

# Having a Great **Category Defining Domain** is Like Setting Up Shop on **Main Street**

YourFranchiseIndustry.com



- ★ According to Nielsen, branded websites are the 2nd most trusted advertising source for internet users, behind recommendations from friends and family.
- ★ Branded domain names aid in word of mouth advertising.
- ★ Your domain is 100% unique to you, and once you own it, nobody else can.

# The Benefits of Using a Premium Domain

Whether you decide to develop a unique destination on your new domain or simply forward it to your current website, a premium, category defining domain will help improve the following:



## Branding

Gain an instant online brand that continues to define your reach both on and off line.



## Credibility

Premium category domains have built-in credibility, trust, and authority.



## Memorability

Category domains are easy to remember, so customers can easily find you.



## Traffic

Receive traffic from direct navigation without spending one dollar in marketing.



## Rankings

Potential for higher rankings, increased SEO value, and website traffic.



## Higher CTRs

Reduced PPC costs through improved click thru rates and quality scores.



## Marketing Costs

Reduced costs leading to higher Return on Ad Spend and Return on Investment.



## Enterprise Value

Premium domains are in limited supply. It's an asset that appreciates over time.

Benefits

**Premium category defining domains names** consist of the most common words or phrases for a given product or service. They are easy to remember and allow brands to capture **market share** at a lower cost per media dollar spent because the keywords that make up premium domains already exist in the minds of consumers.

Generic

Memorable

Descriptive

Credible

Intuitive

Marketable

.COM

# Underestimated Advantage of Domain Bias

Microsoft performed an in depth study on the subject of Domain Bias which identified that users pay close attention to the keywords in the domains related to their search query. It concluded that domains which contain the keywords from the user's query have a higher propensity for being clicked on because users believe those sites will provide them with the answers for their search. In addition, users were happier with the content on the sites they visited when they trusted the domain name.

The study also discovered that users are far less likely to click on a domain that does not contain the keywords of their search, if they aren't familiar with the brand. Furthermore, the study found that users clicked on exact match domains regardless of where that domain ranked in the search results. Users place far greater confidence in the domain name than they did in search rank placement.

Search engine land conducted a follow up on the study in which they purport that in fact domain names are a crucial element for capturing clicks and conversions from search results.



"Rank really doesn't matter, if you've got a quality (trustworthy) domain name."

- Chris Sherman - Founding Editor (Search Engine Land)

# Phenomenon Known as Direct Navigation

**Direct Navigation** is known as the process by which folks simply type keywords followed by .com into their browser address bar to arrive at websites they are specifically interested in.

This kind of laser targeted traffic, bypasses the search engines, paid advertising, and competition. Of course, you must own the exact match domain of the keyword phrase to take advantage of this type-in traffic.

While it is difficult to compile statistical details as to how many people tend to type generic names directly, according to Nielsen ratings, the average person will do this once in every six searches. More importantly, a study by Susquehanna research found that Direct Navigation traffic converts at twice the rate of a typical search engine visit.



# The Cost of Traditional Advertising



Billboards

\$180,000

per year



Television

\$120,000

for a 30-second ad



Newspaper

\$60,000

for quarter page ad



Radio

\$30,000

per month

Your business objectives will always be critical to your advertising strategy. Ultimately this will inform your channel approach. While there are many pros and cons to traditional marketing mediums, one constant is that they mostly target a **passive audience**. As such, the easier your domain is to remember, the greater the opportunity for conversions, and thus the higher the return on investment for ad dollar spent.

# If You Own the Domain, You Own the Category

Whether you are positioning a category defining domain for an offensive or defensive purpose, one thing is certain, there's a **tactical advantage** in using an exact match domain name that describes exactly what you do and acknowledges the generic **commercial intent** of your visitors.

## Some Notable Published Premium Domain Sales

- VacationRentals.com - \$35 Million
- Insure.com - \$16 Million
- Fund.com - \$10 Million
- Business.com - \$7.5 Million
- RunningShoes.com - \$750,000
- ReverseMortgages.com - \$600,000

## Companies Sold Built Around Category Defining Domains

- Diapers.com - \$540 Million
- Advertising.com - \$435 Million
- Cloud.com - \$200 Million
- CreditCards.com - \$145 Million
- CarInsurance.com - \$49.7 Million
- Insurance.com - \$36.5 Million



# Visionary Brands Gaining a Competitive Advantage with Category Defining Domains



[AutoRepairFranchise.com](https://AutoRepairFranchise.com)



[EmbroideryFranchise.com](https://EmbroideryFranchise.com)



[HVACFranchise.com](https://HVACFranchise.com)



[HandymanFranchise.com](https://HandymanFranchise.com)



[PizzaFranchise.com](https://PizzaFranchise.com)



[FitnessFranchise.com](https://FitnessFranchise.com)

