



## **FAQ - SEDO's PPC Parking**

### **NicLine**

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**SEDO's PPC PARKING**

<b>1. What is the sponsored links parking (PPC).....</b>	<b>3</b>
<b>2. What does the Domain catalogue consist of?.....</b>	<b>3</b>
<b>3. What is domain appraisal?.....</b>	<b>4</b>
<b>4. What does the Brokerage service consist of?.....</b>	<b>4</b>

**ADVANTAGES AND COMMISSIONS**

<b>5. What advantages do I get when parking my domains with SEDO?.....</b>	<b>5</b>
<b>6. How much will I get for each click that is produced on my PPC Parking pages?.....</b>	<b>5</b>
<b>7. I have already put my domain in Sedo's PPC Parking. When will I start getting paid?.....</b>	<b>5</b>
<b>8. I have various Wholesales in my RSP account. Who will get the commission, them or I?.....</b>	<b>6</b>

**FUNCTIONALITY**

<b>9. How can I activate Sedo services?.....</b>	<b>7</b>
<b>10. How do I associate a domain to Sedo's PPC Parking? .....</b>	<b>9</b>
<b>11. What type of adverts will be shown on my parked page?.....</b>	<b>10</b>
<b>12. How will I receive the income generated by my PPC Parking?.....</b>	<b>11</b>

**COSTS**

<b>13. How much will it cost me to activate the services offered by Sedo and Nicline?...</b>	<b>12</b>
----------------------------------------------------------------------------------------------	-----------



## Introduction

**NicLine Internet, S.L.** has reached an agreement with **Sedo GmbH**, one of the major domain monetisation providers worldwide, where clients can **get more out of their domains and gain more benefits.**

The 4 services related to the monetization, the buying and selling of domains, which are made available to NicLine's clients, are:

- **Sponsored links parking (PPC)**
- **Domains Catalogue**
- **Domains Appraisal**
- **Brokerage Services**

This document will resume some of the characteristics of this service, the advantages obtained from signing up and some of the uses of the Sedo's PPC Parking with **NicLine**.

## Sedo's PPC Parking

### 1. What is the sponsored links parking (PPC)?

The sponsored parking link (or PPC Parking), will show a form of Parking where, each time that your web page is visualized on Internet, adverts related to the domain name and/or key words which the domain owner will associate to it.

The acronym **PPC** means *pay-per-click*, and is a marketing formula used to value the adverts visualized on the Internet. Each time that your parked link page is visited, a commission is given to the owner of the domain. Sedo's PPC parking **does not need any development.** The only thing needed is to have a domain name and associate it to a PPC Parking service. All the contents will be automatically generated, in accordance to the configuration defined by the user (domain owner) or the default configuration defined by the server.

*Nicline offers this service to its clients free of charge.*

### 2 What does the Domain catalogue consist of?

Apart from having your domains in the PPC Parking, NicLine's deal with SEDO will allow you **to put your domains on sale**, by listing them on the Domain Catalogue.

At the same time of associating the domain to the Sedo's PPC Parking (or later) you can select the domains to be seen on the Domains on sale Catalogue at SEDO. Once the domain is listed in the Catalogue, some parameters can be added such as: desired price, minimum offered or fixed price.

*Nicline offers this service to its clients free of charge.*



You can see an **example** of a parked PPC page and the Domains Catalogue at SEDO in the following URL: <http://www.auto.es>.

### **3. What is domain appraisal?**

The domain appraisal is an additional service which can be accessed, once a domain is parked at Sedo.

This service consists of **studying the domain and checking what is its estimated value**, taking into account the actual market situation and the advertising power of your domain.

Sedo offers 3 different types of domain appraisal, depending on the need of each client, and the services are directly contracted from the domains administration tools of Sedo.

*Additional services which are separately contracted, will be subject to the tariffs published on Sedo website.*

### **4. What does the Brokerage service consist of?**

The brokerage service allows you to affect a sale of a domain, which is already registered with another individual or company, through 3 simple steps.

