Most of the IM practitioners often think that if they built the site using any expired domains , it'll create a high authority website that can help to make the indexing process faster and able to help the site appear on the first page of search engine.

However , in the actual process , it doesn't work like that. Not all of the site that built using expired domain can be easily indexed by Google and will appear on the first page. Google's indexing process itself is not just looking at the expired domain factors, but Google also paying attention to the metrics owned by the domain before Google start the indexing process for the site.

Therefore, it is necessary to do research and analysis of the comparison of metrics to the process of indexing websites using expired domains. By analyzing the various metrics that affect the indexing process, it is expected to help fellow IM practitioners to choose the expired domain quality of its metrics so that it can positively affect the process of indexing on the Google search page.

1.2 Formulation of the Problem

Based on the background above , we can formulate the problems as :

1. How to check the metrics contained in the expired domains for the process of building a wallpaper site.

2. How to analyze indexing process for each of the wallpaper site that built using the expired domains.

How to choose the good and appropriate expired domain selection to make the indexing process faster..

1.3 Scope of the Problem

Some of the limitations of the problems used in this study are as follows.

1. Checking the metrics on the expired domain is done using Majestic.com website.

2. Checking the expired domains is done using website ExpiredDomains.net.

3. Expired domain used is expired domain with extension TLD (Top Level Domain) .com.

4. The metrics to be used as a reference for analysis and checking are Trust Flow (TF), Citation Flow (CF), Trust Ratio (TR), Number of Backlinks .edu / .gov and history of the domains.

5. Website wallpaper to be built are 5, with different metrics and each site contains around 2000-3000 content.

6. Website wallpaper to be built will use CMS WordPress and using plugins that is; WongLiyo, Google XML Sitemap and XML Sitemap Image.

7. The things that we analyze are the difference of the indexing process on each website and will be monitored for 14 days.

1.4　Research Purpose

The purpose of this study is intended to prove that not just any expired domain can be used to help Off-Page SEO and increase the authority of the wallpaper website to be built but there are certain metrics that determine the quality of the expired domain that will affect the indexing process.

1.5　Benefit of the Research

The benefit of this research are intended to help IM practitioners in selecting expired domains for building the website in hopes of reducing the percentage numbers of the failed website due to the length of the indexing process.

1.6　Research Method

1.6.1　Data Collecting Method

1.6.1.1 Observation Method

Metrics data obtained from trusted and valid source, Majestic.com

1.6.2　Analysis Method

1.6.2.1 Collecting the Data

Collecting and recording the metrics data will be done on the website Majestic.com and the data will be compared and monitored directly for 14 days using manual checking process on Google.

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1.6.2.2 Implementation

The result of the recorded data for 14 days will be compared and then will be created a graphical chart and compared with the initial metrics already obtained from Majestic.com.

1.7 Writing Systematics

The author gives systematics based on successive chapters based on the subject matter to facilitate the preparation in writing and reading, as follows:

CHAPTER I : PRELIMINARY

This chapter contains the background of the problem, formulation of the problem, scope of problem, research purpose, benefits of the research, research method, and writing systematics for the journal.

CHAPTER II : THEORETICAL BASIS

This chapter is a literature review, contains theoretical foundations used, describes the theories and underpins the discussion in detail. Theoretical basis can be either direct or indirect definitions or models relating to the science or problem under research. In this chapter is also written about the tools and materials research.

CHAPTER III : ANALYSIS AND SYSTEM PLANNING

Analysis and planning contains: a general overview that describes the general description of the object of research, such as an overview to the system used, and data to be used to solve the problems encountered. The essence of this

chapter is to describe the analysis of the problems in the case under research, including analysis of the current system problems, needs and feasibility analysis of the proposed system.

CHAPTER IV : IMPLEMENTATION AND DISCUSSION

It is an overview to the implementation and results of the research. This chapter will describe the results of the research stages, stages of analysis, design, implementation of the design, and the results of the research conducted. A theoretical explanation, either qualitatively, quantitatively, or statistically.

CHAPTER V : FINALE

Contains all of the conclusion and suggestion. Conclusions reinforce the research problem (able to answer the questions in the formulation of the problem), summarize the evidence obtained and finally draw conclusion whether the results obtained eligible to use.

BIBLIOGRAPHY

Contains all the reading, literature and articles used in this research.