



# SedoPro Manual

Parking for domain professionals

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### Glossary

#### Online Dictionaries

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## Introduction

Welcome to the world's most advanced domain parking system, SedoPRO! SedoPRO's high-performance statistical analysis tools are designed to enable professional domain portfolio holders to analyze every aspect of their portfolio's performance. The SedoPRO tools also allow for complete configuration of your domain parking pages, including keyword, layout, and monetization method. The SedoPRO functions include:

- Improved statistics
- New parking layouts with added option of activating pop-unders
- Ability to organize your domains in portfolios according to various criteria
- Ability to choose from a selection of over 250 images to add to your parking page

The improved statistics can be subdivided into 5 main areas. The orange mark on the left margin of the main menu indicates the section in which you are. Each section will be explained in detail in the following chapters.



Should you have any further questions, your SedoPRO account manager would be happy to help! If you ever wish to recommend a friend to join SedoPRO (and earn affiliate commissions in the process!), simply click on the "More info" link.

## 1. Domain Overview

The Domain Overview provides a quick and concise view of your domain portfolio.

The date that you joined SedoPRO is marked at the top of the page, as well as a link to contact your personal account manager and the total revenue earned with SedoPRO so far.

In the Parking News section you can keep up to date with any new features and updates to SedoPRO.

Detailed information and archived parking news can be obtained via the "News - Overview" button.

The screenshot shows the SedoPRO user interface. On the left, the 'Status' section indicates the user has been a SedoPRO User since 25/08/06. The 'Your Account Manager' is Axel Kaltz. The 'Total SedoPro Earnings' are 1,376.03 C. On the right, the 'Parking News' section features two articles: one about changed advertiser feeds and another about targeted photos on landing pages. A 'News - Overview' button is visible in the top right corner of the news section.

### 1.1 Portfolio at a Glance

In this section, the most important values detailing the performance of your domain portfolio are clearly displayed in a 6 column table.

Portfolio at a glance					
All Domains	Today	Yesterday	Last 7 days	July	Year-to-date
Earnings	4,31 C	23,60 C	136,68 C	347,69 C	1.376,03 C
Uniques	83	354	2.037	8.271	33.909
Clicks	22	118	671	2.694	10.621
CTR	26,51%	33,33%	32,94%	32,57%	31,32%
EPC	0,20 C	0,20 C	0,20 C	0,13 C	0,13 C
RPM	51,93 C	66,67 C	67,10 C	42,04 C	40,58 C
<a href="#">view portfolio detail page</a> <a href="#">view daily portfolio performance</a>					

You are able to view the total earnings, uniques, clicks, CTR, EPC and RPM of your portfolio over different periods of time.

Beneath this table are two links:

**View portfolio detail page** - Forwards to the Domain Details page, which is explained under section 4

**View daily performance** - Forwards to the Domain List page, which is explained under section 2

Information about domains with the highest revenue, the highest traffic and most recently added domains can be shown or hidden by clicking on the icons "show" and "hide".

These indicators give you a brief overview of the performance of your domains. Each of the following sections contains 5 domains.

Top Earners	<a href="#">show</a>
High Traffic	<a href="#">show</a>
Latest Additions	<a href="#">show</a>
Optimization needed	<a href="#">show</a>
Best performing (high RPM)	<a href="#">show</a>
Worst performing (low RPM)	<a href="#">show</a>

#### Top Earners

The highest earning domain names.

#### Latest Addition

Domains that have been most recently added to your portfolio.

#### High Traffic

Domains with the highest number of uniques.

#### Optimization Needed

Five domains are shown that have a large number of views but a comparatively low CTR. It is likely that keyword optimization would improve CTR here and lead to more positive results.

#### Best Performing

The domains with the highest RPM and conversion.

#### Worst Performing

The domains with the lowest RPM. It is likely that keyword optimisation would improve CTR here and lead to more positive results.

Optimization needed							<a href="#">hide</a>
Time period Last 32 days							
Domain	Keyword	Uniques	Clicks	CTR	EPC	RPM	Earnings
blumen.name	Blumen	700	78	11,14%	0,09 €	10,06 €	7,04 €
pkv.ch	PKV	1.045	117	11,20%	0,59 €	66,22 €	69,20 €
zins.de	Zins	1.928	224	11,62%	0,17 €	20,10 €	38,75 €
revenu.fr	Revenu	376	54	14,36%	0,06 €	8,27 €	3,11 €
auto.es	Coches	1.716	453	26,40%	0,06 €	14,57 €	25,01 €
<a href="#">show more Optimization needed</a>							

## Reference:

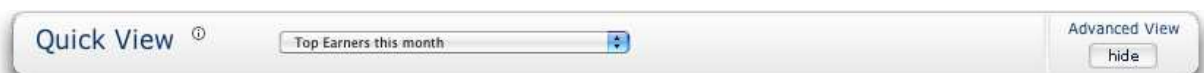
"show"-button	The view will be shown in full
"hide"-button	The details will be hidden
"Show more"	This forwards to the Domain List where a complete view is displayed

## 2. Domain List

The domain list presents your domains so that you can edit them by using various criteria. This criteria can be chosen from the Quick View menu.

### Quick View

The Quick View Tool is a quick and easy way to choose one of the various pre-defined views.



<b>Top Earners this month</b>	Domains with the highest earnings this month
<b>Top Earners yesterday</b>	Domains with the highest earnings yesterday
<b>High traffic this month</b>	Domains with the highest number of visits this month
<b>High traffic yesterday</b>	Domains with the highest number of visits yesterday
<b>Latest Additions</b>	Recently added domains
<b>Poorly optimized</b>	Domains requiring optimization
<b>Best performing (high rpm)</b>	Domains with high RPM (revenue per thousand visits)
<b>Worst performing (low rpm)</b>	Domains with a low RPM (revenue per thousand visits)

### 2.2 Advanced View Tool

The Advance View Tool offers a wide range of filter and search functions that can be used to analyze and optimize your portfolio. The tool enables you to search for single domain names, keywords, letter combinations or for already existing portfolios. Chapter 2.4 explains how to create a portfolio.

### 2.2.1 Domain Selection

Here you can search for a specific domain or group of domains. You can use a filter in order to find domains that begin with a certain letter or number, contain a particular word or belong to a certain category.

If you choose the option "Auto Filter", you are able to access the filter mentioned in section 2.2.1.1

If you wish to query an already existing list of domains, choose the option "Manual Entry" that is explained under point 2.2.1.5

#### 2.2.1.1 Domains starting with

Having chosen a letter or number to define your domain search, all relevant domain names are displayed in the window to the right of the search commands. Click "select all" or "deselect all" to mark/unmark the results of the domain search. Choosing the option "any" all domains will be displayed.



The screenshot shows the 'Domain Selection' window. It has a 'Select from:' dropdown set to '> All domains'. Below are four filter sections: 'Domains starting with:' (set to '> Any'), 'Domain contains' (empty), 'Keyword contains' (empty), and 'Category' (set to 'please select'). To the right of these filters is a list of domains: bau-technik.com, baumbusch.com, beerparadise.com, beginn.com, continua.com, diersch.com, domain.com, duix.com, fensterscheiben.com, guentiger-reisen.com, hium.com, and immobilienkatalog.com. Above the list are links for 'select all' and 'deselect all'. At the bottom left is a 'reset Form' link.

By holding the CTR key as you highlight domains with the left mouse button, multiple domains can be selected. By selecting "Reset Form" the selected domains will be returned to their original settings.

By selecting "Update View", the search will be updated




#### 2.2.1.2 Domain contains

It is possible to search for domains that contain certain letter combinations (for example all domains containing the letters "domain"). The results are displayed in the window to the right of the commands.



The screenshot shows the 'Domain Selection' window with the 'Domain contains' filter set to 'domain'. The list of domains now only shows domain.com, domainhandel.se, and meine-domain.de. The other filters remain the same as in the previous screenshot.


The search results can be refined by searching for domains with a particular TLD. To refresh the list, click .

### 2.2.3 Keyword Contains

It is possible to search for domains, which have a keyword that contains a certain letter combination (e.g. all domains with the keyword "sport").

