

# Dot Brand, Second-Level Keywords & Search.

## 1 Executive summary

Dot brand domains associate a keyword or keyphrase and a brand name as the two parts of an internet address, as in `environment.google`. Environment is the keyword but also the second-level domain name, and Google is the brand name and the top-level domain. `Environment.google` is therefore a dot brand domain and also an actual website.

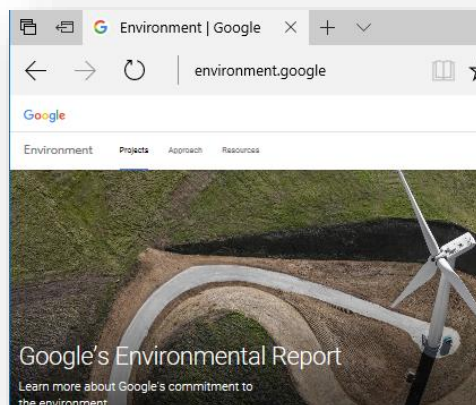
Brands that own their dot brand space can register keywords or keyphrases of their choice.

The question is:

**Is there a benefit in registering frequently searched keywords as a second-level domain?**

To answer this question, we performed a search on every registered second-level keyword or keyphrase with or without the brand name.

Branded Search corresponds to a user searching specifically for your brand. For example, a search for “Customer Care Gucci” is a branded search – Gucci is the brand. Our searches were performed during summer 2017.



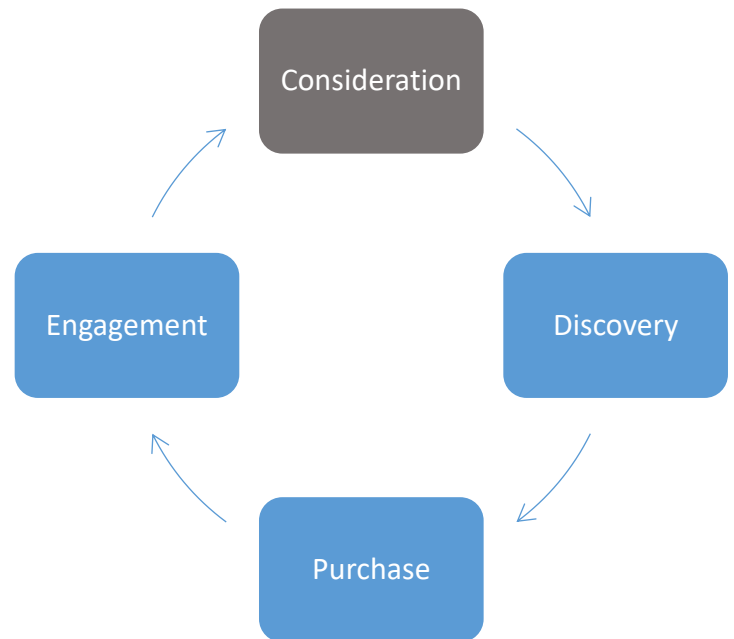
## The main outcomes are:

- 1. Traditional rules apply also to dot brand domains**
  - Content is king: 83% of the 188 thick websites (over 50 pages listed on Google) rank on the first page when searching for keyword + brand
  - Authority is very important: 79% of the 312 domains with at least one inbound links rank on first page when searching for keyword + brand.
  
- 2. Dot brand domains rank better when brand name is included in the research**
  - 411 dot brand domains rank on Page 1 when searching for keyword + brand
  - 78 dot brand domains rank on Page 1 when searching for keyword only
  - 36 dot brand domains rank on Page 1 when searching for brand only
  
- 3. Dot brand redirects are useful as shortcuts but do not rank on search engines**
  - Only 0.15 % of redirects show up on google

## 2 Dot Brand Strategy and Search

There are four main steps in a customer purchase path:

- **Consideration phase:** The customer is interested in purchasing a product and considers an initial set of brands, or tries to find which brand would fulfill his needs.
- **Discovery:** The customer is evaluating the products, comparing the brand, taking information and putting together the elements of decision.
- **Purchase:** The customer selects the brand and decides to buy the product. This may be made at the same time – for FMCG products, for instance – or the customer may decide before purchasing.
- **Engagement:** The customer engages with the brand, following his experience. He may provide a feedback to his peers, or maybe contact the customer service.

