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. Core 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 $228,000/MONTH based on the estimated 14,200 organic clicks it achieves.

The 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.