PREMIUM DOMAIN NAMES INTRO

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We work with domain names valued from US$30,000 to millions
TABLE OF CONTENTS

What is a Premium Domain Name
Pricing guidance
Popular categories
Our process of work
Contact details
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.
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.

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.

**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.
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.

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.
PRICING GUIDANCE

We only work with quality, in-demand inventory of .Com domain names, that have the power to elevate a brand to new heights, resulting in significant measurable growth to the right buyer.

How much is a particular domain worth to you, however, is for you to decide. Based on our experience and research, the right domain name is worth roughly minimum 3% of the value of an established brand. For example:

Existing businesses: US$ 10M business could easily justify a US$ 300K investment in the right domain name for their brand as it instantly pays back in brand equity, traffic, more effective marketing and gained trust with customers and business partners.

Startups: An idea that is worth at least US$ 1M can justify a US$ 30,000 investment in the right name as it will instantly result in strong and unique brand, credibility with investors and first customers, easier market entry and lower advertising spend.
POPULAR CATEGORIES

LLL .com (three letter .com domain names): From US$ 115,000 and up
LLLL .com (four letter .com domain names): From US$ 30,000 and up
CVCV .com (consonant-vowel-consonant-vowel .com): From US$ 115,000 and up
One-word .Com Domain Names: From US$ 115,000 and up
OUR PROCESS OF WORK

STEP 1
Book an introductory call. No offer is required at this stage, we just discuss details and answer questions.

STEP 2
Submit an offer via email within 3 days after the call.

STEP 3
We get back to you within 2 working days and proceed according to feedback (offer accepted, rejected, counter, etc.).
PHONE NUMBER
+1(209)250-3677

CLICK HERE TO BOOK AN INTRODUCTORY CALL

Let's Talk