This study was brought to market in April 2017 by the Domain Name Association.

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

Why do these perform so well?
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.

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. Common 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.

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.

Researcher
Chris Boggs of Web Traffic Advisors, Lead Researcher

This study was commissioned by the Domain Name Association and brought to market in April 2017.

Domain Name Authority (DA)

COMs DA 33

NON/hyphen.case DA 4

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. Common 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.

Working smarter, not harder...
...Seo.agency ranks with near equal results to more established domains with less effort.

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

Why do these perform so well?

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.

Hidden Value with Paid Search Savings

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.

Researcher
Chris Boggs of Web Traffic Advisors, Lead Researcher

This study was commissioned by the Domain Name Association and brought to market in April 2017.

Domain Name Authority (DA)

COMs DA 33

NON/hyphen.case DA 4