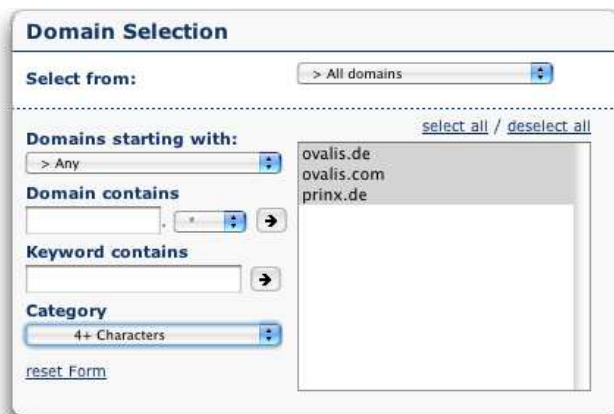


The screenshot shows the 'Domain Selection' window. The 'Select from:' dropdown is set to '> All domains'. The 'Domains starting with:' dropdown is set to '> Any'. The 'Domain contains' dropdown is empty. The 'Keyword contains' text input field contains the word 'sport'. The 'Category' dropdown is set to 'please select'. A list of domains is displayed on the right: offensiv.de, peggers.com, pentathlon.de, seno.de, and superflow.de. There are links for 'select all' and 'deselect all' above the list. A 'reset Form' link is at the bottom left.

To refresh the list, click .

### 2.2.1.4 Category

By choosing a specific category, all domains to which this category has been assigned will be displayed.



The screenshot shows the 'Domain Selection' window. The 'Select from:' dropdown is set to '> All domains'. The 'Domains starting with:' dropdown is set to '> Any'. The 'Domain contains' dropdown is empty. The 'Keyword contains' text input field is empty. The 'Category' dropdown is set to '4+ Characters'. A list of domains is displayed on the right: ovalis.de, ovalis.com, and prinx.de. There are links for 'select all' and 'deselect all' above the list. A 'reset Form' link is at the bottom left.

In this example, a filter has been put in place in order to show all domains with the category "4+Characters".

### 2.2.1.5 Manual Entry

With the option "Manual Entry" you have the possibility to view statistics or optimize groups of domains, which cannot be displayed using the filter of the Advanced View Tool.

For example, if you have an Excel list of all domain names which you would like to sell or that will expire within the next month, you can copy and paste this list into the Manual Entry window. Once saved as a sub-portfolio, the information can then be used to find out which domains should be kept and which should be left to expire.

Using this feature, you can enter up to 3000 domain names at any one time. The domains should be separated using a comma, semi-colon, space or an empty line between domains. Our system is able to recognize these divisions and is even able to



locate a domain name within a sentence. However, don't forget to save as an already created sub-portfolio or as a new sub-portfolio.



**Tip:** Using the „Manual Entry“ function you are able to quickly and easily create sub-portfolios in your account. In order to do this, go to the „Domain List“ view, copy a list of domains, for which you would like to create a sub-portfolio, and add in the "Manual Entry" window. Click on "Update View" and select-all domain names. Finally click on the icon "Create a new portfolio" at the bottom of the screen and name the portfolio. Whenever you require information regarding this group of domain names, simply choose this portfolio name from the drop-down menu "Select from".



**Hot Tip:** If you are unsure as to whether you have uploaded all of your domain names into your account, here is a simple way of verifying this: copy your list of domains (up to 3000 names) into the Manual Entry box and select "Update View". The manual entry box will automatically inform you which domain names are not listed in your account. You can then copy these domain names and enter them by selecting "Add Domains," found in the upper left-hand corner of your account. These domains would then go through the standard "Ownership Verification" process.

### **Tips for using the Advanced View Tool**

Confused by all of the options under the Advanced View domain selection tool? To get the most out of this powerful tool, think of it as a three-step filter:

1) First you choose the portfolio you wish to perform the search.

To do this, select the check box of the relevant portfolio in the "Select From" section. Portfolio creation is explained in section 2.4. In order to select the entire account, choose "all domains".

2) Then use the filter options to narrow down the selection of domains.

You can choose all domains starting with a certain letter, having a certain TLD, in a certain category, containing a certain string, or using a certain keyword. For example, I might select all domains with the .com TLD containing the string "online".

3) Finally use the text box on the right hand side to manually refine the list of domains to display.

For example, you can click "Deselect all" and then hold down the "CTR" key and click to select just three or four domains to display (the highlighted domains are active). This box also serves as a handy preview of which domains you've selected.

When you're done, click on Update View to view stats for (or optimize) the domains that you've selected!

### ***This sounds like a lot of hard work!***

SedoPro is a professional program and the extensive filtering tools are intended to aid very large portfolio holders. However, if your portfolio isn't so large that it requires multiple levels of filtering, you can generally get away with just using the Quick Views, or one level of filtering before clicking "Update View".

### ***Why should I use the Domain Selection tools?***

By using the Domain Selection tool in conjunction with the SedoPro Portfolio system (described in Section 2.4), you can create specific groups of domains that you'd like to come back to later to quickly observe changes or optimize settings for the entire group. For example, the Domain Selection tool can be used to view all domains in the "Adult" category so that an optimal layout for this kind of traffic can be selected. Another example is that all domains with the same ccTLD can be grouped together in a portfolio, exported to an Excel sheet and then optimized accordingly.

With the Advanced Domain Selection tool and Portfolio system working together, the possibilities for analyzing your domain portfolio are endless!

## **2.2.2 Display according to domain name or date**

This function allows you to generate a detailed display of your domains' statistical values such as CTR, RPM or Earnings. You can also choose the Date function in order to sort the performance of your domain names according to a certain date.

Advanced View ⓘ Show by: ☐ Domain ☒ Date

Domain List

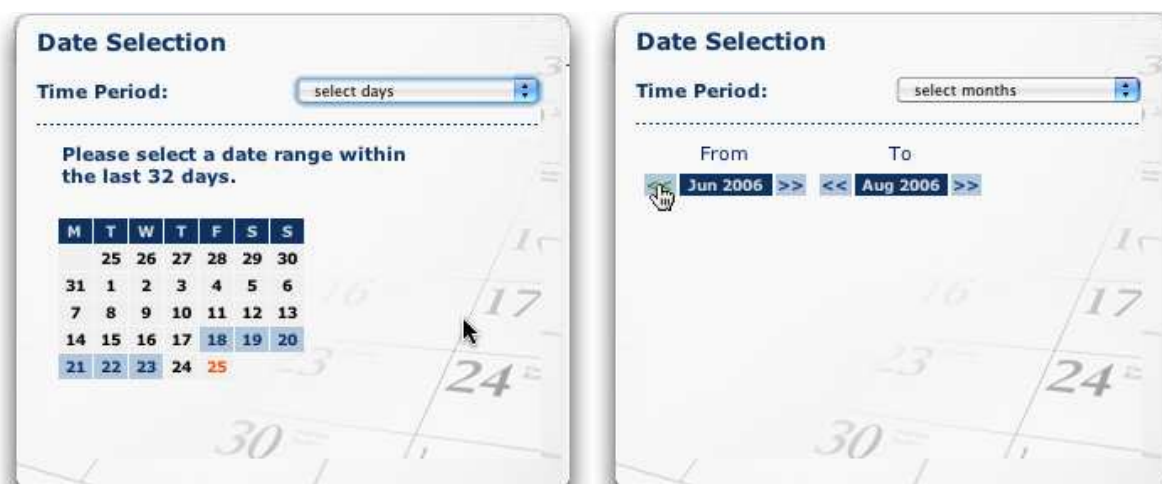
Export to:   Show Domains: 50 Switch to:

Date	Uniques	Clicks	EPC	RPM	Pop Earnings	Earnings
08/22/06	2,161	208	0.16 €	14.94 €	1.154 €	32.28 €
08/21/06	1,203	205	0.15 €	26.04 €	0.645 €	31.33 €
08/20/06	1,060	183	0.16 €	27.38 €	0.567 €	29.03 €
08/18/06	1,024	178	0.18 €	30.45 €	0.528 €	31.18 €
08/23/06	1,105	172	0.19 €	30.08 €	0.585 €	33.24 €
08/19/06	872	171	0.15 €	29.53 €	0.455 €	25.75 €
Average total	1,238	186	0.16 €	24.62 €	0.656 €	30.47 €
Total: (6)	7,425	1,117			3.934 €	182.80 €

## 2.2.2 Date Selection

Use the drop-down menu to choose a defined period of time or the "Select Days" function, to select a time frame within the last 32 days. The "select months" function enables you to retrieve results from one or several months. The calendar displays the current time period. In order to define a particular time span, simply click on the start and end dates that you wish your search to encompass. Due to the large amount of data, detailed, individual statistics are only available for the last 32 days. Monthly statistics can however be viewed for an unlimited period of time.

