



SmartNamesm

The Ultimate Domain Destination

User Guide

SmartName.com

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What is domain parking?

Domain Parking allows owners of domain names, or website addresses, to display customized pages for their names. When visitors arrive at these sites, they are shown targeted advertising related to the domain name and keywords. Users can click through to those advertiser sites, and the domain name owner can earn money.

Getting Started

What is SmartName?

SmartName's Domain Parking service enables you to earn money from your domain names without the need to develop your own website. SmartName offers better branding of your names, state-of-the art reporting, higher click thru rates, and a wide range of templates for you to choose from. SmartName even offers themed templates upon request to match the look and feel of your website. Partners at SmartName receive all these benefits and much more.

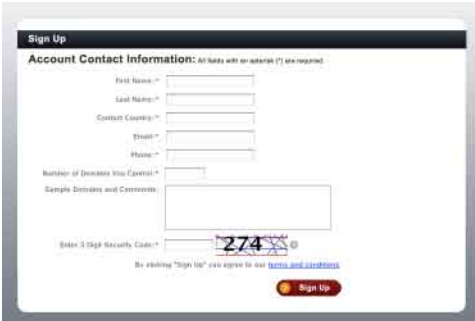
SmartName Feature Overview

Our team is constantly adding new features and upgrading our application and services. Some of our current features include:

- Maximum partner payouts
- Custom Templates, Colors and Themes
- Advanced Reporting and Statistics
- Advanced Optimization Tools
- Effortless Portfolio Management
- Other Professional Services

How to Join SmartName

To apply for a SmartName account, submit an enrollment application on our website. SmartName's applications are accepted on case-by-case basis. Once your application is received, an account manager will review your application and contact you regarding the status of your account. If your account is approved, you will be notified via email with your username and password. You may then login and configure your account settings. We have a staff ready to assist you with this as well. It helps to get a current SmartName partner to refer you.



The image shows a screenshot of the SmartName 'Sign Up' form. The form is titled 'Sign Up' and contains the following fields and sections:

- Account Contact Information:** A note states 'All fields with an asterisk (*) are required.'
- First Name:** Text input field with an asterisk.
- Last Name:** Text input field with an asterisk.
- Contact Country:** Text input field with an asterisk.
- Email:** Text input field with an asterisk.
- Phone:** Text input field with an asterisk.
- Number of Domains You Control:** Text input field.
- Sample Domains and Comments:** A large text area for providing details.
- Enter 3 Digit Security Code:** A field for a security code, with the number '274' visible in the image.
- Agreement:** A checkbox and text indicating that by clicking 'Sign Up', the user agrees to the terms and conditions.
- Sign Up Button:** A red button with a white arrow and the text 'Sign Up'.

Managing Your Domains

In the “Manage Domains” tab, the tools provided allow you to set up and customize your SmartName account. You will want to start by adding your domains. Then, review or edit domains, choose themes, add keywords, manage portfolios, and run reports.

Add Domains

This feature allows you to list the domains you wish to add to the SmartName system. Once added to our system, we will inform you by email whether or not your domains are accepted. We do not accept domains that are known trademarks.

To add domains, either type them into box 1, or copy and paste them from an existing document. We suggest if you have your domains broken out into categories/themes to add those domains into the system (as a portfolio) one category/theme at a time.

For example, if you have several domains related to travel:

Box 1: Insert domains related to travel one domain per line with no commas

Box 2: Create a new portfolio with a name you prefer (for example, “Travel”)

Box 3: Select a theme (in this example, travel) that will populate your domains with the related theme.

By adding your domains in this fashion, it will limit the amount of time required to optimize your domains because all domains within a portfolio can be updated simultaneously.

If you would prefer to add all your domains at once, you are still required to select a portfolio and theme. We recommend selecting the [Default] portfolio and [Default2Blue] theme. Further optimization is suggested after adding your domains in this format. Editing your domains and further optimization is explained on page 6.

If you wish to add 5000 or more domains to the system, please submit a help request for one-on-one customer service. A customer service representative will be in touch with you to assist you in adding your domains system.

Add Domains

List the domains you wish to add to the ActiveAudience system. Once added to our system we will let you know by email whether or not they are accepted. **We do not accept domains that are known trademarks**, for example. **If you wish to add 5000 or more domains to the system please submit a [help request](#) for one-on-one customer service.** A customer service representative will get in touch with you and help you add your domains to the ActiveAudience system.