- a) **Domain Appraisal:** Sedo will objectively value your domain, listing the factors which will influence its value. Once the Sedo's appraisal is received, you will have to indicate the maximum price you are ready to pay for the domain.
- b) **Negotiation with owner:** Sedo will contact the domain owner and try to get to an agreement that will satisfy both parties.
- c) **Domain Transfer:** If the negotiations are satisfactorily closed, Sedo will be in charge to supervise and aid both parties on the technical transfer of the domain.

*Additional services which are separately contracted, will be subject to the tariffs published on Sedo website.*



## Advantages and Comissions

### 5. What advantages do I get when parking my domains with SEDO?

- The PPC Parking is an easy way to **make your domains profitable** (thanks to the benefits gained from the traffic of your parked domains) and **increase the possibility to sell them** (since the parking page increase by four times the possibility to sell them)
- You can park your domains in an **easy, and fast way and without any commitment**, and take them off the parking at any time.
- You can choose between the **20 different languages** for your webpage of your parked domain.
- Additionally, the Sedo's PPC Parking, allows you, amongst other things: to **personalize your parking** (you can choose between 7 different designs and more than 250 photos) and to **optimize your performance instantly** (as you can get detailed information about generated traffic on your page: its origin and what is being searched).
- All of this **free of charge**.

### 6. How much will I get for each click that is produced on my PPC Parking pages?

The value paid for the number of clicks generated on your parked pages depends on many factors that influence on the final price of each advert. Amongst others these factors can be:

- a) Relevance of key-word defined for the domain
- b) Origin of Geographical area of visitors
- c) Which advert is clicked on
- d) Season of the year (spring, summer, etc) and time (morning, afternoon etc)

**For example**, if a determined theme/category has many requests for adverts and/or has a lot of interest, the price will be set high. It can be said, as an indication, that the value of PPC may vary between \$0.03, and \$0.75.

### 7. I have already put my domain in Sedo's PPC Parking , When will I start getting paid?

Payments are made approximately on **the 15<sup>th</sup> day of each month**. Payments are always affected if and always when the minimum value established by Sedo is reached. If the total accumulated amount in your account does not reach the



minimum value established for your earnings, it will be stored until it reaches the minimum quantity of payment.

**8. I have various Wholesales in my RSP account. Who will get the commission, them or I?**

The RSP can decide if the commission on the number of clicks generated through the PPC can be assigned to the RSP itself or to the corresponding wholesaler.

You can assign the commission to wholesaler during the signing up, or modify the assigned commission of an existing wholesaler. [SEE FAQ 9](#)



