



KEYWORDS

Words, numbers, or letters to left of the dot for an extension, known as second-level domain, or SLD.

KEYWORD CATEGORIES

- **Generic** – Dictionary term not related to specific product, service, or any registered trademark. One or more words that are noun, verb, or -ing participle. Very broad application. Singular. Examples: Rose, Home, HomeRun. Most valuable type SLD.
- **Exact Match** – Single or multiple keywords that exactly define product, service, or industry, such as Roses, CloudComputing, RentalCar, Finance. Geodomain format: [city][keyword], used for big cities. Includes plurals of generic keywords (Hotels vs. Hotel).
- **Brandable** – Dictionary or made-up keyword conducive to branding, such as Amazon, Google, Fiverr, Rdio, MyHome, **Types:** made up (Spotify), catchy (Circuit City), hybrid (Netflix). Colloquialisms (familiar phrases with no obvious replacement) are desirable, such as HiddenTalent and NumeroUno.
- **Acronym** – Series of letters, generically represented by L, as in LLL for 3-character keyword like IBM. Also used: C = consonant, V = vowel, so CVVC = consonant, vowel, vowel, consonant. Four letters or less are more valuable. In West, avoid lesser-used letters: J, K, Q, V, W, X, Y and Z. (See “Chinese” to right)
- **Numeric** – Series of numbers, generically represented by N, as in NN for the 2-character keyword 12. In the West, 7 is lucky, 13 is not (see “Chinese” to right). Patterns and sequences good; start with zero bad.
- **Alphanumeric** – Combination of letters and numbers, such as 1N.com. Less valuable type and speculative; generally bought for investing vs. branding.

BRANDABLE KEYWORD FACTORS

- Good first impression / memorable
- Authoritative and trustworthy
- Identifies products and services
- Competitive for its category
- Passes Google’s “logo” test (10+ companies use the brand)

EXTENSIONS

Letters to the right of the dot in a domain name.

Top-Level Domains (TLD)

- Industry-standard extensions that started the domain name business:
- **.com** – Commercial use; trusted as the standard for domain names; most popular and valuable TLD;
 - **.net** – Originally networks; much less popular than .com.
 - **.org** – Not-for-profit organizations
 - **.edu** – U.S. higher education
 - **.gov** – U.S. national and state government agencies
 - **.mil** – U.S. Military
 - **.int** – International organizations

Later Extensions

- **.info** – Information
 - **.asia** – Asian-based entities
 - **.biz** – Business
 - **.mobi** – Mobile-compatible sites
 - **.name** – Names
 - **.xxx** – Adult websites
- Registrars charge more for some gTLDs but .coms sell for more.

New Generic TLDs (ngTLD)

100+ were added in 2014 but are of fragile value. Some major examples:

- **.life** – General use
- **.club** – Clubs groups, organizations
- **.date** – Online dating
- **.agency** – Agencies
- **.city** – General use
- **.jewelry** – Jewelry stores

Best ngTLD is a two-word generic or exact-match keyword with dot in between and which makes sense (eg., Blind.date or Investment.club).

Country Code TLDs (ccTLD)

Examples of country codes include **.us** for United States, **.au** for Australia, and **.de** for Germany. Each is used only for organizations its country.

ROOT VARIATIONS

Other forms of a generic word like **run** (present tense, singular) include **ran** (past tense), **running** (-ing form present participle), and **runs** (plural). “The root variation” is a phrase meaning the root word, the most valuable keyword most of the time.

NAME REGISTRATION

ICANN coordinates the Domain Name System (DNS) and all IP addresses. ICANN accredits Registrars to sell domains and Registries to maintain registry of each domain per standard regulations. Renewals are for 1-10 years. Transfers to a new registrant are by **domain push** (same registrar) or **EPP-key transfer process** (different registrars). Escrow services ensure domain name transfer for payment.

CHINESE DOMAIN NAME INVESTMENTS

The Chinese culture values numerology, which drives up the value of numeric domain names.

Unlucky Numbers:

1, 4, sometimes also 7 to an extent. Chinese builders often omit all floor numbers with a 4 in them, and 4 in Chinese is similar to the word death.

Lucky Numbers:

- 0 - Whole number and even
- 2 - Good things come in pairs
- 3 - Stages (birth, marriage, death)
- 5 - Elements (water, fire, earth, wood, and metal); related to the Emperor
- 6 - Wealth, good for business
- 7 - Togetherness, life essence
- 8 - Prosper, wealth, fortune, infinity; multiple 8s means very lucky.
- 9 - Associated with the Emperor; longevity, happiness, harmony, luck, long lasting (weddings)

Combinations:

- 5 - Negates another number, so 54 means “no death.”
- 9 - Enhances another number, so 89 means to have enough luck.

Lucky Letters:

- B, C, D, T, and W.

Unlucky Letters:

- English vowels plus V and Q.

USEFUL TOOLS

- **DNAcademy.com/nic** - List of all Delegated TLDs