When using the "select days" function a period within the last 32 days can be chosen. On the calendar, simply click on the start and end date of the desired period.



The time frame is automatically defined by choosing the options: today, yesterday, past seven days, month to date, last month or year to date – no additional selection is necessary.

## 2.3 Display on this chart

After having refined your search using the Domain Selection tools, you can then determine which values should be shown for these domains. In total seven fields can be shown – if the keywords are shown, then the number of fields is decreased to six.

Display on this Chart ⓘ

☒ Uniques
 ☒ Clicks
 ☒ CTR
 ☒ EPC
 ☒ RPM
 ☒ Earnings
 ☐ Keyword
 ☐ Date added
 ☐ Pop Earnings

[Update View](#)

By selecting the following parameters, followed by the “Update view” button, different information can be chosen.

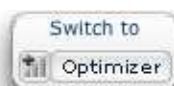
You can select from Uniques, Clicks, CTR, EPC, RPM, Earnings, Keyword, Date added and Pop Earnings. If you wish to generate a CSV or Excel report, the complete data will always be exported.

Using the “Update View” function, the domains are organized according to the desired parameters.

[Update View](#)

Domain List		Export to		Show Domains		Switch to	
		Excel	CSV	50		Optimizer	
<input type="checkbox"/> Domain	Uniques	Clicks	CTR	EPC	RPM	Earnings	
<input type="checkbox"/> jeuxgratuit.fr	3,361	1,860	55.34%	0.22 C	123.04 C	413.53 C	
<input type="checkbox"/> pkv.ch	910	107	11.76%	0.57 C	67.23 C	61.18 C	
<input type="checkbox"/> zins.de	1,660	188	11.33%	0.18 C	20.73 C	34.41 C	
<input type="checkbox"/> auto.es	1,400	379	27.07%	0.06 C	15.29 C	21.41 C	
<input type="checkbox"/> blumen.name	612	67	10.95%	0.09 C	10.33 C	6.32 C	
<input type="checkbox"/> revenu.fr	315	47	14.92%	0.06 C	8.48 C	2.67 C	
<b>Average total</b>	<b>1,376</b>	<b>441</b>	<b>32.07%</b>	<b>0.20 C</b>	<b>65.33 C</b>	<b>89.92 C</b>	
<b>Total: (6)</b>	<b>8,258</b>	<b>2,648</b>				<b>539.52 C</b>	

Should you wish to change the Master Keywords, Page Elements or the Layout of the domains that you selected in the Domain List, you can do so by selecting “Switch to Optimizer”.



The Domain Optimizer is explained in chapter 4.

## 2.4 Portfolio Creation/Deletion

To ensure that domains are efficiently managed, you now have the ability to organize your domain names and set up individual portfolios.

In order to create a new portfolio, select one or several domains by checking the box next to each domain name. To



select all domains on a page, hover the mouse over the icon next to the header "Domain" and a menu will automatically open, where this option can be selected.

You should then name your portfolio in the text box under the header "Create a new portfolio" at the bottom of the page and then select "save".



In order to add domains to a portfolio that already exists or to remove a portfolio, select the domains to be added or removed from the "select domains" menu. Then select the portfolio to be edited under "Modify existing portfolio" and finally select the relevant command, "add" or "remove".

You can create an unlimited number of portfolios and the same domain can be held in multiple portfolios.

### ***Why should I use portfolios?***

Creating a portfolio is beneficial in many ways: domains of similar subject matter or which share similar keywords can be grouped together. For example, you are able to save all your adult or financial domains in one group – or put together a portfolio of all domains that receive traffic from a certain geographical area. Consequently, when you find a layout design, image or keyword that yields positive results for one domain name, this can then be quickly applied to the entire portfolio of similar domain names.

Portfolios are also helpful when managing domains that are for sale. For example, domains can be sorted according to the date when their registration is due to expire. When the expiry date is due to lapse, you can then quickly decide which domains you would prefer to renew and which to drop.

You could also order your domain names according to origin: those purchased through dropcatching auctions, newly registered domains, domains bought through Sedo, etc. Then you can compare earnings of the different portfolios with the amount invested to determine the best source to acquire domains.

Another idea would be to place all optimized domain names in one portfolio in order to see whether the optimization yielded positive results.

*Example: On July 4, you optimize 200 domains and place them into a portfolio entitled "Optimized on July 4". One week later you open this portfolio in the SedoPro Trends page (explained in Chapter 3), with the week before July 4 as Time Period A, and the week after July 4 as Time Period B. This will allow you to quickly determine which domains have improved as a result of the optimization, and which have declined. We recommend you allow at least 7 days to properly evaluate the impact of optimization.*

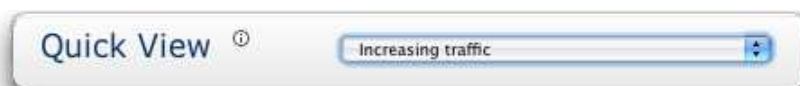
## **2.5 Further options**

By using the drop-down menu "Show Domains" you are able to determine how many domains (50, 100 or 200) should be displayed per page. To comfortably navigate from page to page, you can use the page toggle or the "Jump to page" feature.

Furthermore, it is also possible to create an Excel or CSV report of your domain names containing complete information such as keywords, layouts, statistics, etc.

### 3 Domain Trends

The Domain Trends feature allows you to compare the performance of a single domain. This is often useful if you have recently optimized particular domains or changed a landing page layout and want to check if the change has led to positive results.



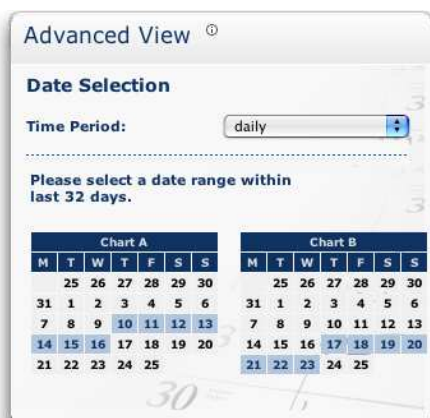
The following choices are available in the Quick View:

**Increasing traffic**  
**Decreasing traffic**  
**Increasing earnings**  
**Decreasing earnings**

Gaining relevancy  
Losing relevancy  
Improving performance  
Deteriorating performance

#### Advanced View

In this view you are able to choose one of the above listed categories and choose a specific time period to compare domain performance with another time period. For example, with the category "Increasing Traffic" you could compare performance of the current week with the previous week.

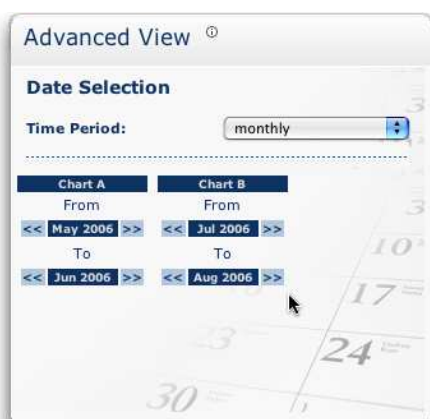


Days or months can be compared with one another.

Example Date Selection:

The image shows a comparison between the time periods 10 – 16 and 17 – 24 of the month.

