New Domains and SEO

Everything you need to know!

Do new gTLDs impact a website's ranking?

COMPILED BY RADIX

A member of the Domain Name Association
nTLDs (new top level domains) were launched in 2012 by ICANN to enhance innovation, competition and consumer choice in domain names.

The New gTLD Program is enabling the largest expansion of the domain name system.

Examples of domain names on nTLDs:

- www.yourbusiness.online
- www.yourbrand.store

Examples of nTLDs:

- .online
- .store
- .tech
- .space
- .site
- .host
- .website
- .press
- .fun
Often, it is assumed that websites on new domains do not rank high on organic search results. Is that true?

Let’s find out!
The fact of the matter is..

New domains are as good as any other domain for search engine optimization.

Google had released a statement on its Webmasters blog clarifying how its search algorithm treats websites on nTLDs.

“Overall, our systems treat new gTLDs like other gTLDs (like .com & .org). Keywords in a TLD do not give any advantage or disadvantage in search.”

- Google Webmasters Blog
Does **Google** use **nTLDs** for any of its websites?

Yes, here are some new domains in use by Alphabet, the parent company of Google, and Google itself, for their various entities:

- www.abc.xyz
- www.x.company
- www.chronicle.security
- [BUSINESSNAME].business.site

A sub domain offered by Google My Business to all small businesses that sign up
According to Dallas based SEO expert Bill Hartzer

1. Two newly registered domain names are given the same weight by search engines when it comes to organic rankings.

2. So, if no other ranking criteria is considered, both have the same potential to rank high in organic search results.

3. A brand new domain (such as .STORE or .TECH) doesn’t have a bad history. In fact, it has no history that could hold it back from ranking well.

A keyword rich domain can help get relevant anchor text links to the website. Other websites are more likely to link with the preferred keyword anchor text if the keyword is in the domain name.
Wait.. so, is it possible to organically rank high in search results with an nTLD?

Yes, absolutely.
www.emirates.store
Official Online Store of Emirates.

1st
Rank on Google SERP

44K
Total visits in June 2018

Traffic Sources
emirates.store
As of Apr-Jun 2018

- Direct: 10.32%
- Referrals: 35.57%
- Search: 43.92%
- Social: 10.29%
- Mail: 0%
- Display: 0%

43.92% of traffic to emirates.store is from Search
www.lorde.store
Official Online Store of Grammy Award winner, Lorde.

1st Rank on Google SERP

Traffic Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Traffic %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>34.98%</td>
</tr>
<tr>
<td>Referrals</td>
<td>16.15%</td>
</tr>
<tr>
<td>Search</td>
<td>29.90%</td>
</tr>
<tr>
<td>Social</td>
<td>17.94%</td>
</tr>
<tr>
<td>Mail</td>
<td>1.04%</td>
</tr>
<tr>
<td>Display</td>
<td>0%</td>
</tr>
</tbody>
</table>

29.90% of traffic to lorde.store is from Search

59K Total visits in June 2018
www.ces.tech
Consumer Electronics Show in Vegas.

Did you know? www.ces.tech moved to a .TECH domain from cesweb.org. This made them create an impactful brand positioning.

74.57% of traffic to ces.tech is from Search

Traffic Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Traffic %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>18.87%</td>
</tr>
<tr>
<td>Referrals</td>
<td>3.31%</td>
</tr>
<tr>
<td>Search</td>
<td>74.57%</td>
</tr>
<tr>
<td>Social</td>
<td>17.6%</td>
</tr>
<tr>
<td>Mail</td>
<td>14.4%</td>
</tr>
<tr>
<td>Display</td>
<td>0.05%</td>
</tr>
</tbody>
</table>

As of Apr-Jun 2018

1st Rank on Google SERP

160K Total visits in June 2018
www.asgardia.space
The World’s First Space Nation

1st Rank on Google SERP

250K Total visits in June 2018

19.93% of traffic to asgardia.space is from Search

Traffic Sources
asgardia.space
As of Apr-Jun 2018

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Traffic Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>54.17%</td>
</tr>
<tr>
<td>Referrals</td>
<td>2.28%</td>
</tr>
<tr>
<td>Search</td>
<td>19.93%</td>
</tr>
<tr>
<td>Social</td>
<td>9.93%</td>
</tr>
<tr>
<td>Mail</td>
<td>13.62%</td>
</tr>
<tr>
<td>Display</td>
<td>0.08%</td>
</tr>
</tbody>
</table>
Alright! So, **nTLD websites are as good as any other TLD websites as far as SEO is concerned**, right?