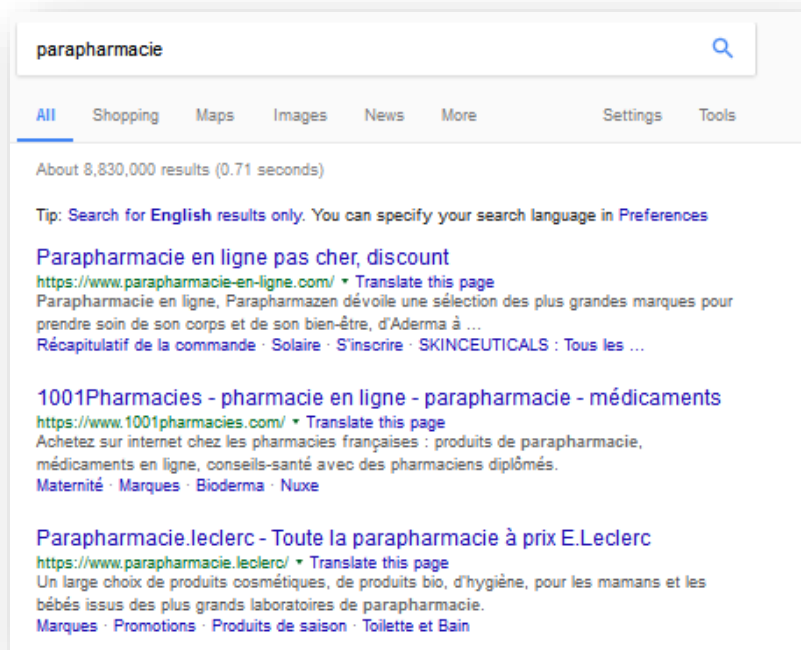


## 2.1 Consideration Phase: BusinessLine.brand

At this step of the journey, the user has a need but may not necessarily know the brand. It is important for a brand to rank on generic keywords in order to be associated to that need by the customer.

That space is highly competitive and only a few sites have good rankings on generic keywords.

Leclerc ranks third when searching for parapharmacie.



Abbott is a pharmaceutical brand that provides solutions related to Diabetes Care.

Experts think that it is relatively difficult to rank in the first position for that keyphrase - the difficulty score according to SEMRush is 60 out of 100. One alternative would be to purchase that keyword via the AdWords programme – which would cost around USD 3.42 per click.

Using the keyword in the domain name helps diabetescare.abbott to rank 10<sup>th</sup> on average when searching for diabetes care.

## 2.2 Discovery Phase: BrandValue.Brand

In this second step of the purchase journey, the customer will investigate the product and brand. Prospects will probably try to understand if the brand shares their value. If they are happy, they will become actual brand customers.

A potential customer of Clubmed, interested in the policy of Clubmed around sustainability, will search for sustainability clubmed and will find sustainability.clubmed as the first result.

JLL is an investment management company that specializes in real estate. It recently conducted a research on the future of work and its impacts on real estate, and decided to publish and advertise their study on the domain futureofwork.jll. This research shows prospects how JLL is committed to long lasting real estate investments.

The keyphrase “future of work” costs 6 USD/click. There are only few researches per month (880) and over 200 million possible results for that search. JLL has selected that domain name and worked on the SEO of their site so that it ranks 12<sup>th</sup> to 18<sup>th</sup> when searching for future of work.

## 2.3 Purchase phase: Product.brand

When users decide to purchase, they will search for product names, usually associated to the brand name. Four of the five keywords that generate the most traffic on Samsung's site are the product name or association brand + product. This is a very frequent behavior. Fiat 500 drives 11.72 % of the traffic to fiatusa.com, while Fiat alone drives 8.84% (source: SEMRush on 23/08/2017).