Course of action: On chart A click once on the number 10 and once on the number 16 – this action should be repeated on chart B



Date Selection on a Monthly Basis:

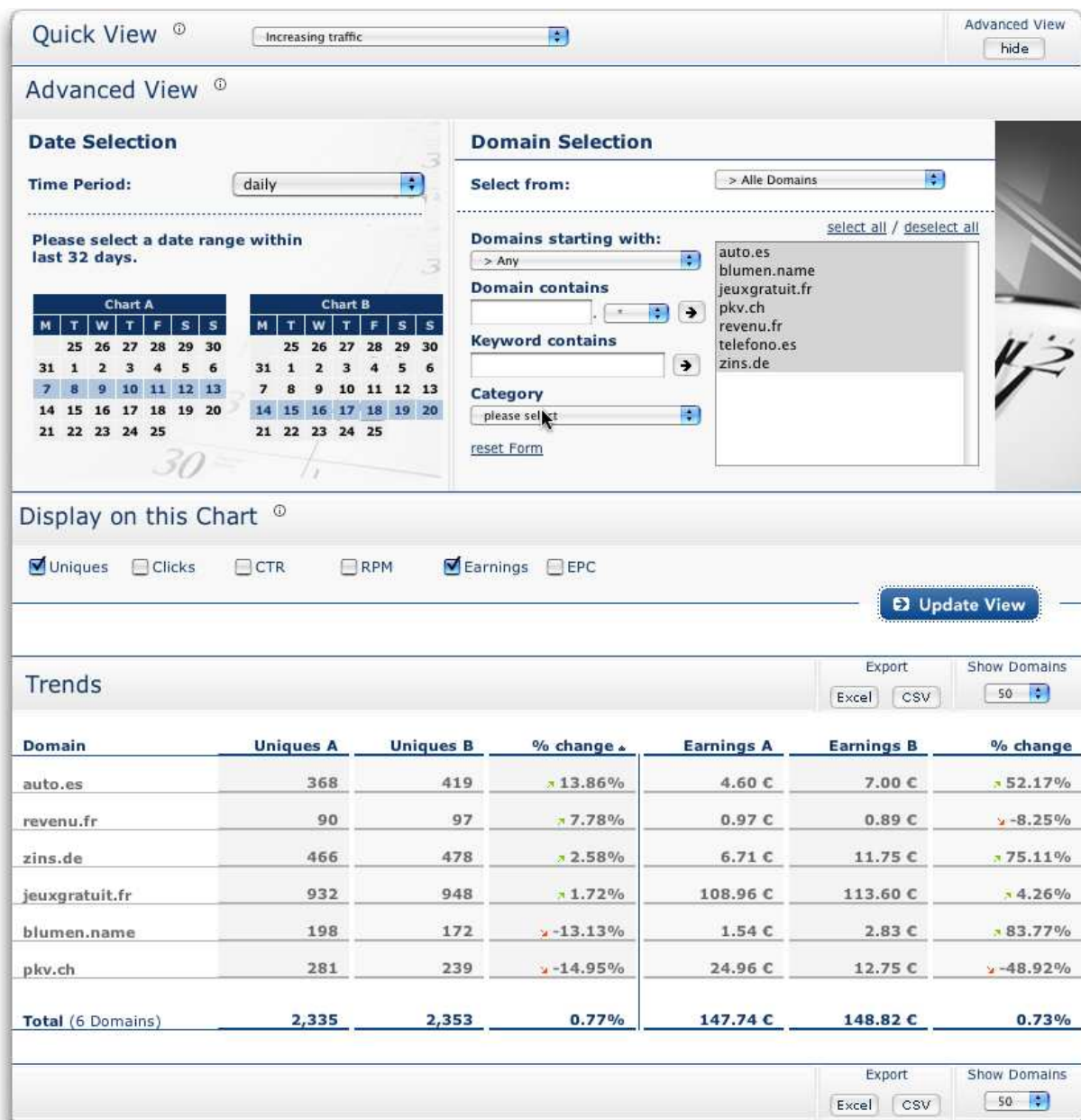
If you wish to compare results on a monthly basis, you should choose "monthly" from the drop-down menu.

By clicking on "<<" or ">>" you are able to select a starting and ending month for each time period.

### **3.1 Example for Increasing Traffic**

In the image below, you can see the results of a query comparing the performance of all domains between two time periods. Chart A displays the time period from the 7<sup>th</sup> -13<sup>th</sup> of a month, while Chart B shows the time period 14<sup>th</sup> – 20<sup>th</sup>. The domains are sorted according to the percentage increase in traffic, with the domains which gained the most traffic displayed on top. This chart is generated by the “Increasing Traffic” Quick View.





The green arrows in the column "% Change" indicate a positive change – the red downward pointing arrows indicate a negative change. The ↗ ∞ sign is displayed when the figure in column A is 0, as no percentage can be calculated from this value.

If there is no information available relating to a certain domain name, then the domain will not be displayed in the results – this could be, for example, because the domain received no visitors during the chosen time period.

You can save these results by exporting a CSV or Excel file.

### **Why should I use the Domain Trends Page?**

Suppose that you have recently optimized your domain portfolio: it is now possible to compare performance for the periods before the domains were optimized and afterwards. If you were then to sort the results according to RPM you would be able to see which domains have improved since the optimization changes, and which have declined.



If you have recently changed registrars and are unsure whether all your domains are still parked correctly, enter a date into chart A when you are sure that your domains were correctly parked. In chart B sort the domains according to unique views over the current month. If a loss of 100% is shown, then this is a good indication that the domains are no longer parked correctly!

In the case that you regularly acquire expired domain names (e.g. from a Dropcatching auction) it is often very interesting to use trends page research to help determine how much you should offer for such domain names. Possibly the most important factor is how quickly traffic to expired domain names decreases. Thus you can create a portfolio of expired domains and then compare performance in the current month with their performance immediately after acquisition. Towards the top of the list, are domains that have lost much or all of their traffic – this often happens when domains previously received traffic via search engine results or through short-term links. Towards the bottom of the list are domains with traffic that has remained constant – this is usually the case when traffic is primarily from direct URL type-ins. Through analysis of this traffic one could conclude, for example, that expired domains which predominantly receive traffic from short term links could be valued at two years revenue, whereas domains with a constant traffic flow from type-ins might have a value of five years parking earnings.

#### **4 Domain Optimizer**

The Domain Optimizer is used to configure your domain parking pages for optimal revenue performance. The SedoPro version of the Optimizer tool is intended to give professional domain owners control over all of the important factors affecting their parking pages in a single easy-to-use interface.

It might take a bit of time to learn how to use all of the new features. However, once you've mastered the SedoPro Domain Optimization tool, it will allow you to quickly and efficiently customize the look and feel of your parking pages and significantly increase your overall earnings.

Key features of the Domain Optimization tool include:

- Instantly select page layouts (4.1.3) and targeted photos (4.1.4) on a domain, portfolio, or account basis.
- Turn on and off Page Elements (4.1.2) such as the Web search box and the Related Links box-- again, on a domain, portfolio or account basis. You determine how your traffic is best monetized!
- Compare a domain's performance statistics directly on the Optimization page-- no more switching back and forth between statistics and Optimizer to find out which domains require optimization.
- Intelligent preview: you can now preview what your parking pages will look like in the country the domain is receiving the most visitors from. Since the advertisements are geo-targeted, this will allow you to choose a keyword that delivers good results in the country of your visitors, not your own country!

As was described in the domain list under section, 2.1, in the Optimizer, you are able to access various Quick Views. The Quick Views in the Optimizer differ in 2 ways from the Quick Views in the Domain List.

a) If the Quick View "Latest Additions" is selected, domains which haven't yet registered traffic will also be shown. This way you are able to select all new entries and ensure that keywords are immediately applied.

b) Using the Quick View "Adult Classified Domains" you are able to display all domains that have been classified as adult and therefore only show ads with adult related content. Other features concerning adult domain names are described in section 4.2


## 4.1 Display on this Chart

The options displayed in this field allow you to determine which information should be displayed on the main optimization menu. You are able to view up to 6 different components from the "Display Fields" and "Editable Field" sections at any one time.



### 4.1.1 Master Keyword

The Master Keyword determines which advertisements will be displayed on your parking page. The Master Keyword is used as a standard keyword for all countries where a regional keyword has not been assigned. (Regional keywords can be added through the Configuration Page).

Clicking on the Preview Icon  allows you to see the sort of adverts that appear using the Master Keyword. This preview shows how the parked page appears in the region where the domain receives the highest amount of traffic. If for example, traffic predominantly originates from Italy, the preview will show how the parking page using the chosen keywords would appear in Italy.

The Master Keyword will be used for all regions where no specific regional keyword has been set.