1 List up to 5000 domains you wish to add to ActiveAudience. List one domain per line, no commas.

Enter Domain Name

Example: airporttransportation.info Check this box if you want the domains in the box to be offered for sale.

2 Assign your domains to a new or existing portfolio.

Choose an Existing Portfolio: OR Create a New Portfolio:

3 Choose a theme from the pulldown.

How to Use Manage Domains

You have the ability to sort your domains alphabetically, by portfolio, template, theme, for sale, or override keyword. You can customize your view to change the number domains that appear on the page.

- The “Portfolio” column displays the portfolio to which the domain belongs. The portfolio name you choose can be anything, but we recommend using an intuitive descriptor, such as a business vertical, a country, a target audience, your top revenue-producing domains, etc.
- The “Template” column displays the template you have assigned to the domain.
- The “Theme” column displays the theme you have assigned to the domain. The theme determines the images that will appear on your pages.
- The “For Sale” column indicates whether you have put a "For Sale" sign on your domain page.
- The “Overriding Keyword” column displays the domain keyword if you have chosen to override the portfolio keyword.

When you select one or more domains in the left column, you can choose to edit them, run a report, move domains to a portfolio or delete them from your account.

The screenshot shows the 'Manage Domains' interface. At the top, there is a header 'Manage Domains' and a paragraph of introductory text. Below this, there are navigation and filtering options: 'Showing Page 1 of 117', 'Show 50 Domains/Page', and buttons for 'export as csv' and 'print preview'. A 'Filter By:' section allows filtering by domain name (All, 0-9, A-Z) and includes 'Previous' and 'Next' navigation. Below the filters are action buttons: 'Edit Checked', 'Run Report', 'Move Domains', 'Delete Domains', a search input field, and a 'Search' button. The main part of the interface is a table with the following columns: 'DOMAIN NAME', 'PORTFOLIO', 'TEMPLATE', 'THEME', 'FOR SALE', and 'OVERRIDE KEYWORD'. The table contains five rows of domain data. Below the table are the same action buttons and search field as above, along with 'Previous' and 'Next' navigation.

	DOMAIN NAME	PORTFOLIO	TEMPLATE	THEME	FOR SALE	OVERRIDE KEYWORD
<input type="checkbox"/>	u-ad.com	[Default]	Optimize	defaultred	Yes	
<input type="checkbox"/>	u-buy.com	[Default]	Optimize	shopping	Yes	
<input type="checkbox"/>	u-collection.com	[Default]	Optimize	shopping	Yes	
<input type="checkbox"/>	u-d-g.com	Education	Optimize	colleges	Yes	
<input type="checkbox"/>	u-design.com	Computers	Optimize	computers	Yes	

Edit Domains: Ways to Optimize your Domain


Market-Tested Templates: For 2-click lander pages, the page that is displayed for visitors to your domains will be based on our templates. Our feed provider may determine that your domain is strong enough to be a 1-click results page, which would bypass these landers to show the corresponding advertiser result pages immediately.

Though we are constantly adding to our product arsenal, we currently have three template categories to choose from – Custom Templates, Auto-Optimize Templates, and Direct to Results. Users have the option of selecting one layout from one of these categories.


Custom Templates

Our Custom templates allow you to add custom photos and keywords for your domains. Our templates are pre-loaded with our suggested keywords and photos based on your theme, but you can change them to your own. They will need to be approved by our support team prior to publication.


Custom Templates ?




3 Column
[Learn More](#)



2 Column
[Learn More](#)



Custom Photo
[Learn More](#)



Request a Theme
[Click Here](#)

Add a Photo. This is **optional**. A photo from the theme you choose will be provided if you don't wish to upload your own. You can submit a photo to be used in this template. The suggested size is **481px x 245px** in gif, jpeg, or png format. All submissions are subject to approval. [Contact us](#) if you are in need assistance.