### Five top organic keywords for Samsung.com

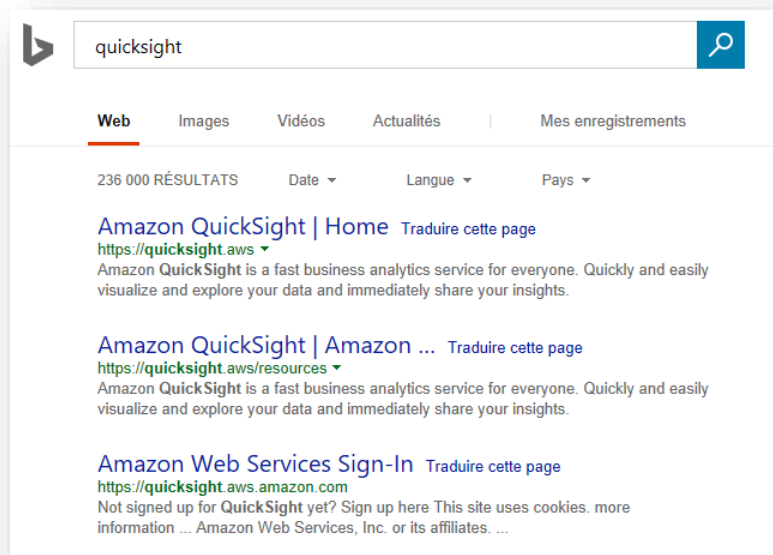
1. Samsung – 7% is organic traffic
2. Samsung galaxy S6 – 4% of organic traffic
3. Galaxy s6 – 3.5 % of organic traffic
4. Samsung gear s2 – 3.5% of traffic
5. Samsung galaxy s5 – 1.5% of traffic

**Source:** SEM Rush / US version of Google

The objective of the brand is to make sure that the customer takes the decision to purchase and does not see competitors.

Brands can use dot brand to improve their presence in the first search results, streamlining the global customer journey. The brands are most probably already ranked first on the search engine results page, and they may use dot brand domains to push competition out of sight.

Amazon recently launched QuickSight, a fast business analytics service you can use to build visualizations, perform ad hoc analysis, and quickly get business insights from your data. It is a newcomer in a very competitive market where Tableau or Qlik have a large market share. A combination of domains - quicksight.aws and subdomains of amazon.com - appear in the first-page results of the search engines and allows Amazon to prevent competitors from trying to position themselves in that specific sub-brand.



## 2.4 Purchase phase: Distribution.brand

When a customer decides to purchase, he will look for a store – online or offline. In the case of a car, he may search for a car dealer. The objective is also to make sure that the customer is not distracted and cannot see competitors.

Audi and SEAT have created 193 minisites for their authorized dealerships. This number keeps growing as more retailers join the programme.

47 dealers' minisites rank on the first page when searching for the dealer name and the location. Hahn is an Audi dealer in Ludwigsburg and 3 other cities. The minisite provided by Audi is ranked 9<sup>th</sup> when searching for Hahn Ludwigsburg.

71 rank on the first page when searching for the dealer name and the brand name itself.

This strategy makes it very difficult for a competitor to distract and attract this brand prospect, increasing globally the brand's turnover.

### Hahn Gruppe | Hahn Automobile - Standorte

[www.hahn-gruppe.de/hahn/automobile/...und.../standorte.de.html](http://www.hahn-gruppe.de/hahn/automobile/...und.../standorte.de.html) ▼ Traduire cette page  
VW Nutzfahrzeuge. Verkauf und Service. Backnang · Bietigheim Bissingen · Böblingen · Fellbach · Göppingen · Kornwestheim · Ludwigsburg · Pforzheim ...

### Hahn Gruppe | Hahn Automobile - Automobile

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Ihr offizieller Vertragspartner für Volkswagen, Volkswagen Nutzfahrzeuge, Audi, Porsche, ŠKODA, SEAT ? Über 30x in der Region Stuttgart ?  
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### Hahn Automobile GmbH + Co. KG in Ludwigsburg - Vertragshändler ...

<https://home.mobile.de/HAHN-LUDWIGSBURG-AUDI> ▼ Traduire cette page  
★★★★★ Note : 4,6 - 59 avis  
Kraftstoffverbr. komb.: ca. 4,2 l/100 km - CO2-Emissionen komb.: ca. 97 g/km. Audi A1 1.0 TFSI Sport SHZ APS Klima Bluetooth. 14.490 EUR (Brutto)12.176 EUR ...

### Garage Hahn Automobile GmbH + Co. KG: à Schwieberdinger Str ...

<https://professional.autoscout24.be/hahn-automobile-gmbh-und-co-kg-ludwigsburg> ▼  
Découvrez le stock de véhicules d'occasion de Hahn Automobile GmbH + Co. KG à Schwieberdinger Str. 140 , 71636 Ludwigsburg en Belgique sur ...

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### HAHN+KOLB: Werkzeuge Maschinen Betriebseinrichtungen ATORN

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Werkzeuge, Maschinen und Betriebseinrichtungen für die Industrie u.a. finden Sie im Online Shop von HAHN+KOLB Werkzeuge GmbH. Außerdem ...