*Example: If for the domain name "Books.com" you choose the term "books" as the Master Keyword and do not allocate any regional keywords, adverts relating to the keyword "books" will be shown in all countries where advertisements are available. In the case that there are no adverts available in a particular country for the allotted Master Keyword, the system will automatically select a keyword based upon the categories you specified when listing the domain. If no valid keyword was specified and the domain was not categorized, the portal page will be displayed.*

#### 4.1.1.1 Keyword Relevance

The success of a parked page depends greatly on the relevance of the assigned keyword. The relevance of a keyword can be determined when adverts that appear on the parked page are those that would interest visitors – ultimately resulting in a higher click through rate (CTR).

If for example you own the domain "cheapclothing.co.uk" then appropriate keywords would be terms such as "cheap clothes" or "discount designer wear". Remember, the more accurate the keyword, the more likely visitors will click on the associated advertisements.

The following points should be taken into account when optimizing domain names:

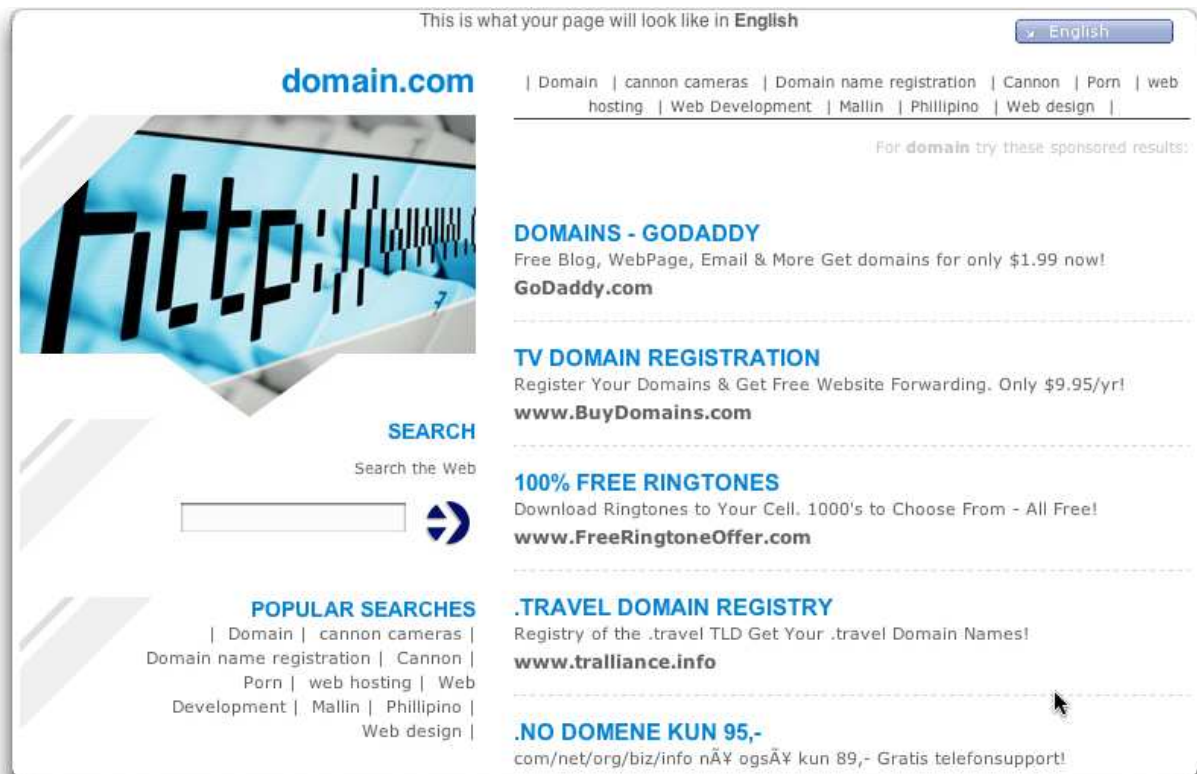
**THE NUMBER OF ADVERTS:** When selecting a keyword, use the „preview“ symbol in order to check how many advertisements appear. We recommend that you ensure that a minimum of 3 – 4 adverts appear. However the more adverts that are shown, the higher the CTR.

**KEYWORD ACCURACY:** Accurate and well-placed keywords lead to a higher CTR. The domain name worldchampionshipboxing.co.uk would be better optimized using terms such as "heavy weight international boxing" rather than a general term such as "world sport".

**COUNTRY SPECIFIC OPTIMIZATION:** If your domain name receives the majority of traffic from a specific country, a keyword should be assigned in the appropriate language. For example, the domain name voiture.com (car in French), the keyword "voiture" rather than "car" would provide more relevant ads for the target French speaking market.



### **When is a keyword activated?**


A change made or an addition of a keyword will be applied every time that our parking server is updated. This occurs approximately every 2 hours. The new keyword will then be accepted as the "Master Keyword" meaning that the keyword will be used to provide advertisements in all countries in which relevant advertising providers can be found.



**Please be aware that keywords are checked on a random basis by Sedo, so that our advertising providers are ensured that advertisements are being appropriately placed.**




When an irrelevant keyword is chosen for which no adverts can be found, a general portal page will appear. If a user repeatedly selects inappropriate keywords, Sedo may take measures against the parking account, possibly resulting in account suspension. If a keyword is rejected by Sedo and you wish to query this decision, please contact your account manager



















The colored dot next to the keyword, indicates the keyword status:  green means tht the keyword is in use (active) and relevant. Red  however signifies that the keyword has either been rejected by Sedo or does not provide adverts from relevant advertising providers. When a red icon is shown, either ads pertaining to the previously used keyword or a portal page will be shown

**Tip:** If you would like to use the same keyword for multiple domains (e.g. for a current portfolio), choose the desired portfolio, and then select all domains. To do this hover the mouse over the check box to the left of the screen above the domain list and select "select all pages". Enter the desired keyword(s) in the blue-highlighted text box at the top of the Master Keyword column. Finally click the down-arrow icon  to the right of the text box to apply the keyword to all selected domains. As always, don't forget to save your changes by clicking the blue button at the bottom of the screen!

#### 4.1.2 Page Elements

The Page Elements section will allow you to enable or disable various "Elements" on your parking page. Currently you can turn on and off the "Web Search", "Related Links", and "Pop-Under" elements with additional customization options to be introduced soon.

The  icon represents the Web search Element,  is Related Links, and  controls Pop-Under advertisements: Green highlighting means that the Element is active; Red means that the Element has been disabled. Click on the icon to change the status

Domain	Uniques	
auto.es	1,684	  
blumen.name	750	  
jeuxgratuit.fr	4,189	  
pkv.ch	1,079	  
revenu.fr	385	  
zins.de	2,006	  

**Tip:** Sedo's research has shown that the Web search and Related Links Elements constitute a major portion of your parked page's earnings, and most domains earn significantly less when these features are turned off! We recommend that you only adjust these Elements one domain at a time, and carefully track the effect on the domain's performance to ensure that the impact on your total earnings is positive. In some rare cases, disabling Elements like the Web search and Related Links box can be a good idea for domains with a single topic area where the Master Keyword provides everything the users might be looking for (reflected in an extremely high CTR and RPM) and adding any other options would "distract" the visitor away from the primary ad links.

### 4.1.3 Layout

As a SedoPro member you have the option to select among multiple page layouts that works best for each of your domains. By choosing a relevant layout you will be able to appeal to your domain's visitors. Although our research shows that there is no single layout that performs best for ALL domains, certain types of domains will do better with certain layouts.



#### Classic

This is a clear and concise layout that immediately provides the required information without unnecessary distractions. However, most domains perform better on one of the other layouts.



#### Phoenix Blue

This layout combines a cool blue color with targeted images. As with all graphical layouts, Phoenix performs best when the picture displayed matches closely the topic of the domain name.



#### Phoenix Pink

The bright colors of this layout stand out from the crowd, and work particularly well for domain names with adult content or advertisements targeting women (e.g. jewelry, perfume).





### Lite

Slimmed down to get the user to what they're looking for with as little distraction as possible, the Lite layout is our top-performing non-graphical lander. If you don't want to bother specifying a targeted photo, this is the place to start.



### Retro Green and Purple

With its groovy website-like look and subdued photos, Retro is not just good-looking, it's also been shown in tests to be one of our highest-performing layouts.



