

DOMAIN SPEC SHEET: **Domain-Names.com**

On auction, October 19, 2010 4:00pmEST TRAFFIC Miami

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<p>SLD: Domain-Names TLD: COM Creation Date: Mar 1998</p>	<p>This domain defines a product, services, and industry. It has excellent search engine characteristics, and would certainly benefit any company in or getting into the domain industry space.</p>
<p>SLD Value Points</p> <ul style="list-style-type: none"> Brand Value: Generic name, product/service focused – “Domain Names” SEO Value: Google Pages matching keyword: USA – 46,700,000 Google Keyword Searches/Day: USA – 3,666 Alexa Rank: 25,277,173 PageRank: 2 SEM value: Estimated Cost/Click: USA - \$1.54 - \$25.69 Estimated Clicks/Day: USA – 164-208 Cost/Day: \$253.28 - \$5.36k Advertisers: 22 <p><small>Statistical SEO/SEM Source - http://spyfu.com and http://www.cubestat.com – Oct 15, 2010</small></p>	<p>TLD Value Points</p> <ul style="list-style-type: none"> Global Reach - registration vs. global population vs. internet population .COM – 88,590,520 / 6,816,900,000 / 1,802,330,457 <p>Industry Profile:</p> <ul style="list-style-type: none"> Purpose of domain names is to provide easily recognizable and memorable names to numerically addressed Internet resources The Domain Name is the keystone product to a number of Internet based services including, Domain Registrations, Domain Aftermarket, Website Hosting, DNS Services, Domain Monetization services. In 2010, the total number of active domain registrations reached 196 million (Verisign 8-k Current Report". https://investor.verisign.com/secfiling.cfm?filingID=1193125-10-213453.) Domain names are often seen in analogy to real estate in that (1) domain names are foundations on which a website (like a house or commercial building) can be built and (2) the highest "quality" domain names, like sought-after real estate, tend to carry significant value, usually due to their online brand-building potential, use in advertising, search engine optimization, and many other criteria.

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Domain-Names.com