## Functionality

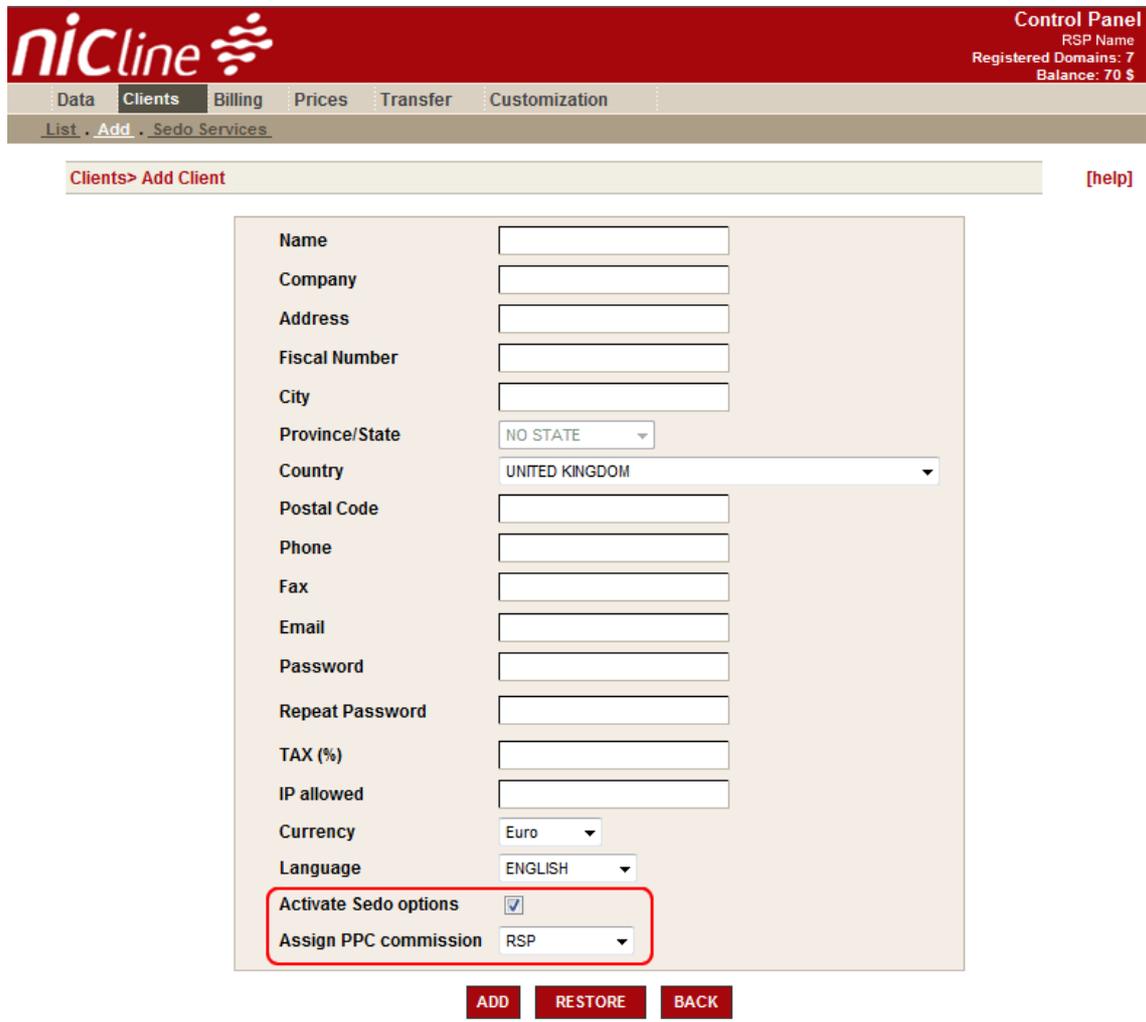
### 9. How can I activate Sedo services?

Sedo options are deactivated by default.

#### **Activation of Sedo's PPC Parking for a new Wholesaler.**

When creating his/her account, from the RSP control panel, section **Clients –Add**, the Sedo Services can be activated for this Wholesaler. Also, the commissions generated for the number of clicks on his/her Parked Pages can be assigned to the RSP or Wholesaler which are being created.

*Activation of Sedo options while signing up a Wholesaler.*



The screenshot shows the Nicline control panel interface. At the top right, the 'Control Panel' displays 'RSP Name', 'Registered Domains: 7', and 'Balance: 70 \$'. The main navigation bar includes 'Data', 'Clients', 'Billing', 'Prices', 'Transfer', and 'Customization'. Below this, there are links for 'List', 'Add', and 'Sedo Services'. The current page is 'Clients > Add Client', with a '[help]' link. The form contains the following fields:

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Fiscal Number	<input type="text"/>
City	<input type="text"/>
Province/State	NO STATE
Country	UNITED KINGDOM
Postal Code	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
Password	<input type="text"/>
Repeat Password	<input type="text"/>
TAX (%)	<input type="text"/>
IP allowed	<input type="text"/>
Currency	Euro
Language	ENGLISH
Activate Sedo options	<input checked="" type="checkbox"/>
Assign PPC commission	RSP

At the bottom of the form are three buttons: 'ADD', 'RESTORE', and 'BACK'.



