

SmartName

SmartName is the premium service from Name Media - the parent company of GoldKey and ActiveAudience. They purchased this service that was originally developed by Ari Goldberger and Larry Fischer who founded the service. NameMedia quickly moved the parked domains to their new system that offers over 500 themes (including all of the themes available at GoldKey and ActiveAudience and more). Some long-time customers balked at the changes. After some time NameMedia brought back the older platform as "SmartName Classic" for those original domain owners (many of whom had created custom templates for their domains). New applicants are added to the new platform.

SmartName includes some features not found in other domain parking services. One of these is a shopping template that quickly creates destination shopping sites for your domains. This service uses Shopping.com to create stores that sell products. According to NameMedia, you are paid based on PPC (when someone clicks), but you can promote these full-fledged e-commerce sites in ways that you cannot promote a parked domain.

Storefronts are customizable, and you can add content to all SmartName templates help sites gain and possibly retain SEO rank. A sample storefront without any customization can be seen at TechnologyLiquidators.com, while a more highly developed site can be seen at BabyBag.net.

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