

SEO Secrets of Keyword-Relevant Domain Extensions

New study shows the impact of keyword-relevant domain name choice on organic search results.

While domains stand on equal ground when it comes to SEO performance, choosing a relevant domain extension can have potential advantages in helping to rank well for specific keywords, resulting in dollars saved on paid marketing.



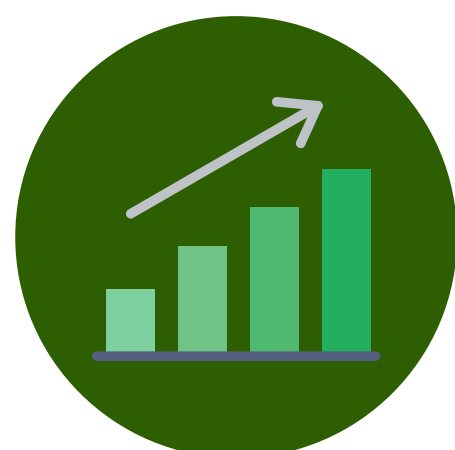
According to Google...

...all domain extensions stand on equal ground when it comes to SEO performance



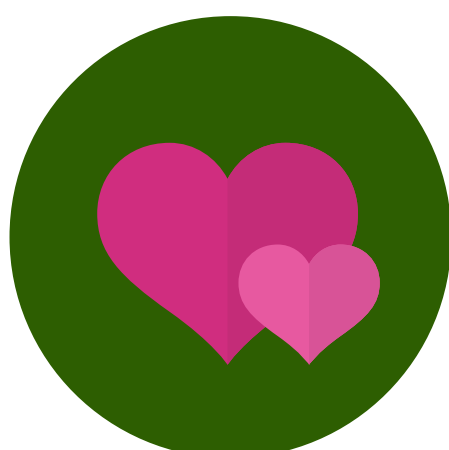
Research found...

...there are potential advantages to using meaningful and keyword-relevant domain name extensions



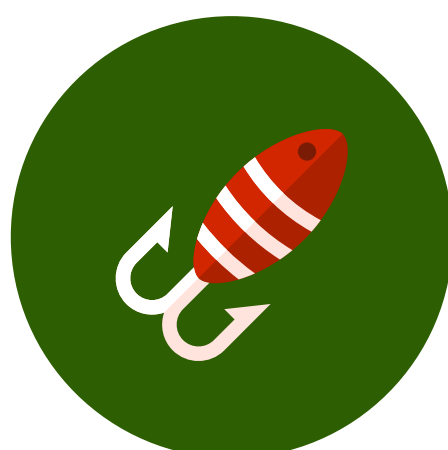
Seo.agency

ranks in the **top 3** pages for **over 30** different B2B-qualified keywords



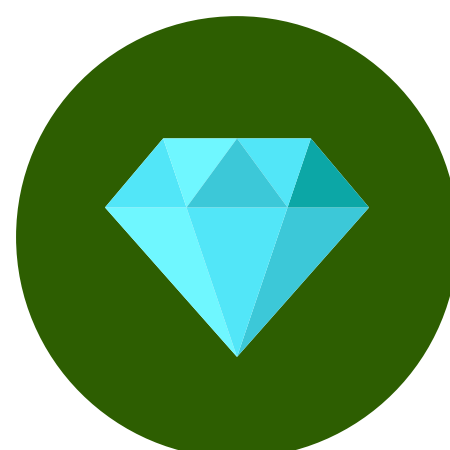
Thefun.singles

ranks in the **top 3** pages for **over 300** different singles and dating keywords



Rapala.fishing

ranks on the **first page** for **nearly 500** individual keyword phrases and **top 3** pages for nearly 1,000 different fishing lure-related keywords



