

AlliedPassport.com

Aged Domain Due Diligence

Prepared on November 10, 2022. This report was created by the [WebAcquisition.com](https://www.webacquisition.com) M&A advisory team.

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Disclaimer

Inventige LLC (WebAcquisition.com) performs due diligence reviews using the data available to us from both first-party and third-party tools. We combine data with our personal insights to draw conclusions. We provide advice to the best of our knowledge and are not liable for any decisions made with the review of this report. This report is for informational purposes only.

M&A Advisor Verdict

Mushfiq Sarker

AlliedPassport.com is an example of a well-branded domain that previously provided visa services when visiting or living in a specific country.

Our vetting process did not unearth major red flags in terms of topical relevance, domain history, and trademarks, among other potential issue categories.

The only “warning” red flag is the backlink profile, which holds some Chinese-language links. AlliedPassport did provide Chinese passport/visa services and hence these links may be natural. Regardless, we must point out that there are non-English links that you should be aware of. We recommend that an interested buyer hire a Chinese translator to translate the backlinks and anchor texts that are pointing from the Chinese sites. This is not a pure red flag, and thus simply a warning.

As for a rebuild, the new owner should create a content website covering how to obtain visas, and visa requirements in each country when people are traveling or planning to live there (e.g., expats). Monetization can easily be accomplished via lead generation to visa approval services, affiliate marketing, and display ads. This niche is lucrative.



Overview

This analysis presents rigorous due diligence on the aged domain acquisition.

- **Domain URL:** <https://alliedpassport.com/>
- **Purchase location:** [Odys](#)
- **Price:** \$4,200

Age (Pass)

Our analysis looks into the registered domain age and actual age based on Wayback history.

- **Age:** 14 years old, first registered on 08/22/2008 ([who.is](#))
- **First website live:** 09/26/2008 ([Wayback Machine](#))

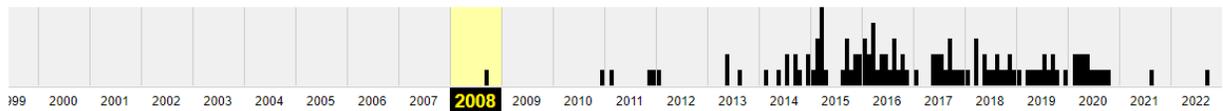
The domain was initially registered in 08/2008. The original owners uploaded the first version of the site a month after registration. The first owner kept the website for 12 years. The owners didn't renew the domain in 2021, as it was suspended on 08/2021. Odys then picked it up in 2022 at GoDaddy auctions.

Verdict: **Pass**

Website History (**Pass**)

Our analysis scans to find any outlier content that used to occupy this domain compared to the original website and backlinks profile.

[Wayback Machine](#) is used to analyze the past usage of the domain. Here is a screenshot of the number of snapshots taken by this third-party tool:



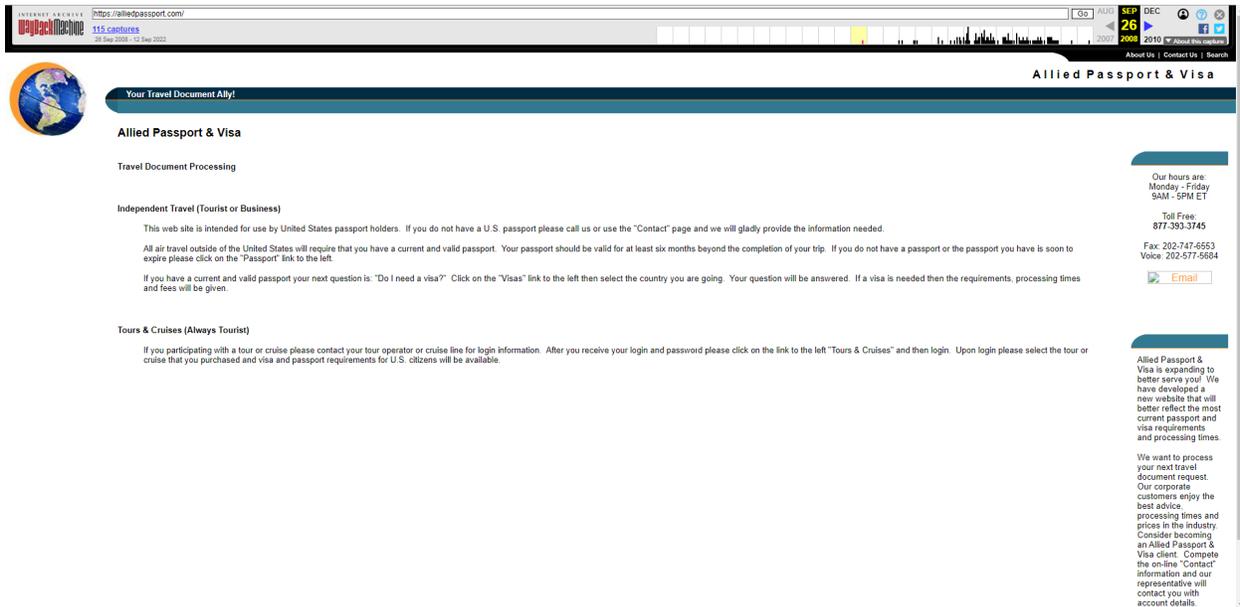
[Live Report](#)

- **Wayback Machine total snapshots:** 115
- **Oldest snapshot:** 09/26/2008
- **Most recent snapshot:** 09/12/2022
- **Most frequent year:** 2016

The domain was first registered in 09/2008. It was a site for visa and passport services called Allied Passport in Washington, DC. AlliedPassport was a legitimate service with great reviews on [Yelp](#), the [Chamber of Commerce](#), and other review aggregators. They helped US citizens obtain hard-to-get visas to Russia, Nepal, North Korea, etc. The site had one significant redesign in the 2010s. They didn't register a trademark at [USPTO](#). They didn't renew the domain in 2021, and the domain went to GoDaddy auctions.

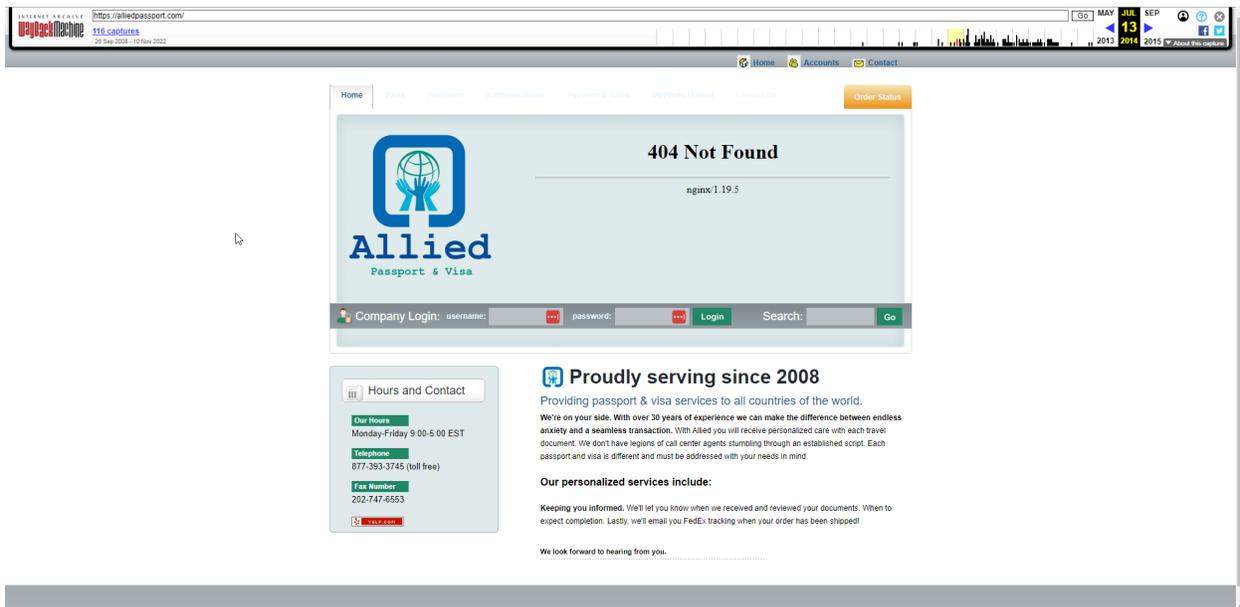
Verdict: **Pass**

[Snapshot 1](#) (Date: 04/14/2008)