### Hahn Automobile Niederlassung Ludwigsburg

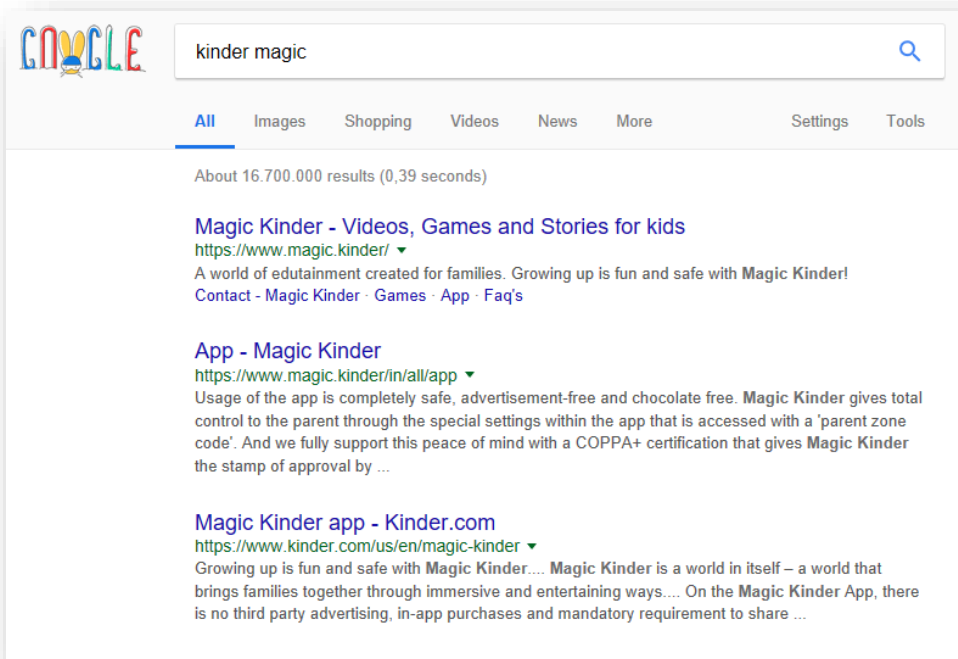
[www.hahn-ludwigsburg.audi/](http://www.hahn-ludwigsburg.audi/) ▼ Traduire cette page  
Finden Sie hier alle Informationen zu unserem Audi Autohaus, Audi Neuwagen, Audi

## 2.5 Engagement: Support.brand

Dot Brand supports a quick and efficient customer service.

Urgence means emergency in French. An Axa customer who needs to contact his insurer in an emergency would type down “urgence axa” in a search engine, and will find [urgence.axa](http://urgence.axa) as the first result of his search.

A child who wants to play with his kinder magic will type magic kinder in a search engine, and [magic.kinder](http://magic.kinder) will come up at the first position.