VISION



[AtmFranchise.com](http://AtmFranchise.com) - ACFN financial

[ChocolateFranchise.com](http://ChocolateFranchise.com) - Schokolad

[ClosetFranchise.com](http://ClosetFranchise.com) - California Closets

[CoinLaundryFranchise.com](http://CoinLaundryFranchise.com) - Eco Laundry Room

[CollisionFranchise.com](http://CollisionFranchise.com) - The Collision Shop

[CommercialPaintingFranchise.com](http://CommercialPaintingFranchise.com) - Neighborly

[CreditRepairFranchise.com](http://CreditRepairFranchise.com) - Renue Financial

[CyclingFranchise.com](http://CyclingFranchise.com) - Cyclebar

[DeliveryFranchise.com](http://DeliveryFranchise.com) White Glove Delivery

[DogDaycareFranchise.com](http://DogDaycareFranchise.com) - Central Bark

[DogTrainingFranchise.com](http://DogTrainingFranchise.com) - K9 Smart

[DogWasteFranchise.com](http://DogWasteFranchise.com) - Poop 911

[FloorFranchise.com](http://FloorFranchise.com) - Floors to Go

[FreightBrokerFranchise.com](http://FreightBrokerFranchise.com) - Airfreight

[GarageDoorFranchise.com](http://GarageDoorFranchise.com) - Access Garage

[GlassRepairFranchise.com](http://GlassRepairFranchise.com) - Neighborly

[GroomingFranchise.com](http://GroomingFranchise.com) - Earthwise Pet

[HomeCleaningFranchise.com](http://HomeCleaningFranchise.com) - Neighborly

[HospiceFranchise.com](http://HospiceFranchise.com) - Home Care

[LawncareFranchise.com](http://LawncareFranchise.com) - Natura Lawn

[MaidServiceFranchise.com](http://MaidServiceFranchise.com) - Neighborly

[MattressFranchise.com](http://MattressFranchise.com) - Mattress by Appointment

[MoldRemediationFranchise.com](http://MoldRemediationFranchise.com) - Advanta Clean

[MosquitoControlFranchise.com](http://MosquitoControlFranchise.com) - Superior Mosquito

[MosquitoFranchise.com](http://MosquitoFranchise.com) - Mosquito Authority

[OnlinePharmacyFranchise.com](http://OnlinePharmacyFranchise.com) - Care Pharmacy

[PCRepairFranchise.com](http://PCRepairFranchise.com) - TechVoo

[PersonalCareFranchise.com](http://PersonalCareFranchise.com) - Home Care

[PetwashFranchise.com](http://PetwashFranchise.com) - Earthwise Pet

[PhillySteakFranchise.com](http://PhillySteakFranchise.com) - Lee's Hoagie House

[PropertyManagementFranchise.com](http://PropertyManagementFranchise.com) - Neighborly

[RealtorFranchise.com](http://RealtorFranchise.com) - Realtor Global

[ResidentialCleaningFranchise.com](http://ResidentialCleaningFranchise.com) - Neighborly

[ScreenPrintingFranchise.com](http://ScreenPrintingFranchise.com) - Fully Promoted Brands

[SportsFranchise.com](http://SportsFranchise.com) - PrepStar

[SwimFranchise.com](http://SwimFranchise.com) - Streamline Brands

[SwimSchoolFranchise.com](http://SwimSchoolFranchise.com) - Streamline Brands

[SwimmingFranchise.com](http://SwimmingFranchise.com) - Streamline Brands

[SwimmingSchoolFranchise.com](http://SwimmingSchoolFranchise.com) - Ur Swim

[UrgentCareFranchise.com](http://UrgentCareFranchise.com) - Fast Med

[VacationRentalFranchise.com](http://VacationRentalFranchise.com) - Vortex Vacation Rentals

[VirtualFranchise.com](http://VirtualFranchise.com) - Tint World

[VRFranchise.com](http://VRFranchise.com) - VR Business Brokers

[WaffleFranchise.com](http://WaffleFranchise.com) - Belgian Waffle Iron Store

[WaxFranchise.com](http://WaxFranchise.com) - Pro Wax

# Securing Your Position within Your Industry

Brands are in a digital arms race with their top competitors on the web. Established conglomerates are often displaced by innovative disrupters who leverage their online prowess to capture a foothold within an industry.

Does your brand have a domain strategy for your franchise recruitment efforts? If not, consider the following:

- ★ **Is your domain name quickly recallable when advertised or marketed?**
- ★ **Does your domain convey market leadership, authority, and credibility?**
- ★ **Is your domain easy to spell and highly memorable?**
- ★ **Does your domain pass the radio test?**
- ★ **What opportunities for development does your domain open for your brand?**
- ★ **What are the global ambitions for your franchise system?**
- ★ **How much do you spend on getting traffic to your website?**

Category defining domains provide authority, credibility, memorability, legitimacy, and visibility to a brand. This translates into increased sales and lowers customer acquisition costs. Category defining domains allow brands to go from being another face in the crowd, to the face of an industry.