If you take the time to specify targeted photos and Related Links, Retro transforms your simple parking page into a genuine destination website - and the earnings can be outstanding!



### Simple

As the name implies, Simple keeps the focus on the advertisements. Bold colors round out this layout and make it an excellent alternative to Lite or Classic for general use, although in most cases Lite has been shown to generate higher CTRs.

## Gambling Black/Red

These layouts perform superbly for gambling related domain names.



## Adult Red/Black

These layouts have been specifically developed for adult-related domain names.



## Searchbox

There are domains that are difficult to classify. For such domains, the search box layout would be appropriate. Visitors can then use the search function to look for desired material. The search results can later be used for optimization purposes – the most searched term should then be used as the domain's master keyword.



### 4.1.3.1 Automatic layout rotation

The „Auto Select“ feature automatically chooses the best functioning layout for every domain name in your portfolio. You can choose to activate this on single domain names or on your entire portfolio.

Tests have proven that revenue increases of up to 20% are possible when this feature is applied to the entire portfolio.

In order to activate this feature, choose the option „Auto Select“ from the dropdown layout selection menu. The option „Stop Auto Select“ will return the domain to its original setting. Please note that it can take up to 30 days for our system to allocate the optimal performing layout. The general rule applies that the more traffic that the domain receives, the quicker that the best layout will be found

#### ***Will my revenues decrease while an appropriate layout is being found?***

On certain domain names it may be the case that a slight reduction in revenue occurs if the domain happened to already be using the optimal layout. However in general and for the longer term, this will result in an increase in earnings.

If you would like to activate this feature for your entire portfolio, firstly choose the option „select all pages” in order to select all domain names. If you would like to activate this feature on more than 2000 domain names, please inform your account manager who will then arrange this for you.

**Tip:** In order to obtain optimal performance with this tool, it is important to properly categorize your domains. For picture layouts, the auto-rotation tool selects appropriate pictures from categories assigned to the particular domain. We recommend improving optimization by selecting an appropriate picture for domains with more than 50 uniques per month.

Categories can be assigned in the Domain Management tool under “category selection”. Our FAQ will help you learn, which categories to select. To add your domains to your account, please contact your account manager who will be happy to help you.

#### 4.1.3.2 2-Click Layouts

In addition to the Auto Layout Rotation, we can now offer you another landing page feature: our 2 click pages. The 2 click layout displays only related links. When a user clicks on one of the related links, they are directed to a regular parking page with advertisements. The 2 click layout offers the user a wider choice of keywords and is well suited for those domain names that do not perform so well with the 1 click system or that are difficult to categorize or optimize.

If you choose the 2 click system for your parked domain names, our system will automatically allocate relevant keywords for the related links. If you would like to use the 2 click system on more than 2000 of your domain names, then please contact your account manager. In addition to automated keyword allocation, you are able to manually add or remove keywords. It is also important to remember that categorization of the domain will improve results. For further information regarding this, please see our tip under section 4.1.3.1

The following 2 click layouts are available:

##### Adult 2-Click

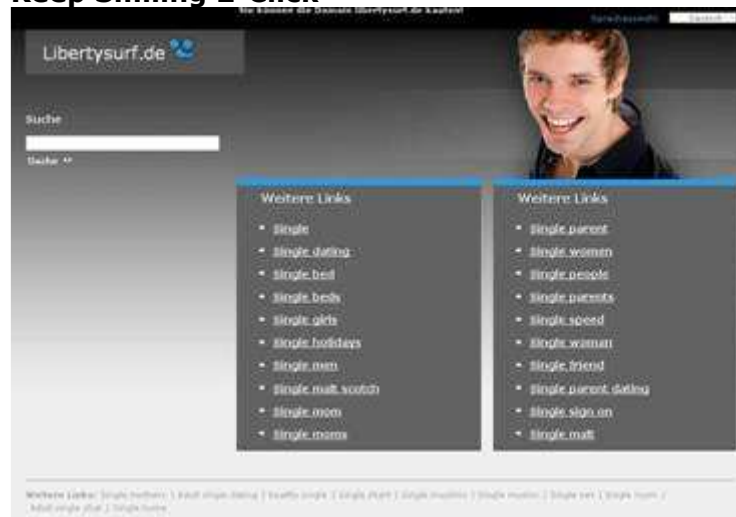




## Dark Flower 2-Click



## Keep Smiling 2-Click



## Phoenix Big Box 2-Click



## Phoenix 2-Click



## Shamrock 2-Click



### → Tip 1:

As well as using a master keyword for the 2-Click layouts, we also recommend that you set a regional keyword. This will result in relevant related links being set for all traffic origins.

### → Tip 2:

Remember to categorize your domain names. This also helps to ensure that relevant related links resolve.

### → Tip 3:

The automatic keyword suggestion is currently only available for domains that are using the 2 click system. Keywords that are manually set, will be applied for the 1 click as well as the 2 click pages.

### → Tip 4:

Some 2 click layouts are able to support more than 10 related links. If you decide to change from a 2 click layout to a 1 click solution only the top 10 (most popular) related links will be displayed. Additional related links will be saved and made available once again when a layout is chosen that can display more than 10 related links.

#### → Tip5

The A-button can be used to define an individual related link: by clicking on this button, you can switch between a manual and automatic related link. When the button is marked green, an automatic related link will be set. By using the magnifying glass, you can preview the changes made. The button „Save Changes“ will store any modifications made whereas „Reset“ will restore previous settings.

#### → Tip 6:

„Auto Select“ and „2 Click Select“ are two separate systems that have not yet been integrated into one another. This means that for domains that are using „Auto Select“ cannot opt for „2-Click“ while „Auto-Select“ is active

### 4.1.4 Photo Selection

To help make your parking pages more attractive, you have the option of selecting a related photo from our image pool. Simply click on the photo selection icon and you will reach the picture menu.

Under “Photo Selection”, you will find a number of different subcategories with photos related to the themes of the various Sedo categories. If you find a suitable picture, click on it and it will be framed in red.

In order to see how the picture will look on your parking page, click the "Preview" Button. If you are satisfied with the picture, click "Apply", and you will then return to the Optimization page. In order to save the new picture, you need to click the “Save changes” button at the bottom of the Optimizer page.



As with other settings, you are able to choose a picture to apply to multiple domain names. Select the domains to which you wish the same image to apply – then click the link or icon at the top of the Photo column and choose your desired photo. Then select “apply” and you will return to the Optimizer page. Remember to save any changes made in the optimization screen by hitting the “save changes” button at the bottom of the screen.



## 4.2 Adult Domains

All domains are analyzed by our advertising partner in order to ascertain as to whether the domain is of an adult nature. If a domain name is classified as adult then advertising links will only be shown if an "adult" related keyword is chosen.

For example on the domain hardcoresexsite.com no advertising links will be displayed if the keyword "insurance" is chosen. If no "adult" related keyword is used then an adult portal page will automatically appear.

### ***What should I do if my domain has been incorrectly classified as "Adult"?***

As previously mentioned, our advertising partner, rather than Sedo is responsible for adult classification. If domains in your portfolio have however been mistakenly classified, send the affected domains to your account manager so that they can ensure that the "adult" status is removed.

### ***What purpose does adult classification have?***

The new system should ensure that advertisements of a non-adult nature do not appear on adult parked domains. This decision was made by our advertising partner on request of many partners who did not want their services to be associated with adult domains. In the long-term this change should lead to an improved traffic quality and therefore higher returns on both adult and non-adult domain names.

So that you are able to recognize whether a domain has been classified as adult, such domain names are marked with a red asterisk \*. Domains can only be classified once

they have received traffic – therefore a domain must have received at least one unique view before being classified as adult.

<input type="checkbox"/> Domain	Date ▾	Master Keyword
<input type="checkbox"/> adult-example-... *	04/25/07	Sex
<input type="checkbox"/> adult-example-... *	04/25/07	Sex
<input type="checkbox"/> adult-example-... *	04/25/07	Sex
<input type="checkbox"/> adult-example-... *	04/25/07	Sex
<input type="checkbox"/> adult-example-... *	04/25/07	Sex

### 4.3 Configuration Page

Clicking on the icon next to each domain will take you to the detailed Configuration Page for that domain. At the domain's Configuration page, you can adjust ALL settings for any one particular domain. For example, you can add or remove the domain from a portfolio, select a layout, keyword, or photo, and adjust Page Elements.