Browse for Photo:

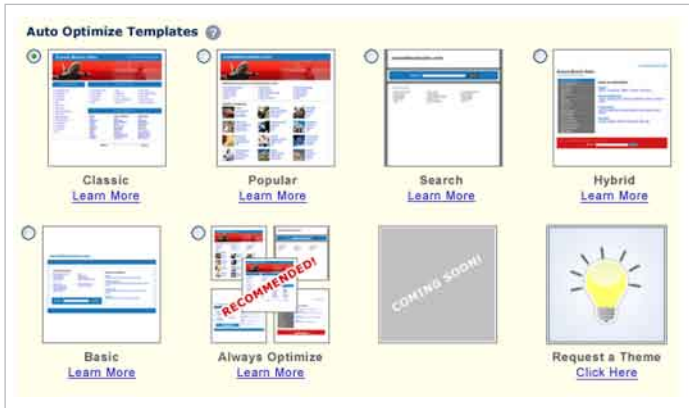
[Browse](#) [Upload](#) [Clear](#)

Upload a Photo

Our system allows you to upload a custom photo that will appear on the Custom Photo template. All photos are subject to review and approval by the support team, and may be removed at any time. To upload your photo, simply click the Browse button to locate the photo on your computer that you'd like to put into the template. The path will appear in the box, and then click "Upload." Our suggested photo size is 481 pixels wide by 245 pixels tall. By uploading the photo, you are stipulating that you have the rights and clear title to use it.

Auto-Optimize Templates

This is the fastest, and often most effective option in our system. You may choose from a number of templates that automatically show related searches for your domain name, and popular categories, as provided by our feed provider. You have the choice of selecting your favorite design, or the “Always Optimize” option, in which all templates are tested and the one with the highest click-through rate is used until you decide to change it. Clicks or searches on these pages spawn a results page with sponsored listings from advertisers.



Direct to Results Templates

Our system also gives you the choice of showing sponsored advertiser links right away on your pages. This is known as a “Direct to Results” page, or “D2R,” or a “One-Click.” The benefits we’ve seen with this solution are that for specific domains, a match with advertisers is often very close. However, our tests have shown that not all domains do better, particularly if the name is generic. For example, if you own Biking.com, are visitors looking for new bikes? Biking Trails? Biking Vacations? It may be much better to use the Auto-Optimize option, where visitors click on the specific related search they are looking for, and thereby the system delivers more targeted ads. You can decide whether you want your domain name, or an entire portfolio of domain names, to show advertiser links on the first page.



Hundreds of Themes

Depending on the template you selected above, the theme assigns a relevant image (or images) to your page. You can select a combination of theme and color scheme from the pulldown menus. Click the Preview button to view your choice or click "Review All Themes" (under Theme Tools) to view the pictures for the 500+ themes available.

Choose Your Theme:

software

Choose Color Scheme:

[Theme Default]



Preview

Theme Tools

[Review All Themes](#) | [Request A New Theme](#) | [Review All Color Schemes](#)

Review All Themes

If you see a theme you'd like to use, click the "Apply This Theme" button and you will set the theme in the page below. You can change it as many times as you'd like before closing the window.



Request a Theme

If we do not have a theme that fits your domain, you may request a new theme by filling out the form online, seen below. For each new theme, please provide us with 5 or more keywords with a maximum character limit of 17 (with spaces). We'll try to use these to select the five images for our templates. After your submission has been received we will review your request and if it's accepted, it will be added to our system. All fields with an asterisk (*) are required.

New Theme Request:

If you have a theme that you would like to request, please fill out the form below. For each new theme, please provide us with 5 or more keywords with a maximum character limit of 17 (with spaces). We'll try to use these to select the five images for our templates. After your submission has been received we will review your request and if it's accepted, then it will be added into our system. All fields with an asterisk (*) are required.

Name:*

Email:*

Subject: * New ActiveAudience Theme R:

Comments:*

Enter 3 Digit Security Code: * 905

Submit

Color Schemes

Each theme comes equipped with a default color scheme. You can opt to modify the color scheme that gets applied to your page by selecting one in the interface. We offer almost 100 different color combination choices.

Color Schemes

If you see a color scheme you'd like to use, click the radio button to the right of the colors and you will set the scheme in the page below. You can change it as many times as you'd like before closing the window.

