



# **PREMIUM DOMAIN NAMES INTRO**

# How does your domain name match your brand name?

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Consistent brand presentation increases revenue by up to 23%  
Lucidpress & Demand Metric

# TABLE OF CONTENTS

What is a Premium Domain Name

Who is this name for?

Our process of work

Partnerships

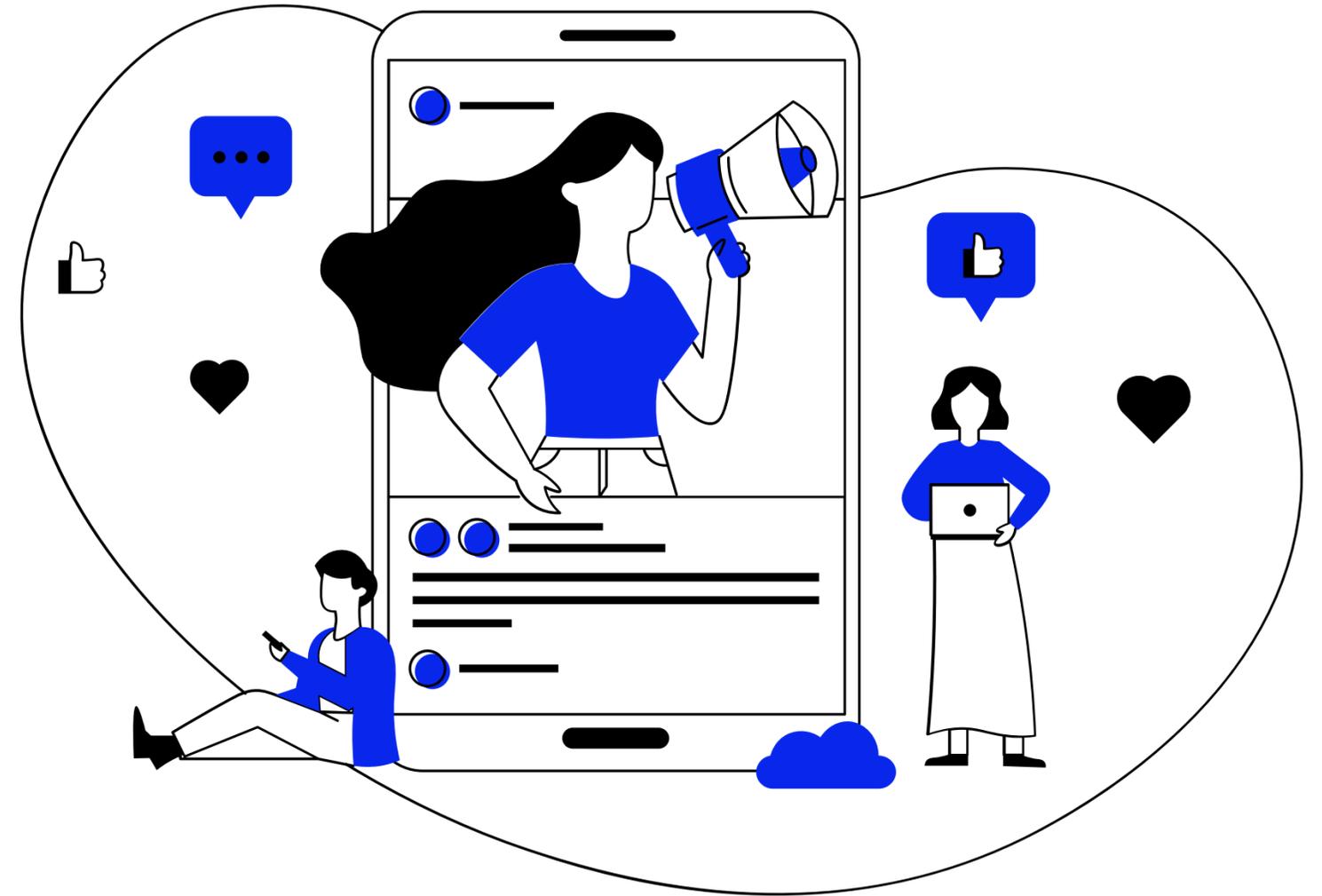
Contact details



What are you doing to ensure  
your brand is not fragmented?

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# WHAT IS A PREMIUM DOMAIN NAME?



There are a number of characteristics of a premium domain name that make it more valuable than other domain names.

Here is a list of the most common ones and why they matter to your business.

Would you rather invest in third parties changing algorithms or in a strong brand that you own?

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# 1.SHORT AND MEMORABLE

Premium domain names are short as a rule.

You will lose all word of mouth marketing if you don't have a good name. Most people choose their name because the domain is available. That's a really bad idea. I spent 3 months and \$182,000 negotiating for Mint.com, and it was the best purchase I ever made.

