



Domain Basics

Premium Domains, Primary Registration and TLDs

This is a brief brought to you by NameMedia. NameMedia's domain marketplace and domain monetization platforms offer domain investors and business owners one-stop shopping for all of their domain-related needs. All of NameMedia's services are backed by responsive, personalized service.

Call us today for a free consultation: we can help you find the right name for your business. 1-877-789-NAME. Our experts are available seven days a week.

Domain Basics: Premium Domains, Primary Registration and TLDs.

In this brief we will:

- Discuss the differences between a premium domain name and a primary registration domain
- Talk a bit about TLDs—which stands for “Top Level Domains”—An example of a TLD is the .com or .net at the end of the domain name
- Review the value proposition: what makes a premium domain name more valuable than a primary registration domain?
- Relate some success stories from our customers who tell us about how their premium domain purchase translated into real business success:

What are the differences between a premium domain and a primary registration?

There are a number of differences between a premium domain name and a “primary registration” domain.

A primary registration is a domain which is being registered for the first time.

Premium domain names have been previously registered and may, or may not, have had a website developed with the name.

Premium domains which have had websites in the past may enjoy legacy traffic and be indexed by search engines.

What is a TLD?

The TLD is the dot “something” at the end of the domain name. The most common TLD is .com, but .net, and .org are very popular as well.

CcTLD—or country-specific domain extensions like .de (which is for Germany) or .uk (which is for Great Britain) are also growing in popularity.

Why are premium domains more expensive than primary registration domains?

Well, part of the cost equation is simply quality and memorability.

While primary registrations can cost as little as \$8, you may already have found if you been searching for the right domain name, that many of the choicest names are already registered.

It's nearly impossible to find unregistered one-word generic or two- or three-character domains. Names like vodka.com--which sold for \$3 million--or ui.com--which recently sold for \$275,000 through AfternicDLS. Those are rare and buyers are willing to pay hefty sums to acquire them.

Why are buyers willing to pay these sums? The answer is that shorter domain names are memorable and marketable, and can help to secure top placement in search engines.

Premium domains may also enjoy specific advantages with search engines. A premium domain may already be indexed in the search engines—eliminating the lag time in getting a newly-registered domain name “spidered”, or showing up in search results. Names also gain authority in the eyes of the search engines as they age. Like fine wines, domains with some age to them command a premium.

This potential advantage in the engines is worth a great deal. High page ranks—where your site shows up in the first page of search results--will drive organic traffic, meaning that you attract visitors without having to pay for advertising.

Previously registered domains may also have some legacy or type-in traffic associated with them. As with good search engine rankings, this traffic is “free”—and means that you’ll attract visitors without having to pay-per-click or run banner or online advertising.

Our customers have validated the value of a premium domain purchase many times over.

One example of the direct bottom-line lift that the right domain can provide comes from Keith Paulin at HotelInternetMarketing.com:

“Acquiring the right URL was critical to our success...revenues have tripled and online leads represent over half of our revenue conversion.”

What would tripling revenues mean to your business?

Michael Bevens of Photobot.com recently told us:

“The most important lesson I have learned as a business person is to keep the message to the customer simple and consistent. Your brand and domain name should clearly communicate the value of your product or service.”

If you have a current website, does the domain name clearly communicate messaging about your products?

Customers also tell us that their premium domain investment is cost-effective too.

| Braden Pollock of LegalBrandMarketing.com_says:

“Never underestimate the power of the internet. I’ve reallocated a significant portion of my advertising budget to purchasing domain names. I find it much more cost-effective in the long term by purchasing domains that provide ongoing direct navigation traffic. The traffic is free and the domains appreciate in value.”

So How Can You Find A Great Name for Your Business?

BuyDomains expert staff is available seven days a week for free consultations. If you are exploring domain names for a new business, or are looking to take your existing business to the next level, call us at 877-789-NAME to discuss your domain needs. We invite you to visit NameMedia’s domain marketplace properties BuyDomains.com and Afternic.com to view more than two million quality premium domains for sale.