

## CS: MyBallCap.com

[SEO Case Study: MyBallCap.com](#) Hi, on May 24 2008&nbsp;or around there I purchased this domain. All that has been done so far is the domain name has been registered at dmoz but not listed. The domain is currently parked at the registrars. This case study has been started&nbsp;on the website <http://www.salesandmarketingforums.co.uk> which is a great website that deals with marketing and SEO. I am just going to be duplicating the data that I post there to here, but the original content can be found here:

<http://www.salesandmarketingforums.co.uk/forums/seo-and-online-marketing/i-want-to-learn-seo-and-web-design/view.html> &nbsp;So here is the first post I made: Hey cool! Basically, I would like input if possible. I have a domain and I have done nothing other than register it. Oh, actually I submitted it to dmoz but that will take 4 - 6 months to get listed there. Here is the kicker, I don't really know yet what I am going to put on it. I am kind of just using the domain as a case study. When finished, if I could use it as an authority type site for either information in general or as a conduit for buyers / sellers as well as earn some extra from PPCs like Adsense, bidvertiser, etc. I would be happy. Or, if I could sell it to a company related to the content industry of the website that would be OK as well. Choose Type of Site I am thinking of two possibilities in regard to the website. The name of the domain is myballcap.com which is a term in the US that refers to baseball caps. I purchased the domain name for \$8.99 US from a site which I own called yesitisavailable.com. The two types of sites I am thinking of are: 1. Just a straight eCommerce site selling Base Ball Caps, perhaps osCommerce as I have some professional templates for that shopping cart. I can also use cubecart or zen easily as it is in my domain hosting control panel in the Fantastico (Opensource software) installer. I don't mind doing an upload and manual install for some other package as well. or 2. An eCommerce site that connects people that want to purchase bulk ball caps with wholesalers from anywhere. If I go this way I was thinking of installing a CMS, I like joomla and I have done hundreds of installs as well as plugin mods and general maintenance. However, any type CMS such as Xoops, php-Nuke, Drupal, Geeklog, etc&hellip; This type of site I would imagine eventually putting a blog such as a local install of wordpress or whatever and some flavour of forum install. or If some of you can come up with some cool idea for the domain name itself I am open to that as well! Currently the domain name is parked on my company DNS package. To point it to my webhost DNS and to create a webhost package for it takes around 20 mins. I use a tool I got from SEOBook that I installed on my own website to give me a minor summary of my PageRank, Alexa Rank, Backlinks and SERPs. Not many people use it so I find it fast for me. I have a bunch of ads on it so I am sorry about the blatant backlink&hellip;

<http://seo.peuan.com/al2/> But other than that here are its current stats: <http://www.myballcap.com> PageRank 0

Alexa Rank 0

Back Links 0

MSN Search Results 0

Yahoo! Search Results 0 So, the next step after these questions are answered is Keyword development before I start any programming or installs.

But, first to recap I need to decide on the answers to these questions: 1. What type of site?

2. What type of software Package for the site? I ask for your input. Thanks,

Sincerely

h20ho

## About the Author

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