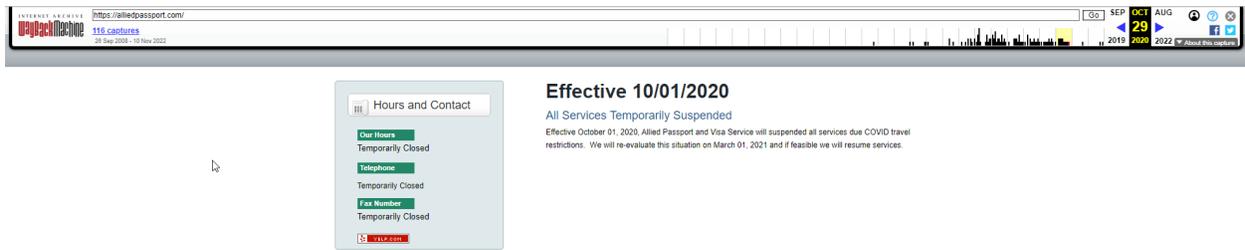
The first snapshot from Wayback. You can find the information about the company, location and working hours.

Snapshot 2 (Date: 08/13/2014)



The site was redesigned in 2014.

Snapshot 3 (Date: 10/26/2020)



Notification from AlliedPassport that they are suspending their services temporarily. (10/01/2020). Unfortunately, they didn't resume their services.

Backlink Profile (Pass)

Our analysis looks at the backlink profile of the website to shortlist notable links and verify if the links match the history of the website.

Here are the high-level metrics:

- **Total referring domains:** 106
- **Dofollow referring domains:** 59
- **Total backlinks:** 618
- **Dofollow backlinks:** 397
- **Nofollow backlinks:** 221

Notable Backlinks

Domain Rating	Dofollow or Nofollow	Anchor Text	Backlink Live Date
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https://www.nytimes.com/2015/03/29/travel/getting-to-the-front-of-the-visa-line.html	94	Dofollow	Alliedpassport.com/rates.php	29/3/2015
https://onemileatatime.com/russian-visa-cost/	73	Dofollow	the cost of Russian visas	8/27/2018
https://travel.stackexchange.com/questions/102915/which-should-be-done-first-visa-or-trip-itinerary	91	Nofollow	Allied Passport	12/03/2017
https://www.cntraveler.com/stories/2016-03-04/how-to-get-two-passports	81	Nofollow	letter	03/04/2016
https://www.tripsavvy.com/how-to-visit-russia-as-an-american-4693070	84	Nofollow	Allied Passport & Visa	08/16/2020
https://viewfromthewing.com/free-discounted-visa-expediting-services/	69	Dofollow	website	10/09/2019
https://www.iesabroad.org/student-visa/china	68	Dofollow	Allied Passport	01/25/2020

Most of the links are from relevant travel niche publications. The average DR of referring domains is high.

Backlink Analysis

	Referring Domains	Total Backlinks	Notable Domain
PBNs	-	-	-
Spam (adult, pharma, casino, etc)	3	55	1yjiugou.com
Auto Generated	35	125	rakily.com

* This is our best estimate using available data from Ahrefs. Some links are not shown on the Ahrefs report, and some are not live anymore. However, this table indicates the overall quality of the links pointing to the domain.

We didn't find any major red flags. There are only around 30 internet directories, each linking to more than 6 million domains and this site. This is nothing to worry about. Also, around 50 backlinks from 3 Chinese domains currently link to AlliedPassport.