[Theme Default]

Autumn Rust

Barbecue Pit

Barber Pole

Barracks

Black and Blue

Upload a Logo

Our system allows you to upload a logo that will appear in the top of your pages. All logos are subject to review and approval by the support team, and may be removed at any time. To upload your logo, simply click the Browse button to locate the logo on your computer that you'd like to put into the template. The path will appear in the box, and then click "Upload." Our suggested logo size is 362 by 62 pixels. By uploading the logo, you are stipulating that you have the rights and clear title to use it.

5 **Add a logo.** This is **optional**. You can submit a logo to be placed atop your site. The suggested size is **362 x 62** in gif, jpeg, or png format. All submissions are subject to approval. [Contact us](#) if you need assistance.

Browse for Logo:

Keyword Suggestions

Our Custom templates allow you to use your own keywords for your domains. Our templates come pre-loaded with our suggested keywords based on your theme, but you can change them to your own. They will need to be approved by our support team prior to publication. Keywords that are known trademarks, for example, are not allowed. Note that not all templates use all keywords.

4 Add override keywords. Our **custom template** landers come pre-loaded with up to 21 keywords that are specific to the theme. You have the option of replacing these with your own. **Note: These will be reviewed by our editorial team prior to being pushed live, generally within the same day.** For example, requests for trademarks will be rejected. ?

Enter Any Number of Keywords Below:

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>
4. <input type="text"/>	5. <input type="text"/>	6. <input type="text"/>
7. <input type="text"/>	8. <input type="text"/>	9. <input type="text"/>
10. <input type="text"/>	11. <input type="text"/>	12. <input type="text"/>
13. <input type="text"/>	14. <input type="text"/>	15. <input type="text"/>
16. <input type="text"/>	17. <input type="text"/>	18. <input type="text"/>
19. <input type="text"/>	20. <input type="text"/>	21. <input type="text"/>

Keyword Request

You can fine-tune the keywords that are displayed on your domain pages by requesting an overriding keyword to help the system select more appropriate related keywords. Use "Test Domain & Keyword Combinations" below to see what is displayed for a domain/keyword combination in the "Manage Domains" tab. The related keywords selected by the SmartName system will appear in a gray box on the right.



Ability to Create a Slogan

Though optional, taglines have been shown to lend credibility and increase click-through rates for some sites. If you enter a slogan, it will appear near the top of your pages. Slogans are subject to slight editorial modifications.

Sample Slogan:

Related Products and Services about New York!

Ability to Modify the Display Name

Our system defaults to lowercase the display of your domain name. Your domain name may be more than one word, so you may want to capitalize the additional words or otherwise change the way the name is shown. This is optional.

Ex. **buydomains.com** becomes **BuyDomains.com**

Ability to Sell Your Domain

On the settings page for each domain, you can enable the for sale flag which will display a "For Sale" image to appear on your domain. You can also enter the pertinent information for each domain that visitors will see on the "For Sale" page. Please include price, amount of traffic, average earnings, or any other desired sales pitch in this box. On the "For Sale" page, visitors submit a form to deliver their contact information and message to you. The information is emailed to the email address you provided during signup. You can also contact an account manager about having your domains sold by professionals at our sister company, BuyDomains.com.

Additional Optional Optimization Tools. Here are a variety of options you can choose to either enable or disable for further customization of your domains.

• Related Topics

A link will display near the bottom of the page to allow visitors to view a list of keywords searched by previous visitors to your site. This feature can improve your search engine placement.

• Popular Categories

By enabling Popular Categories, the parked lander page in certain templates (like Classic) will display up to six lists of keywords grouped together by a common subject.

• Remove Contact Us

All our pages have a link at the bottom for visitors to contact the domain owner. The link goes to a page with a box where they can enter a message, and it is sent to the e-mail address in your account. Your e-mail address is never seen by the visitor. This option allows you to remove that link from your pages. It is set to show the link by default.

- **Search Box Location**

Visitors to your domain can search the site by typing a query into the search box on landing pages. Certain templates allow you to determine whether the search box is located at the top or bottom of the page.

- **Add Site Description**

You can add a short description of your domain that will be used by search engines in their listings. These descriptions may help visitors find your site on search engines.



- **Header and Footer Text**

Our templates allow you to place text in the top and bottom of the pages. The text will need to be approved by our support team prior to publication. For example, the text should not make claims about any products or services, or contain any advertisers. Keywords that are known trademarks, for example, are not allowed.