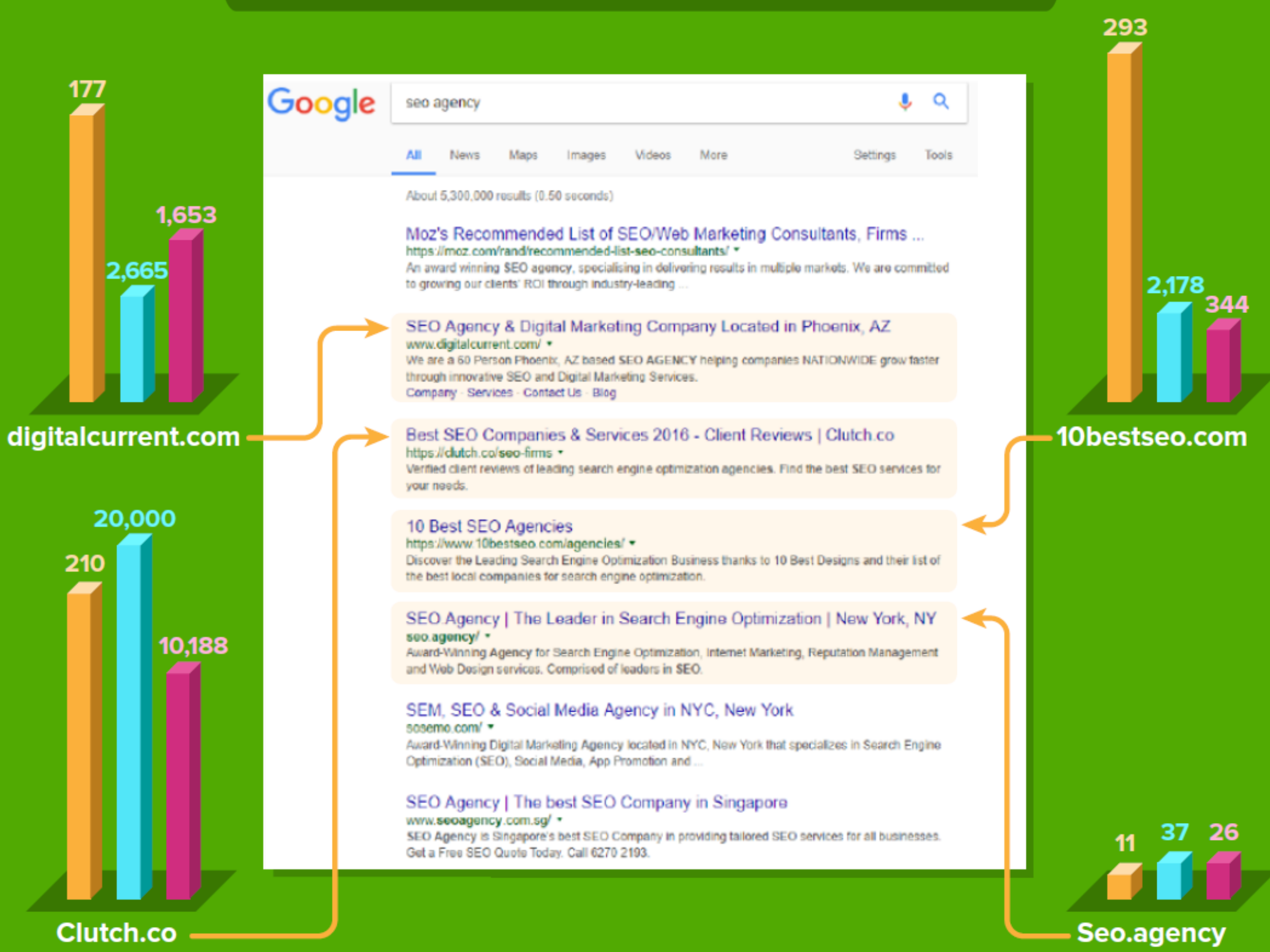
Diamonds.pro

ranks on the **first page** for **over 10,000** individual keyword phrases and in **top 3** pages for **nearly 20,000** different diamond-related keywords

Working smarter, not harder...