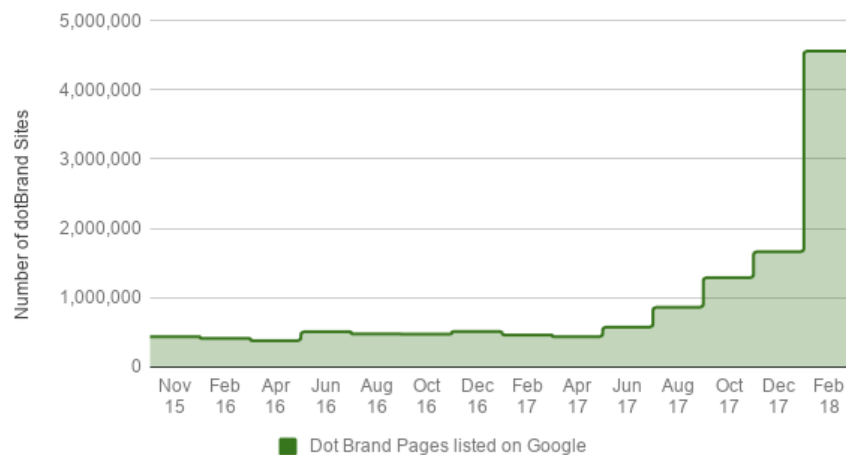


## 3 Dot Brand Global Presence on search engines

### 3.1 Pages published

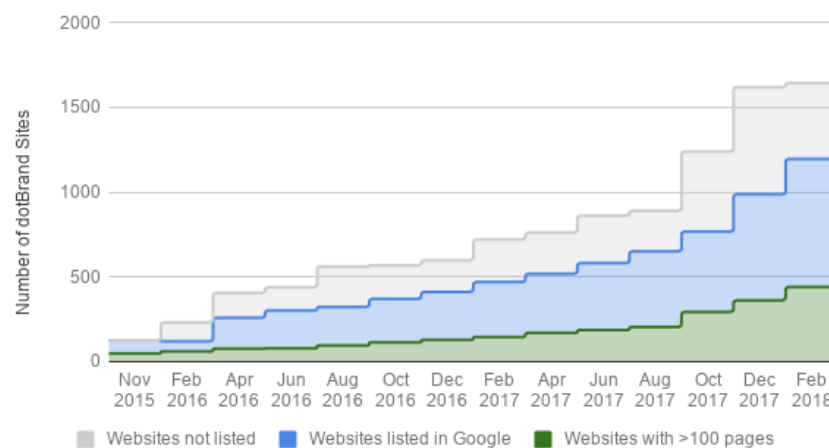
Brands publish an increasing number of pages, as the following chart illustrates.

**Dot Brand Pages listed on Google**



This increase is fueled by a combination of the total number of sites published and listed on google, together with a number of large websites.

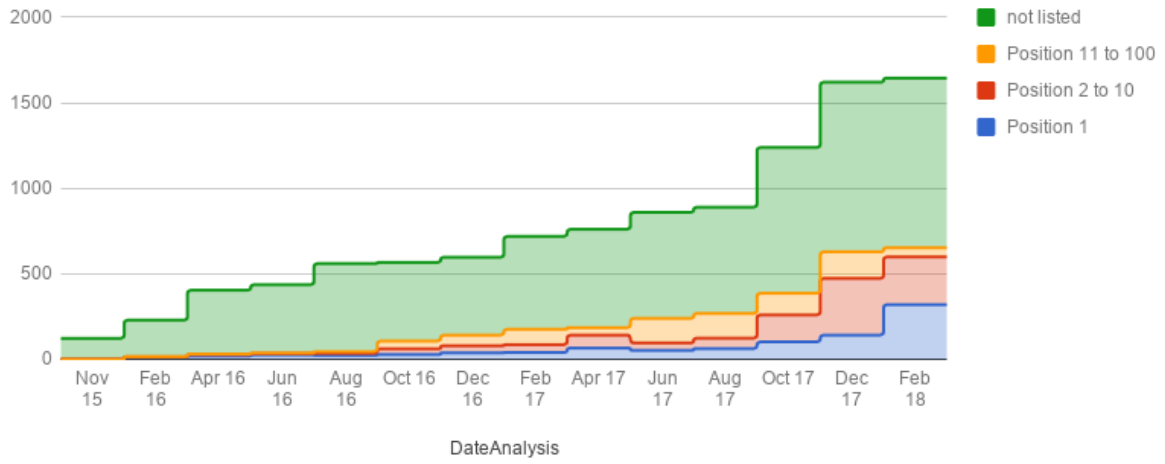
**Dot Brand Websites size**



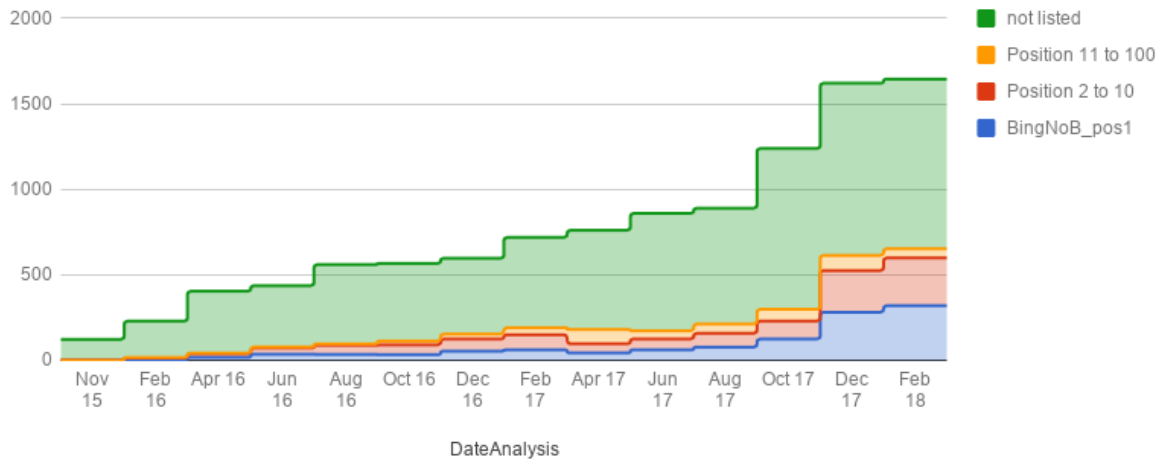
### 3.2 Dot brand website ranking evolution in time