Configuration page - Domain.com

Switch to Details Page

**Portfolio**  
This domain is included in the portfolio(s):  
**test fr handbuch screens**

**Modify Existing Portfolio**  
+ add    - remove  
this domain to/from portfolio:  
Please select...

**Create New Portfolio:**  
Add domain to new portfolio:  
 save

**Editable Fields**  
hide

**PageElements** ⓘ  
Selecting PageElements will allow you to enable or disable various "Elements" on your landing page. Currently, you can turn off and on the "Web Search" and "Related Links" elements.

Web search

active

Related Links

active

Pop-under

active

**Parking Layout**  
As a SedoPro member you have the option to select among multiple page layouts one that works best for each of your domains.  
**Layout:** Phoenix blue  
Please select...

Preview    Reset    Save changes

As with the Optimizer, you need to click the "Save Changes" button to activate any changes that you have made. Clicking the "Reset" button will revert all fields to the last saved settings. Finally, there are two new settings which you can only adjust on the detailed Configuration Page: Language-Specific Keywords (4.3.1) and Related Links (4.3.2).

#### 4.3.1 Edit Master and Language-Specific Keywords

In this section you are able to choose a Master Keyword as well as several Language-Specific keywords. Language-specific keywords are useful when optimizing domain names that have a large portion of international traffic – they help to ensure that the most relevant advertisements appear on the parked pages in each country.



Edit Master and Language-specific Keywords <sup>Ⓢ</sup>							hide
		Keyword Statistics			Language Traffic Statistics		
Master keyword	Language	EPC	CTR	RPM	Queries	CTR	RPM
Jeux gratuit	default	0.06	38.77%	23.33	-	-	-
Regional Keywords		EPC	CTR	RPM	Queries	CTR	RPM
Jeux casino	FR	0.26	61.71%	162.30	10038	64.00%	86.97
Online games	US	0.11	9.19%	10.11	606	41.00%	48.45
	GB	0.00	0.00%	0.00	490	34.00%	42.37
	AR	0.00	0.00%	0.00	260	60.00%	17.85
Online Games	DE	0.00	0.00%	0.00	154	19.00%	11.49
							Reset Save changes

In the above example, the master keyword “Jeux gratuit” has been assigned to the domain name. Below the Master Keyword, Language-Specific Keywords can be selected. The “Language” column indicates which language the keyword is applicable to – if you don’t recognize the two-letter code, simply hover your cursor over the code to view the language’s full name. Note that Language-Specific keywords override the Master Keyword for any language where a Language-Specific keyword has been set.

**Tip 1:** First test whether the master keyword returns relevant ads in the different languages – if this is the case, then you should not need to add any Language-Specific keywords.

**Tip 2:** Generally English keywords are most likely to return ads in multiple countries. Thus it’s often a good strategy to set an English Master Keyword regardless of where most of your traffic is coming from and then set a Language-specific keyword for the top one or two languages. For example, for the French domain “voiture.com”, I might set “voiture” as the French Language-Specific keyword, but use the English translation “car”, as the Master Keyword. The result is that French-speaking countries would see ads generated by the keyword “voiture”, but everywhere else in the world (where there are unlikely to be ads for a French term), visitors will see English ads related to “car”.

### 4.3.2 Edit Related Links

The related links appear on the parked page adjacent to the list of advertisements – they provide the visitor to the parked pages with an extended list of search options to supplement the main advertising links. Related links play an important function in making the pages more useful. When visitors arrive at a page containing links which are all relevant to the main topic and provide useful information, it improves the perception of the entire page. Visitors are thus more likely to stay, click, and even return to the site. On the other hand, poorly-selected Related Links can make a bad impression (see image).

**Tip:** If making your page more usable is not incentive enough, you should also be aware that clicks on ads generated from Related Links generally pay more than clicks on the primary ads. The extra step makes the visitors more qualified and therefore more likely to convert to a sale.



In the "Edit links for Language" drop-down menu you can specify a language for which the related links should be edited. Related links can be set for up to five languages.

**Edit Related Links** Edit Links for Language: EN hide

Related Links	Queries	Clicks	CTR	EPC	RPM	Earnings
1 Domain	28681	259	0.90%	0.67	6.03	173.06
2 cannon cameras	848	561	66.16%	0.42	275.18	233.35
3 Domain name registration	720	10	1.39%	0.18	2.44	1.76
4 Cannon	179	128	71.51%	0.15	106.15	19.00
5 Porn	133	104	78.20%	0.19	146.82	19.53
6 web hosting	110	3	2.73%	0.40	11.00	1.21
7 Mallin	100	78	78.00%	0.19	149.94	14.99
8 Web Development	90	1	1.11%	0.42	4.67	0.42
9 Phillipino	76	28	36.84%	0.11	39.21	2.98
10 Web design	75	2	2.67%	0.95	25.33	1.90

Reset Save changes

**Disabled Keywords** hide

Disabled Keywords	Enable	Queries	Clicks	CTR	EPC	RPM	Earnings
-------------------	--------	---------	--------	-----	-----	-----	----------

Reset Save changes

✗ = Disable keyword   
 ⊗ = Enable keyword   
 Ⓐ = Automatic link  
🔍 = Live preview   
 ● = Keyword status

The green icon indicates that the Related Link will automatically be chosen by the Sedo system (based upon factors including the performance of the ad and visitor behavior). If you click in the text field to edit a link (or click the icon), the link will change to a manual Related Link. You can now type in whatever term you'd like to use. Make sure to preview results (using the icon) before you save. Related Links use a more narrowly-focused targeting system than keywords do. Some terms which do generate ads as a keyword might not generate ads when used as a related link.

**Tip 1:** When selecting Related Links, make sure to use concise, meaningful terms, like "home mortgage", "DUI lawyer", "conference call", etc. Do NOT use repeated terms like "home mortgage loan finance refinancing credit". Unlike with the primary advertisements, Related Links queries are not able to target based upon repeated multi-word terms. If in doubt, preview! A good term will return a full page of ads.

**Tip 2:** Related Link queries are not subject to Google's filtering of adult terms. Thus, many adult terms which do not return ads when used as a keyword, will return ads when used as a Related Link. Just make sure the terms are appropriate for all visitors!

**Tip 3:** Try to compose terms that cover a range of related categories, as you might see in the navigation of a developed website on the same topic. Try asking yourself the question "would I click on this link?" Some terms are more appealing than others—eg, "airline reservations" vs. "cheap flights", "online personals" vs. "find a date", "cd store" vs. "free mp3 download"?

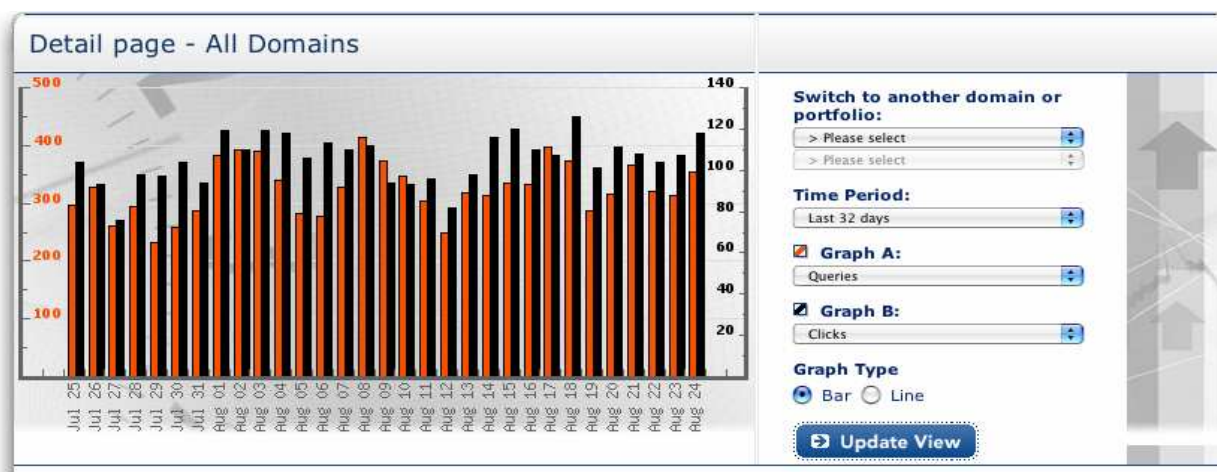
## 5. Domain Details

This Details page shows you different graphs of statistics, either for all domains, a portfolio, or a single domain name. Many users find the graphical displays helpful to gain a better understanding of changes over time.


