CHAPTER V
FINALE

5.1   Conclusion

The result of the research conducted on 5 (five) expired domains with different metrics, it can be seen in the comparison of indexing process in each domain is as follows.

1. Indexing process of the expired domains with good metrics and supported by good history of the domain is faster, smoother and tend to be stable.

2. Indexing process of the expired domains with less good metrics and although supported by good history of the domain is slower when compared to the expired domain on point 1.

3. The metrics that have considerable influence in Indexing process are Trust Ratio and Quality Backlink. This conclusion is supported by the opinion of Adam Mason in his article entitled "Using Majestic Citation Flow and Trust Flow to check the Quality of Your Link Prospects", saying that Trust Ratio = Trust Flow / Citation Flow. It can be concluded that the Trust Flow must be directly proportional to the Citation Flow and without being to lame in any of the metrics. [10]

   A good Trust Ratio is the closer to result 1 and if the Trust Ratio is bad, as can be seen in Domains Ambersdiytricks.com (TR: 0.2), Drfernandezneurocirujano.com (TR: 1.625) and Interclim3e.com (TR:

0.58) then it will affect the process of indexing which tends to be slow and unstable. Instead, on the contrary can be seen on domain Weaimtotry.com (TR: 0.75) and Imamkazimmosque.com (TR: 0.89) then the indexing process that will take place tend to be much faster and stable.

4. Bad history of the domain also affects the process of indexing significantly, as seen in the domain Ambersdiytricks.com, which although the domain has a lot of quality backlinks, but because the history of the domain is quite bad and even worse, still leaving a lot of index in Google Search , making the Indexing process slow and very unstable (although this has no effect on Indexing Image).

5.2   Suggestion

Based on the conclusions of the research above, then the recommended thing is as follows:

1. A qualified expired domain check should start with checking the index that remains on Google's search engine first, because if the domain does not have any index left, then it is possible that the website with that domain is formerly a spam website that makes it has a bad history of the domain. Also note that to the possible extent to not to choose an expired domain that still has thousands of index left in Google Search , because it also indicates that the previous website using spamming method in the process of indexing. Also it has a negative impact in the process of indexing the website that we will build, because Google

will start the process of indexing as well with removing the remaining index.

2. The preferred metrics in the expired domain search are the Trust Ratio (which is getting closer to 1 the better) and the number of quality backlinks. Also in the process of searching expired domain , we need to as much as possible avoid the selection of domains with bad history (former gambling websites, pornography, drugs, etc.) because it can lead to the slow process of indexing on our website later on, even in some cases, Google does not do the process of indexing but on the contrary, Google does the de-indexing process (the process to remove all indexes from a particular domain and will not re-index the domain.).