Aaron Patzer  
Mint.com

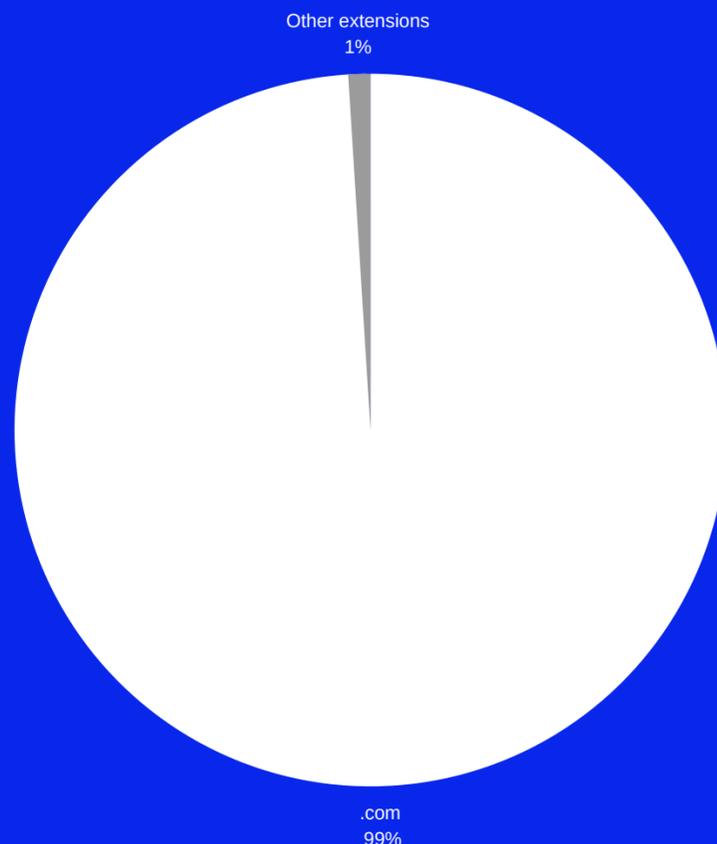
## WHY IT MATTERS

Short names are memorable. That instantly results in easier client conversions, word of mouth, lower advertising cost, more effective marketing campaigns.

# 2. TRUSTED EXTENSION

Premium domain names are most often .com. Like it or not, this is the most common and known domain name extension worldwide.

494 out of the Fortune 500 companies, which roughly represent 99%, use domains with .com extensions.



## WHY IT MATTERS

People instinctively put .com after the name they type in in their browser. If you don't own your .com match, you can be sure you are losing type in traffic, emails sent to the .com equivalent of your domain name and money spent on advertising. People have to put effort to remember your domain extension. Your staff has to make sure they repeat it every time they mention your web address.

# 3.EASY TO SPELL AND PRONOUNCE

Premium domains pass the « radio test », meaning they are easy to spell and grasp by the audience, without further clarification needed.

Another thing to consider - by 2020, 50% of all searches across the internet will be voice-based.

## WHY IT MATTERS

If you have to explain your domain name in any way, if spelling it is not clear by hearing it once, you will have to invest more in advertising, just to clarify and make sure your name is communicated correctly. This also kills off direct traffic, word of mouth and repeat customers - the harder you make your clients work to remember your web address, the more expensive each client becomes for you.

# 4. KEYWORDS

Sometimes (but not as a rule), premium domains consist of one or more keywords - terms that are popular in online searches.

## WHY IT MATTERS

Keyword domain names will greatly benefit your traffic for the given keyword. This can represent a fortune saved in paid advertising campaigns.

About 70% of traffic comes from the domain directly - we don't have to purchase the keywords as much any longer. The domain name is pretty valuable in and of itself.

Tor Sweeney  
Dresses.com

# 5. CREDIBILITY & TRUST

Most worldwide known brands operate on their exact brand match, .com domain names.

Beyond just the benefits of properly aligning our brand with the .com name, we knew that owning this domain would illustrate to future customers that we're here to stay for the long haul.

Steli Efti  
Close.com

## WHY IT MATTERS

Having a premium domain name signifies stability, confidence that you are serious about your intentions and you will be there tomorrow. Trust is crucial, especially for a startup. Customers, investors, business partners are all influenced by that.

# 6. LONG TERM ASSET

Premium domain names hold and increase value over time making them a long term asset for your business.

Unlike other investment instruments such as bitcoin, stocks and bonds, the vast majority of domain name returns over the past 17 years has been positive.

ALTERNATIVE INVESTING: A COMPARISON  
BETWEEN TRADITIONAL INSTRUMENTS AND WEB DOMAINS,  
Escrow.com

## WHY IT MATTERS

Your investment is safe in all cases. Nobody wishes for their business to fail but even in the worst case scenario, a premium domain name retains its value, giving you a peace of mind.

How would 40% increase in  
direct traffic reflect on your  
marketing budget?

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"We saw a 40% increase in traffic immediately after securing our preferred domain"

John Furneaux, Hive.com

# WHO IS THIS NAME FOR?

We are looking to match premium domain names with people who can extract the maximum value from those assets. We have seen companies get 5, 10 times or more the value of their investment in short periods, when premium domains are matched with brands with the right infrastructure, vision and team to support it. Unless you are that kind of company, we may not be a good fit for you since you won't be able to justify the investment in that kind of asset.

If you are - get in touch, we are glad to discuss how we can make this a good investment for you.

How important is your domain name to investors, partners and colleagues?

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# OUR PROCESS OF WORK



## STEP 1

During the introduction call I aim to understand your needs and requirements. You are welcome to ask any questions, I may have some questions too.

## STEP 2

If after the introduction call you conclude this is the best domain name for your brand, it is time to get to work. We will explore options together to answer all the questions that will lead to an effective solution.

## STEP 3

If we manage to achieve an agreement on securing the name for your brand, I will assist you through the process to completion

How open to new products,  
services and markets is your  
domain name?

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59% of shoppers prefer to buy new products from a brand they trust.

Invesp

# RELATIONSHIPS

We are here to have meaningful conversations with entrepreneurs about their brands online. To build strong, lasting relationships and see our partners prosper by doing business with us.

New partnerships are always welcome. If you wish to discuss an existing or future project or have some questions about how we can help elevate your brand, please get in touch. We'd love to hear from you.



# How does your name communicate your values and vision?

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77% of customers make purchases based on a brand name.

90% of them make purchasing decisions subconsciously, choosing products by brand names that evoke positive emotions.



Crowdspring

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[CLICK HERE TO  
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INTRODUCTION CALL](#)

# Let's Talk