Types of backlinks

There are no links that could put the domain in spam territory. There are no adult, casino, or pharma links. However, there are some Chinese links from low DR sites. The alliedpassport.com did handle Chinese visas for US citizens, so some of those links may be legitimate. However, moving forward, you should disavow those links. Here is a further breakdown.

- **Links from high DR publications** - The site acquired natural links from high DR publishers. ([#1](#), [#2](#), [#3](#))
- **Links from niche-relevant blogs** - These are links from similar traveling blogs ([#1](#), [#2](#), [#3](#), [#4](#), [#5](#))
- **Community links** - There are some links from various travelers forums ([#1](#), [#2](#), [#3](#))
- **Yellow page links** - This business had a physical presence so it is to be expected to find this type of links ([#1](#), [#2](#), [#3](#))
- **Automation links** - There is a sizeable portion of auto-generated links from various online directories ([#1](#), [#2](#), [#3](#), [#4](#), [#5](#))

The backlink profile looks natural, with numerous links from high DR news publications and many from niche-relevant blogs. It is notable that 25% of links are from automated directories.

Backlink Breakdown by DR

Here is a breakdown (histogram) of backlinks by domain rating:

	Referring Domains	Total Backlinks
DR ≥ 80	11	45
60 ≤ DR < 80	31	161
50 ≤ DR < 60	10	178
40 ≤ DR < 50	8	79
30 ≤ DR < 40	5	19

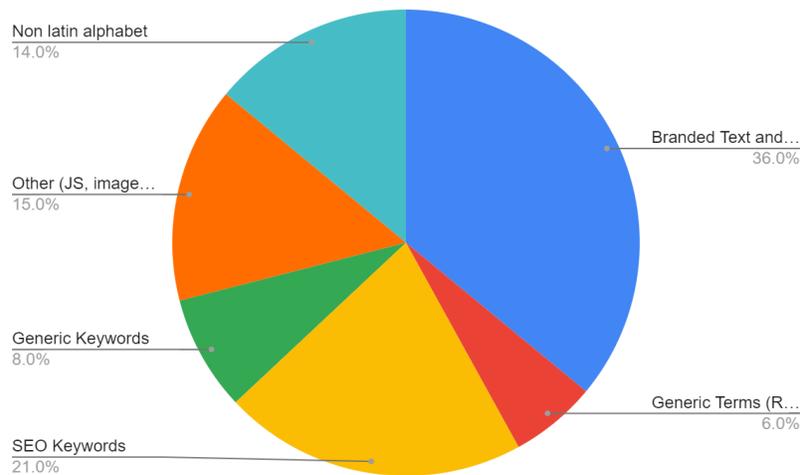
20 ≤ DR < 30	14	103
10 ≤ DR < 20	11	22
DR < 10	20	113

The link profile looks natural, with numerous links in each DR bracket. Most of the links come from >60 DR, which is excellent news.

Anchor Text Profile (Warning)

Our analysis looks at the anchor text profile to understand if any nefarious practices took place, if the profile is diverse, and if the anchor text matches with the topic of the website.

Anchor Text By Type



	Total (%)	Top DR	Top Ref. Domain URL
Branded Text and URL	36	94	nytimes.com
Generic Terms (Read More, Learn More)	6	69	viewfromthewing.com
SEO Keywords	21	81	thepointsguy.co.uk
Generic Keywords	8	81	thepointsguy.co.uk