Edit by Spreadsheet

This tool allows you to export your domain settings in a form compatible with popular spreadsheet software such as Microsoft® Excel. You can then edit your settings directly on your spreadsheet, and upload it again. Because SmartName is a distributed system, changes made to your domains may take a few minutes to propagate across all servers after your spreadsheet imports into the system. (You will see updates right away while logged into the system, but the hosting servers may take a few minutes to update.)

Edit Domains By Spreadsheet

This tool allows you to export your domain settings in a form compatible with popular spreadsheets. You can then edit your settings directly on your computer. After you have downloaded your domain settings, please **read the rules in the right-hand column before editing the spreadsheet.**

1 Export the domains you wish to edit. ?

All Domains

Domains Not Enabled

By Portfolio

By First Letter/Number

[Default] ▾

0 ▾

By Search

By Most Recently Uploaded, # of days past:

7

Export

2 Edit your domains by modifying the spreadsheet using software such as Microsoft® Excel. Please read the rules in the right-hand column before attempting to edit your domains. ?

3 Import the edited spreadsheet file. It may take our servers several minutes to update your domain settings.

Choose File no file selected

Import

Rules to Editing by Spreadsheet

- Do not delete any columns from the file.
- You can delete as many rows as you like from the file. The first row (header) is ignored.
- The order of the rows in the file does not matter.
- Each row has a column labeled "Mark". The system will process all rows where there is a character (any character) in that column (i.e. each row you change must be marked for change).
- You can only change the columns on the right side of the "mark" column. Columns on the left of the mark column cannot be updated.
- The system will not update domains that have been modified in the system since you exported the data. You should always start by exporting fresh data to avoid conflicts.
- When uploading, only the first 1000 rows are processed in order to prevent browser timeout.
- If you cannot make the changes you'd like with bulk editing, please submit a service ticket with the change information and we will be happy to do it for you.

Managing Your Portfolios

A Portfolio is like a folder in which you place groups of domains with common features. You can edit and run reports on domains within the portfolio. You can rename portfolios as often as you'd like. You can move your domains from a portfolio into a new or different portfolio from the "Manage Domains" page. If you delete a portfolio, any domains contained within will be transferred to your [Default] portfolio.

Edit Portfolio

Note: You cannot rename or delete the [Default] portfolio.

- To make global changes to the domains within a portfolio: select the portfolio and click "Edit Checked".
- To generate a report on a portfolio: select the portfolio and click "Run Report".
- To rename a portfolio: select the portfolio and click "Change Portfolio Name".
- To delete a portfolio from your account: select the portfolio and click "Delete".

Manage Portfolios

A Portfolio is a folder in which you place groups of domains with common features. If you find that you want to move your domains from one portfolio and into a new or different portfolio you can do this from the [Manage Domains](#) page. **Please note that you cannot rename or delete the [Default] portfolio.**

Showing 1 - 40 of 40 portfolios as of February 9, 2007

[export as csv](#) [print overview](#)

[Edit Checked](#) [Run Report](#) [Change Portfolio Name](#) [Delete](#) [Move Domains](#)

	PORTFOLIO NAME	# OF DOMAINS	TEMPLATE	THEME	FOR SALE	FEBRUARY REVENUE*
<input type="checkbox"/>	Business	17438	[Mixed]	[Mixed]	[Mixed]	\$5,312.61
<input type="checkbox"/>	Careers	3335	Optimize	[Mixed]	Yes	\$1,962.12
<input type="checkbox"/>	Computers	17403	[Mixed]	[Mixed]	[Mixed]	\$5,665.08

[Edit Checked](#) [Run Report](#) [Change Portfolio Name](#) [Delete](#) [Move Domains](#)

* Total Revenue is estimated and may not take into account revenue accrued since the last posting date.

Portfolio Snapshot

This page gives you a quick look at your month-to-date site statistics. For more in-depth reporting, click on the "See Portfolio Report" button.

Portfolio Snapshot

This page gives you a quick look at your month-to-date site statistics. For more in-depth reporting, click on the "See Portfolio Report" button.

