

## Parking Panel

Parking Panel is a service that began recruiting domain owners in late 2006 and early 2007. According to the developers, this service allows you "three ways to monetize your domain names". Domains default to the traditional method of using a pay-per-click (PPC) service. You can also drive traffic directly to a cost-per-action (CPA) landing page form if Parking Panel has a lead generation client with open orders in their system that is currently looking for your targeted traffic. Hmmm - that's only two ways. I don't know what the third is.

Parking Panel claims to use some innovative technologies that their parent company, Stormwest, has been using for years. "Instead of just using an A/B methodology on templates, Stormwest has ChromAnalysis color-selecting technology, HeatSeeker Heat Mapping technology, EPC vs. PPC Affiliate-click technology for higher revenues, and revenue-weighted relevancy."

Their landing pages look pretty generic, but similar plain pages have been shown to work well at times. Examples of Parking Panel sites include [wholepsychology.com](http://wholepsychology.com) and [clims.com](http://clims.com). Find out more, or [sign-up for Parking Panel](#)