Other	29	-	-
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你要走	1	0.7%	0	1	2	+1	2	0.6%
像这个中国	1	0.7%	0	1	1		1	0.3%
盟军护照	1	0.7%	0	2	2		2	0.6%
撤馆是在	1	0.7%	0	1	1		1	0.3%
中国签证申请冗长繁琐的例子。	1	0.7%	0	1	1		1	0.3%
想去越南	1	0.7%	0	1	2	+1	2	0.6%
盟军护照。	1	0.7%	0	1	1		1	0.3%
为您办理签证和护照	1	0.7%	0	1	2	+1	2	0.6%
中国签证	1	0.7%	0	1	2	+1	2	0.6%
参观一下帕特尔·卡丽莎	1	0.7%	0	1	1		1	0.3%
5美元的钱是免费的	1	0.7%	0	1	2	+1	2	0.6%
第三方	1	0.7%	0	1	2	+1	2	0.6%
拉普萨	1	0.7%	0	2	4	+2	4	1.3%
盟军的护照和签证	1	0.7%	0	1	1		1	0.3%
联合护照及签证	1	0.7%	0	2	2		2	0.6%
中国签证申请	1	0.7%	0	1	1		1	0.3%
更新	1	0.7%	0	1	2	+1	2	0.6%
纳莎·卡提萨和卡莎	1	0.7%	0	2	2		2	0.6%
纳莎·拉萨和卡丽莎	1	0.7%	0	5	8	+3	8	2.5%
特蕾莎·拉丽莎和克萊尔	1	0.7%	0	1	1		1	0.3%
每年中国12	1	0.7%	0	1	1		1	0.3%
盟军护照和签证	1	0.7%	0	1	2	+1	2	0.6%
申请额外的护照页	1	0.7%	0	1	2	+1	2	0.6%

Chinese links

The anchor text profile is diverse. There are a lot of direct brand mentions leading to the site. Other than that, some travel-related SEO keywords are used while linking to the site. However, most of these links are almost 10 years old, so we don't believe that the previous owners did any active link-building in the form of guest posting or niche insertions.

Finally, as mentioned above, it would be best if you disavow some spammy Chinese links.

We are giving this section a warning due to the Chinese links. They may be relevant but it's difficult to know and requires a translator to understand what the anchor text means.

Verdict: **Warning**

Competitors (Pass)

We shortlist competitors that obtain good traffic in the niche this aged domain is in. In theory, if there are lower authority competitors obtaining justified traffic, then this aged domain has a *chance* to outrank them.

If all competitors are higher authority, then the existing authority of the aged domain will not help much initially.

	Domain Rating	Referring Domain Example	Ahrefs Traffic	# of Keywords	# of Pages	Domain Age
visaguide.world	73	nytimes.com	1,000,000	191,000	3,230	5
travelvisapro.com	42	wikipedia.com	88,800	36,700	2,900	12
expeditedpassportsandvisas.com	27	northwestern.edu	6,900	18,300	7,040	7
allstatepassports.com	31	happytravelers.com	7,100	34,200	9,790	13
travisa.com	59	time.com	19,600	7,900	524	26

This domain could be a great opportunity if you plan to launch a new site in the niche. In addition, COVID restrictions are lifted worldwide, so you can expect that some of the related search queries will grow in volume. As for monetization, there are unlimited opportunities that you can pursue. These opportunities include display ads , lead generation, visa and passport services, selling digital products, and more. Most of the sites from the table above are earning from lead generation.

Trademark (Pass)

We look through the USPTO to see if there are any trademark issues with the aged domain.

We perform a search for the words in your domain to see if there are any live trademarks in the same niche as your domain.

TRADEMARK

No TESS records were found to match the criteria of your query.

Click on the  BACK button in your browser to return to the previous TESS screen

Logout

Please logout when you are done to release system resources allocated for you.

There weren't any live or dead trademarks for the terms ALLIED PASSPORTS, ALLIEDPASSPORTS, or any other combination.

Indexation

This analysis checks if the domain's old content is still indexed in major search engines (Google, Bing, Yahoo).

Note: if a domain has been without a website for too long, the domain will not be indexed. Indexation is a bonus benefit. We've successfully rebuilt sites that were not indexed at the time of purchase. This is not a pass/fail criterion.