**Activation of Sedo's PPC Parking for an already existing Wholesaler**

From the section **Clients – Sedo Services** one can active/deactivate the services of Sedo. From the option **"Filter Selection"**, one can activate/deactivate the Sedo options. Once you have selected the domains you wish to activate, you can also choose, who will receive the commission: the RSP or the Wholesaler.

*Activation/Deactivation of the Sedo options for the Wholesaler which already exists. Selection of commission to the RSP or wholesaler.*

**Control Panel**  
RSP Name  
Registered Domains: 7  
Balance: 70 \$

Data Clients **Billing** Prices Transfer Customization

List . Add . Sedo Services

Clients > Sedo Services [help]

**FILTER SELECTION**

ID:  Name:  Sedo option:

Date of Registr: from  to  Country:

**SEARCH**

**4 clients found**

Change Sedo option to  **APPLY**

<input type="checkbox"/>	ID ▲▼	NAME ▲▼	SEDO OPTION ▲▼	COUNTRY ▲▼
<input type="checkbox"/>	XXXX	DISTRIBUTOR 1	RSP	COMOROS
<input type="checkbox"/>	XXXX	DISTRIBUTOR 2	DISABLED	CANADA
<input type="checkbox"/>	XXXX	DISTRIBUTOR 3	DISTRIBUTOR	SAMOA
<input type="checkbox"/>	XXXX	DISTRIBUTOR 4	DISTRIBUTOR	ITALY

**Activation of the Domain Appraisal and Brokerage services (negotiation services).**

Can be directly solicited from the domains administration tools of Sedo.



## 10 How do I associate a domain to Sedo's PPC Parking?

The domains can be associated to Sedo's PPC Parking from the Wholesaler's extranet, only if the RSP has activated these options for his/her wholesaler.

The domains can be associated to Sedo's PPC Parking in the moment of registration (See image 1) from the section **Domains – Register** of the Wholesaler's extranet. If you have not configured your Extranet, to activate Sedo's services by default, you should choose in the registration option **Register - Options**.

Also, from the section **Domains – Sedo Account**, Sedo options can be activated/deactivated, for the previously registered domains, from the Wholesaler's extranet. (See image 2). In the latter case, the Wholesaler will be allowed to associate/dissociate domains in a bulk or individual form.

Image 1: Associate domains to Sedo's PPC Parking.



**COMPANY NAME**

**Extranet**  
Distributor 1  
4 domains | Balance: 365,44 \$

[Info](#) - [Domains](#) - [Debit Account](#) - [Invoices](#) - [Contacts/DNS](#) - [Configuration](#)

[Register](#) . [Transfer](#) . [Renewal](#) . [Report](#) . [Modify](#) . [Request Report](#) . [Wholesale Account Transfer](#) . [Sedo Account](#) .

[Manage Domains](#) > [Domain Name Registration](#) > **Step 2** [\[help\]](#)

DOMAIN NAMES	<input type="checkbox"/> SEDO PARKING	<input type="checkbox"/> ON SALE
<input checked="" type="checkbox"/> mippcprueba1a.com (Available)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.net (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.org (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.info (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.biz (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.ws (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.eu (Available)	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> mippcprueba1a.mobi (Available)	<input type="checkbox"/>	<input type="checkbox"/>

Period  year(s)



Image 2: Associate domains to Sedo's PPC Parking.

**COMPANY NAME** Extranet  
Distributor 1  
4 domains | Balance: 365,44 \$

Info - Domains - Debit Account - Invoices - Contacts/DNS - Configuration

Register . Transfer . Renewal . Report . Modify . Request Report . Wholesale Account Transfer . Sedo Account .

**Domains > Sedo Account** [help]

Write down one of your domain names and you can change your Sedo options. If you specify a search condition, you can modify various domains simultaneously.