Yes!
So, what does a website’s organic search ranking depend on?

The organic search ranking of a website depends on hundreds of factors but some important factors are believed to be the following:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CONTENT</td>
<td>The quality of content on your website is important. Fresh and original content is always good news for visitors and for SEO.</td>
</tr>
<tr>
<td>2</td>
<td>BACKLINKS</td>
<td>Backlinks from reputed, credible websites is good for SEO. In fact, a recent study from Stone Temple indicates that backlinks have a big role to play in improving SEO ranking.</td>
</tr>
<tr>
<td>3</td>
<td>ANCHOR TEXT</td>
<td>The anchor text (the blue, underlined, clickable text in a hyperlink) is quite crucial. The more relevant the anchor text to the page it is linking to, the better it is for the SEO.</td>
</tr>
<tr>
<td>4</td>
<td>MOBILE FRIENDLY DESIGN</td>
<td>To cater to mobile Internet users, Google’s algorithm now pushes mobile-friendly websites to top of the search results if the website has good content and credibility.</td>
</tr>
</tbody>
</table>
So, what are the benefits of a keyword-rich domain name?

A web page such as www.companyname.com/page49-78.html can also rank high in organic search results. But will users trust the link or click on it when seen in the search results?

This is where nTLDs help in building a keyword-rich domain name!

A domain name such as www.magazine.store immediately resonates.

If the website www.magazine.store is backlinked to anchor text 'magazine store', it is a positive indication to the search engines about the relevance and credibility of the website.
Is there an example of a website ranking organically for the keywords in its domain name?

www.seo-hero.tech gets organic traffic for keywords which are in its domain name. This website, incidentally, won a global SEO contest.

<table>
<thead>
<tr>
<th>TOP 5 ORGANIC KEYWORDS</th>
<th>Traffic from Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>seo-hero.tech</td>
<td>11.01%</td>
</tr>
<tr>
<td>Seo hero</td>
<td>75.80%</td>
</tr>
<tr>
<td>Seo hero tech</td>
<td>11.95%</td>
</tr>
<tr>
<td>Seohero</td>
<td>6.25%</td>
</tr>
<tr>
<td>Seo-hero.tech</td>
<td>3.46%</td>
</tr>
<tr>
<td>Seo-hero</td>
<td>2.54%</td>
</tr>
</tbody>
</table>
Wait ..so, an nTLD website won a global SEO contest?
That’s pretty cool!

Yes!
We asked the winner, Walid Gabteni, an SEO expert, to share his winning strategy.

Before seo-hero.tech got a great ranking on Google for the query ‘SEO Hero’, people were already searching for “SEO Hero Tech”. This eventually led Google to suggest ‘SEO Hero Tech’ even when someone searched for ‘SEO Hero’ and that worked greatly in my favor.

- Walid Gabteni
Winner of SEO Contest & Owner of www.seo-hero.tech

Detailed strategy: READ MORE
Does the age of a domain name matter in search rankings?

The age in terms of the number of years that the domain has existed does not matter directly.

However, a website that has been around for years, probably has a huge amount of backlinks, content, etc. These backlinks influence the website’s search engine rankings.

So, it’s the quality of the website and its backlinks and not the age of the domain name that matters.
So, **new domains** are actually a fantastic way to get a keyword-rich domain name that helps in branding as well as backlinking?

Yes!
Just as a website on .edu means it’s about education and on .org means it’s a social organization, similarly one can create an instant positioning for their business by choosing an nTLD that resonates with their brand. For example:

Here’s how it works...

For businesses, individuals, startups, bloggers or anyone that would like to get online.

- .site
- .website
- .online

For tech businesses, startups, blogs, products.

- .tech

For retail and eCommerce.

- .store

For entertainment, events, travel & more.

- .fun

For artists, freelancers.

- .space

For journalists, media & publications.

- .press

For hotels, celebrity anchors & hosts, hosting providers.

- .host
So, there you go!
If you are building a website, pick a domain name that will serve you in the long run for search engine optimization, branding and positioning.

There’s a perfect new domain extension that’s meant for your website. Register it now!
Sources

Bill Hartzer
Google Webmaster Blog
Search Engine Journal
Study from Stone Temple
SEO-Hero.tech
Yoast SEO
Search Engine Land
This document has been created by Radix, one of the world’s largest portfolio registries.

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