- **Google index:** 9 pages ([source](#))
- **Bing index:** 2 pages ([source](#))
- **Yahoo index:** 2 pages ([source](#))

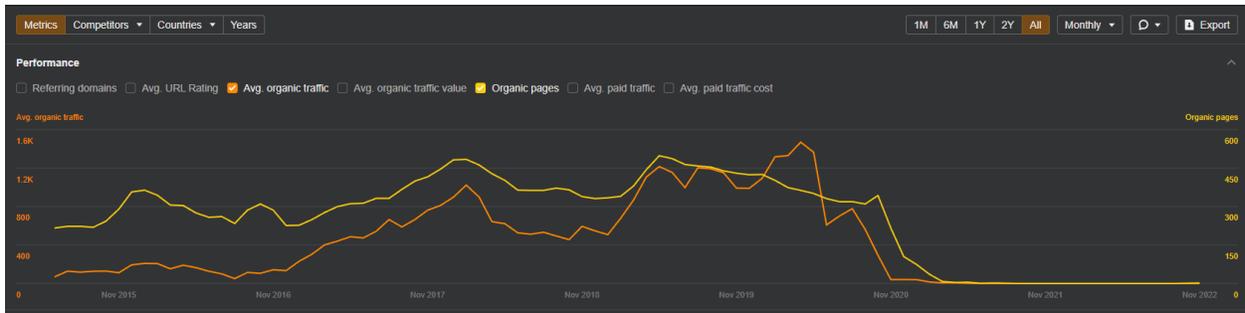
Only a handful of pages are still indexed on major search engines. It is to be expected for a site that was dormant for more than a year. Other than the homepage, a few pages about getting a visa to XYZ country are still indexed in Google.

Traffic History

This analysis looks at the traffic trendline using third-party tools. This is not a pass/fail criterion.

This domain had the last traffic live in **April 2021**. The traffic ranged from **10** to **1,200** page views per month. AHREFs picked up on average **350** pages indexed in their database.

The trends are visualized below:



[Live Report from AHREFs](#)

The website covered the world with visa and passport information for each country. This means that it had more than 400 pages at its peak. The site attracted decent traffic numbers, peaking at 1,400 views per month in 2020.

Sales History

This section looks into if the domain was sold at auction or other marketplaces prior to this acquisition. This is good information to have to understand the value of the domain.

- **Number of past sales:** 1
- **Last sale price:** \$267
- **Last sale location:** Goddady
- **Date of last sale:** 09/26/2022

Here is a screenshot of the last sale details:

The screenshot shows the Namebio Advanced Search interface. The search criteria include: Keyword: alliedpassport, Placement: Anywhere, Extension: Any, Pattern: LLL, CVCV, NLL, e, Venue: Any, Price Range: e.g. 25k to e.g. 3.5m, Category: All, Subcategory: N/A, Date Range: Any, Exclude: Hyphens, Numbers, and Domain Length. The search results show one entry for the domain alliedpassport.com, sold for 267 USD on 2022-09-26 at the venue GoDaddy.

Domain	Price	Date	Venue
alliedpassport.com	267 USD	2022-09-26	GoDaddy

[Namebio Report](#)

Odys listed the domain for sale after it expired in 2022.

Valuation

This analysis will help you understand the valuation of your age domain if you are buying from a private party or auction listing.

If you acquire the aged domain from an existing marketplace, then you are buying at retail price. There is not much negotiation you can do. In that case, this section will be informational only.

This is not a pass/fail criterion.

Our partners at The Website Flip analyzed over 313 aged domains listed on marketplaces to pinpoint critical metrics to determine the value of a domain. The full article can be read [here](#).

Based on the sample of 313 aged domains, here are high-level metrics:

- An average of \$2,186 for an aged domain
- An average of \$177.45 per year of domain age
- An average of \$15.08 per referring domain (dofollow)

The domain is valued at \$4,200, which is an inflated price from the data we've gathered.

A year ago, the new owner purchased the domain for \$270. It didn't gain any links during the last 12 months, so the real value has not increased.

In the previous 12 months, similar domains like ReliancePassport.com, LuxuryPassport.com, and PensionPassport.com were all sold for less than \$1,000.

On the other hand, the AlliedPassport site has a great-looking backlink profile, and it was a reputable passport and visa assistance agency a mere 2 years ago.

This domain could be a great pick if you have plans to build a site in this niche.