...Seo.agency ranks with near equal results to more established domains with less effort

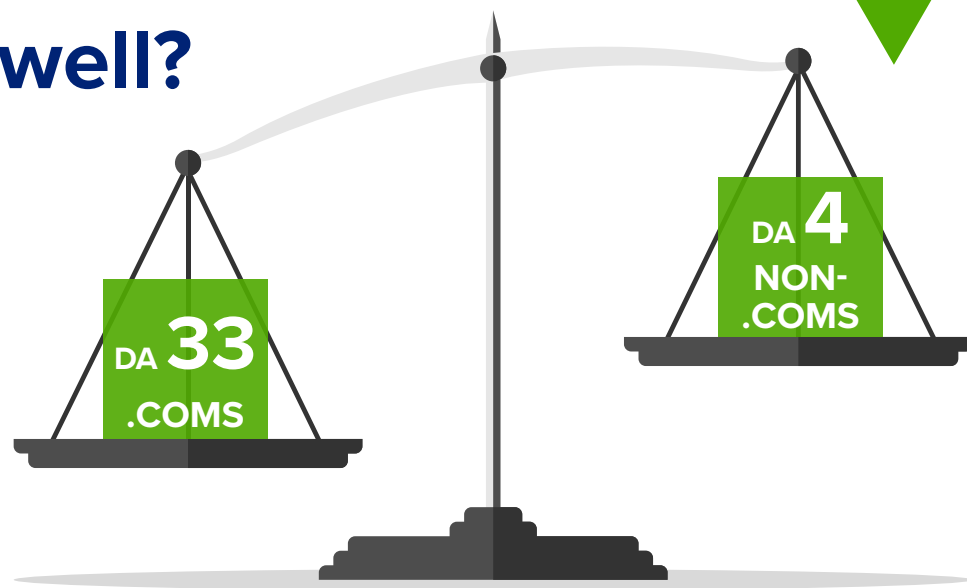
Pages Indexed Keywords Ranked Inbound Links
3 key metrics (or "work") that typically contribute to strong SEO rankings



Why do these perform so well?

Domain Authority (DA) is a score typically on a scale of 1-100 that rates the quantity and quality of inbound links pointing to the website.

.Coms and traditional extensions have to work harder to rank on the first page of Google results with an average DA of 33, whereas non-coms require a lower average DA of only 4. Therefore, non-coms need less DA to rank well for the same keywords.



RELEVANCE

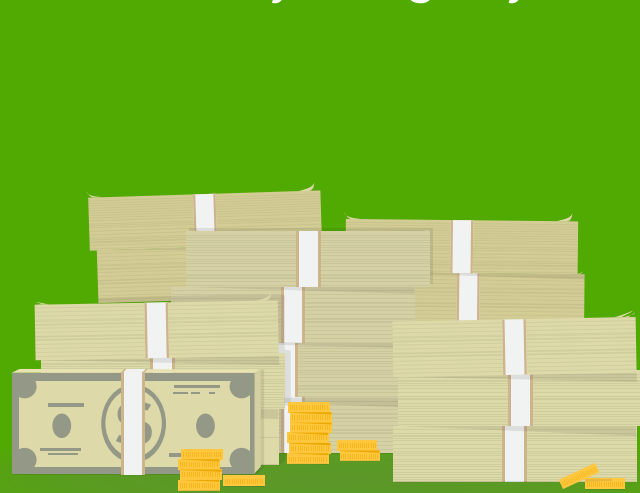
How close the content is to matching the likely intent of the searcher

AUTHORITY

How much value the content has been granted through the form of inbound links and social media buzz

Hidden Value with Paid Search Savings

by using keyword-relevant domain name extensions



Seo.agency

WOULD COST

\$3,000/MONTH

in cost-per-click advertising to achieve the same search rankings



Diamonds.pro

WOULD COST

\$236,000/MONTH

based on the estimated 114,000 organic clicks it achieves

“This study provides strong proof that having a relevant domain name and delivering strong user-oriented content, while getting enough link authority to compete against tenured brands, is enough to rank for many competitive and lucrative searches happening each day. Marketers looking back and asking “have we tried everything” should consider relevant and meaningful domain name extensions as a viable part of a user-focused digital marketing strategy going forward.”

Chris Boggs of Web Traffic Advisors,
Lead Researcher



This study was commissioned by the Domain Name Association and brought to market in April 2017. Learn more at www.thedna.org/seostudy