**ADVANCED SEARCH**

Domain Name

ID Registrant SROW-  

ID Admin Contact SRCO-  

ID Technical Contact SRCO-  

ID DNS SRNS-

Registration Date FROM  TO

**24 domains found**

<input type="checkbox"/> DOMAIN ▲▼	<input type="checkbox"/> SEDO PARKING	<input type="checkbox"/> ON SALE
<input checked="" type="checkbox"/> <a href="#">mippcprueba1a.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/> <a href="#">mippcprueba1a.com</a>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> <a href="#">mippcprueba1a.com</a>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> <a href="#">mippcprueba1a.com</a>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DOMAIN ▲▼	<input type="checkbox"/> SEDO PARKING	<input type="checkbox"/> ON SALE

### **11. What type of adverts will be shown on my parked page?**

The adverts that will be shown on the parked page, will be related to the keywords which you have selected. If you do not define a keyword, Sedo will automatically associate the adverts to the domain name. We suggest, for better efficiency, you personally define the keywords, because the more relevant the key word chosen, better will be the number of clicks affected by your visitors, which will result in better returns.

Thanks to its collaboration to its renowned publicity partners, Sedo obtains adverts which are the most relevant to the keywords indicated. All of which will allow you to benefit from a varied price per click which is market oriented.

### **How do I set up the keyword which will determine the adverts shown on my PPC Parking pages?**

You have to gain access to your Sedo account, to the section **My Sedo - Domain Parking** and click on "**Switch to Optimizer**" (*See image 3*). By doing so you'll be able to see a listing of your domains associated to the PPC Parking and you'll be allowed to define the keyword, the page style and the photos you wish to display on your pages (*See image 4*).



*Image 3: Optimizing Parked Domains.*

Update View

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Domain List Export to: Excel CSV Show Domains: 20 Switch to: **Optimizer**

Domain	Uniques	Clicks	CTR	EPC	RPM	Earnings
mippcprueba1a.com	2	0	0.00%	0.00 €	0.00 €	0.00 €

---

**Portfolio** <sup>1</sup>

You can group selected domains in a portfolio, or add them to an existing portfolio. To delete a portfolio, remove all of the domains it contains.

**Modify Existing Portfolio**

+ add - remove

selected Domain(s) to/from portfolio:

Please create a portfolio...

**Create New Portfolio**

Add selected domain(s) to a new portfolio:

save

*Image 4: Optimizing Parked Domains.*

Update View

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Domain Optimizer Export: Excel CSV Show Domains: 20 Switch to: list

Domain	Date	Master Keyword	select	Photo
mippcprueba1a.com	05/12/07	Encuestas	Retro green	Marketing
<b>Average Total</b>				
<b>Total:: (1)</b>				

Reset Save changes

**12. How will I receive the income generated by my PPC Parking?**

The first time a domain is associated to Sedo’s PPC Parking, its details will be prompted as a Sedo user (user and password). Once the Sedo account has been created, you can check your user details at Sedo’s web page, (<http://www.sedo.com>) in the section **My Sedo – Payment Details** and establish your preferred form of receiving the benefits gained by the PPC Parking. From there you can set the minimum value of the transfer, for which we suggest that you do not indicate a very low level.



## Costs

### **13.How much will it cost me to activate the services offered by Sedo and Nicline?**

NicLine's RSP clients can apply for **Sedo's PPC Parking** and **register in its Domains catalogue, free of charge.**

For the domains that are registered in the domains catalogue of Sedo, and only in the case that the sale is affected, there is a commission of 10% on the selling price, or, if applicable, the minimum commission value established by Sedo.

The additional services of **Domain Appraisal** and **Brokerage**, which can be directly contracted from the domains administration tools of Sedo, will be subject to tariffs specified by Sedo.

Sedo tariffs for the additional services can be consulted at:  
<http://www.sedo.com/services/prices.php3?language=es>.