Showing 1 - 40 of 40 portfolios as of February 9, 2007

[export as csv](#) [print overview](#)

[Manage Portfolios](#) [See Portfolio Report](#) [How do I create a new portfolio?](#)

PORTFOLIO NAME	# OF DOMAINS	TOTAL VISITORS	# OF CLICKS	CTR	RMV	FEBRUARY REVENUE*
Business	17441	861531	34769	4.0%	\$6.17	\$5,312.61
Careers	3335	257318	8498	3.3%	\$7.63	\$1,962.12
Computers	17403	1686029	39667	2.4%	\$3.36	\$5,665.08

[Manage Portfolios](#) [See Portfolio Report](#) [How do I create a new portfolio?](#)

* Total Revenue is estimated and may not take into account revenue accrued since the last posting date.

Reporting

Monitoring the performance of your domains should be as easy and transparent as checking a growing stock portfolio.

All too often, domain parking providers have inadequate analytics that don't allow you to see how your domains are truly performing — and why. This can result in suboptimal performance and missed opportunities.

We've addressed this problem by listening to domain owners and by creating state-of-the-art reporting tools. Our robust and transparent reports provide you with everything you need to know about your domains.

SmartNames's reporting tools ensure that your domains are being optimally managed, empower you to make smart decisions and give you peace of mind. Specifically, you can: Select Report Parameters, Chart Your Progress, and Generate Statistical Reports.

• Select Report Parameters

You can choose to view your report as a summary or detail report. A summary report gives you a high level look at your domain statistics. Detail reports break down the statistics by day for up to 32 days, and then by week for time periods selected that are longer than 32 days. Then, you can easily analyze your domains by selecting one or more criteria such as revenue, visitors, page views, clicks, revenue per click, or click through rate.

The screenshot shows a web interface titled "Reporting" with four numbered steps:

- 1 Review the domains you have selected:** A box labeled "Your Domain Selections" contains "You Have Chosen to Run a Report on these Domains:" followed by "uof3.com" and a "Go Back" button.
- 2 Choose Report Type:** A summary report gives you a high level look at your domain statistics. A detail report breaks down the statistics by day for up to 32 days. Options: Summary, Detail.
- 3 Choose Values for Detail Report:** Options: Clicks, CTR, RPC, Visitors, Revenue, Page Views, RPM. A link "What are these values?" is present.
- 4 Choose Time Frame OR Date Range:** "Last 7 Days" is selected. "OR" is between "From" and "To". "From" is set to "Month" and "Day". "To" is set to "Month" and "Day".

Buttons at the bottom: Run Report, Print Report, Download Report, Cancel.

• Chart Your Progress

SmartName's reporting is versatile, flexible, and powerful. Multiple views allow you to see the performance by domains. Or, create custom tracking by choosing a number of user-friendly reporting styles to provide you with invaluable insight.

Payments

Payment Cycle

SmartName's payout cycle works on a net 15 basis. We calculate the earnings from your account for the month and you are paid on or prior to the 15th of every month for your previous month's earnings. If this payment schedule does not meet your needs, you are given the option to speak with an account manager regarding a payment schedule that is right for you.

Payment Methods

Choose from the following 3 payment methods:

Wire Transfers: minimum payout \$100 (small fee required)

Checks: minimum payout \$50

Paypal: minimum payout \$10

You can change these options anytime before the 13th of each month.

If you do not meet this minimum payout, we will carry your balance over from the previous month until your account balance meets the minimum amount. In some extreme situations, if over time your account has not met our minimum requirement, you may request to have your account payout through our customer service help desk.

Payment Information Required

Depending on the payment method and where you are located, different payment information is needed. For all payments, the "Payee Name" is required. For citizens of the USA, a tax ID is required. This can be SSN for payment to an individual, or EIN for payment to a corporation or LLC. Address information for all USA payees is required, even if you are getting paid by wire transfer. This will be where your W-2 statement is mailed. For international payments, please use the international payments text area to provide wiring instructions including SWIFT codes, etc.

Reviewing Payments

Review Payments			
DUE DATE	PAID DATE	DESCRIPTION	AMOUNT
2007-02-15	2007-02-10	CPC ad/2nd tier 2007-01-01 - 2007-01-31	\$2350.11
2007-01-15	2007-01-10	CPC ad/2nd tier 2006-12-01 - 2006-12-31	\$6430.16
2006-12-15	2006-12-10	CPC ad/2nd tier 2006-11-01 - 2006-11-30	\$1230.24

Notes



The Ultimate Domain Destination

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