When searching only for the keyword representing the second level domain :

### Position of Dot Brand Websites on Google when searching for Keyword

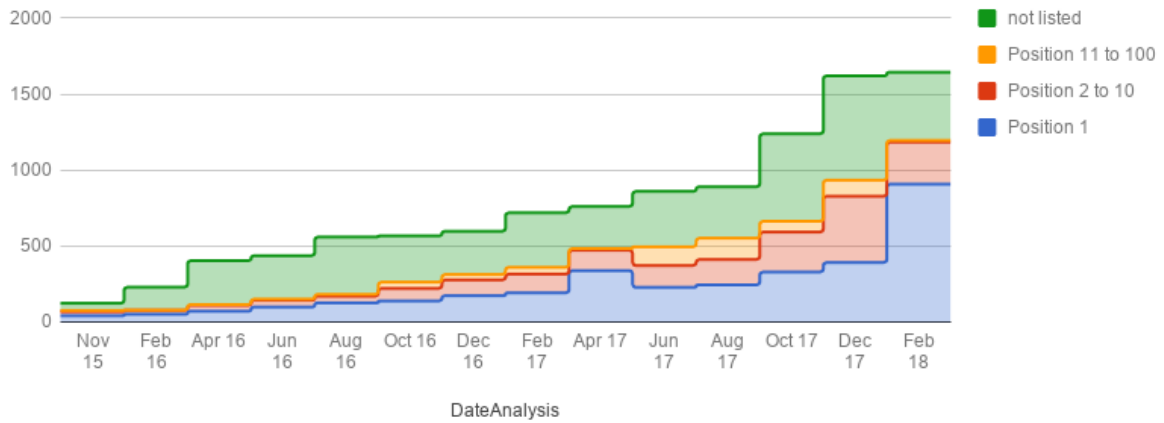


### Position of Dot Brand Websites on Bing when searching for Keyword

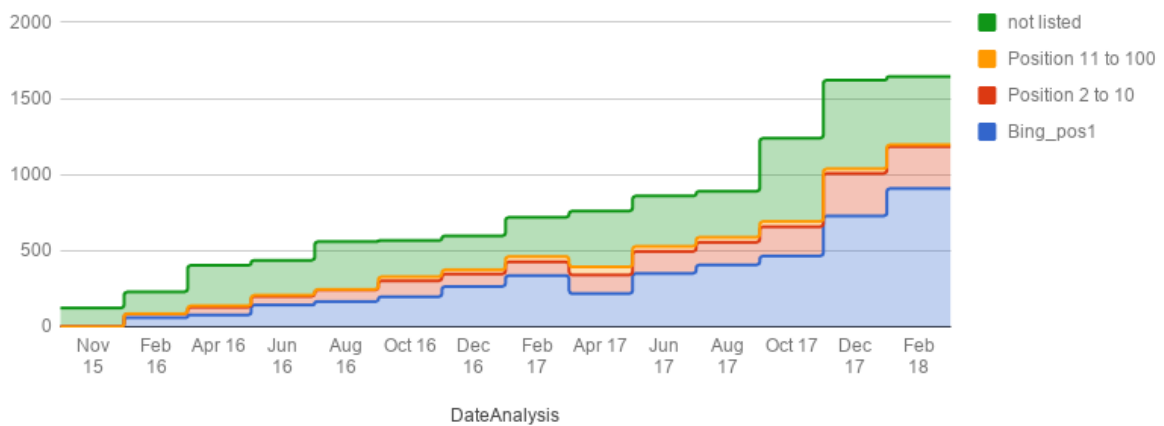


When searching for the keyword and the brand name :

### Position of Dot Brand Websites on Google when searching for Keyword and Brand



### Position of Dot Brand Websites on Bing when searching for Keyword and Brand



## 4 About the Dot Brand Observatory

The dotbrand observatory is an extensive research programme of dot brands, the new branded top level domains. Close to 600 brands have registered their name at the highest level of the domain hierarchy.

The observatory analyses the strategies, tactics and operations of first movers, providing benchmarks and insights to everyone involved in brand protection and marketing.

The dot brand observatory is available on [dotbrandobservatory.com](http://dotbrandobservatory.com)