**Tip:** The Details page is particularly useful when you are looking for ideas for relevant keywords or Related Links. For example, you can determine which countries your visitors are coming from, which terms they are searching in the search box, and which related links they're clicking on most. Often you'll find that moving your highest RPM Related Link to the top of the list (or using it as the Master Keyword) can lead to good results.

## 5.1 Detail page: All Domains

Using the graph at the top of the Detail page it is possible to compare two values such as visitors, clicks, CTR, RPM, or Earnings. This can be useful for observing the effect of an optimization, traffic spikes, seasonality, etc.



### 5.1.1 Selecting a Domain on the Detail Page

If you arrived at the Details Page from the navigation link rather than by clicking on the  icon next to a domain, the default displays data for your entire account. In order to select a particular domain name, use the drop-down menus in the upper-right hand corner under "Switch to another domain or portfolio".

Under "Time Period", the preferred timeframe of the chart can be chosen. You can choose the following timeframes: Last 32 days, Last 7 days and Since inception.

The pull-down menus under "Graph A" and "Graph B" will allow you to specify which data you would like to see displayed. Finally you can specify whether you'd like the data displayed as a bar graph or a line graph.

Click "Update View" to refresh the graph.



## 5.2 Top Referrers

A referrer is an internet address or website from which the visitor reached the parked page. The bar chart details the percentage of traffic originating from the top referrers. Next to this are links that direct to the referral sites.





**Tip 1:** If the domain itself appears in the referral list, this is an indicator that the visitor arrived via direct type-in of the domain name. This is generally the highest quality and most sustainable type of traffic.

**Tip 2:** Sometimes you will see search engines listed among the referrers. By clicking on the referrer link you can see what search engine query was used and where your site is listed.

**Tip 3:** If a significant portion of your traffic comes from links (eg, as in the case of expired domain names), you will find it particularly enlightening to visit the top referrers and find out in what context your domain name is being linked to. Then try to choose a keyword which will provide those visitors with what they were expecting to find by visiting the link!

## 5.3 Visitor Origin

This offers an overview of the countries in which the domain's traffic originates. For example, in the chart below you can see that most of the traffic comes from France and Germany. Therefore, you should make sure to set Language-Specific Keywords for both French and German.



### 5.2.1 Keyword Details

Here you can see the performance of the terms most frequently searched (including clicks on Related Links) by visitors to your parking page. Sometimes the same word is shown twice under the "Top Searched Queries." This occurs when the same term was searched for in different languages.

**Tip:** The Top Searched Queries can be a great source of potential keywords. A high number of queries indicates that many visitors were interested in that topic. A high CTR is an indicator that they found what they wanted in the resulting ads. And, of course, a high EPC is an indicator of the commercial value of the term. You need to consider all of these factors when choosing a keyword. If you simply pick the keyword with the highest RPM or EPC but a low number of queries, it may be a niche topic which only appeals to a small percentage of the site's visitors.

## 6. Payments

In this section you can find details of payments both pending and parking payments that have already been made.

January 2006	\$482.22	02/09/06
February 2006	\$1411.73	03/09/06
March 2006	\$2495.00	04/09/06

## 7. Parking FAQ

Our FAQs provide thorough information regarding domain parking.

## Glossary

Earnings	Income
Uniques	The number of different visitors who have visited the parked page
Clicks	The number of clicks on the advertisements on the page
Page CTR	Click-Through-Rate is the percentage of visitors who clicked an ad (for example 100 Uniques and 50 Clicks = 50 % CTR)
EPC	Earnings Per Click is the amount earned for each click
RPM	Revenue-per-thousand visitors is the amount earned for every 1000 visitors. (The "M" stands for "Mille".) The RPM is useful as a measure of domain performance, because it is not affected by natural traffic fluctuations.  <i>Calculation of RPM: The RPM can be calculated using the formula <math>Earnings/(Uniques/1000)</math>. EX: Domain.com received 2,000 visitors and earned \$100. The RPM is <math>\\$100/(2,000/1000) = \\$100/2 = \\$50</math>.</i>
Web search	Web search is the search function incorporated on the Parking Page
Related Links	Related Links are further links that the user can click on the parked page if the primary advertising links are not displaying what they are looking for
Popunder	Pop-unders are the opposite of Pop-ups. Pop-unders display advertising windows underneath the browser as soon as the user leaves a parked site.
Master Keyword	The Master Keyword determines the advertisements that will appear on the parking page.
Language-specific Keyword	The language-specific Keyword determines market-specific advertisements for all countries using that language.
Top Referrers	A Referrer is the Internet address of the website from which the user clicking on a parked page link originates. The Referrer is part of the http-query sent to the Web server.
Visitor Origin	Shows which country or region the Visitor to a parked page is visiting from.
Portfolio	A portfolio is a group of domains which have been grouped according to certain criteria.

## Online Dictionaries

Spanish	<a href="http://www.dictionary-spanish.info/">http://www.dictionary-spanish.info/</a>
French	<a href="http://humanities.uchicago.edu/orgs/ARTFL/forms_unrest/FR-ENG.html">http://humanities.uchicago.edu/orgs/ARTFL/forms_unrest/FR-ENG.html</a>
Italian	<a href="http://www.wordreference.com/enit/">http://www.wordreference.com/enit/</a>
German	<a href="http://dict.leo.org/ende?lang=en">http://dict.leo.org/ende?lang=en</a>
All Languages	<a href="http://www.wordreference.com">http://www.wordreference.com</a> <a href="http://www.freedict.com">http://www.freedict.com</a>

## Country Abbreviations

Country	Abbreviation	Country	Abbreviation
South Africa	af	Peru	es
Africa (Central)	Africa (C)	Spain	es
Africa (East)	Africa (E)	United States (spanish)	es
Africa (South)	Africa (S)	Uruguay	es
Africa (West)	Africa (W)	Estonia	et
Algeria	ar	Europe (Other)	EU (other)
Egypt	ar	Finland	fi
Iran	ar	Belgium (fr)	fr
Iraq	ar	Canada (fr)	fr
Libyan Arab Jamahiriya	ar	France	fr
Middle East (Other)	ar	Luxembourg (fr)	fr
Morocco	ar	Switzerland (fr)	fr
Oman	ar	Israel	he
Saudi Arabia	ar	India (Hindi)	hi
Sudan	ar	Croatia	hr
Tunisia	ar	Hungary	hu
Asia (North)	Asia (N)	Indonesia	id
Asia (South)	Asia (S)	Iceland	is
Philippines (Filipino)	Asia (S)	Italy	it
Asia (South-West)	Asia (SW)	Switzerland (it)	it
Pakistan	Asia (SW)	Japan	ja
Bulgaria	bl	North Korea	ko
Bosnia and Herzegovina	bs	South Korea	ko
Czech Republic	cs	Lithuania	lt
Denmark	da	Latvia	lv
Austria	de	Malaysia	mg
Germany	de	Singapore (mg)	mg
Luxembourg (de)	de	Belgium (nl)	nl
Switzerland (de)	de	Netherlands	nl
Greece	el	Norway	no
Australia	en	Poland	pl
Canada (en)	en	Brazil	pt
India (en)	en	Portugal	pt
New Zealand	en	Romania	ro
Pakistan (en)	en	Belarus	ru
Philippines	en	Moldova	ru
Singapore (en)	en	Russia	ru
Thailand (en)	en	Slovakia	sl
United States	en	Slovenia	sl
America (South)	es	Serbia / Montenegro	sr
Argentina	es	Sweden	sv
Central America	es	Thailand (th)	th
Chile	es	Turkey	tr
Cuba	es	Ukraine	ua
Ecuador	es	Great Britain	uk
Guyana	es	Ireland	uk
Mexico	es	Vietnam	vi
		China	zh