

New Domains and SEO

Everything you need to know!

Do new gTLDs impact a website's ranking?

SEARCH

COMPILED BY RADIX

A member of the Domain Name Association

What are nTLDs?

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.

“

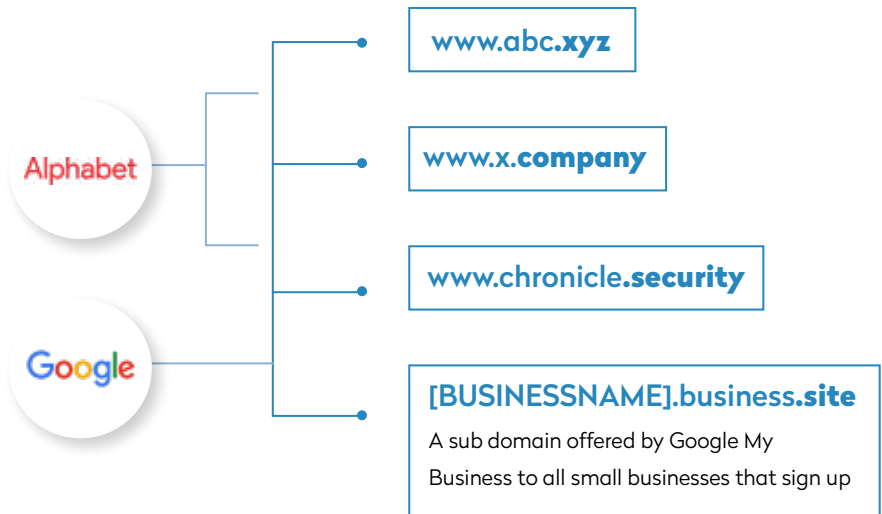
Overall, our systems treat new gTLDs like other gTLDs (like .com & .org). Keywords in a TLD do not give any advantage or disadvantage in search

- *Google Webmasters Blog*

Google

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:



What do **SEO experts** think of nTLDs?

According to Dallas based SEO expert **Bill Hartzler**



SEO expert
Bill Hartzler

 @BillHartzler

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.

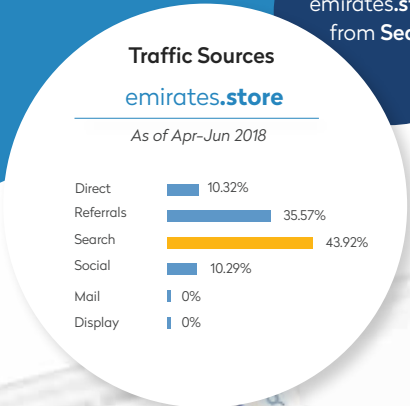


www.emirates.store

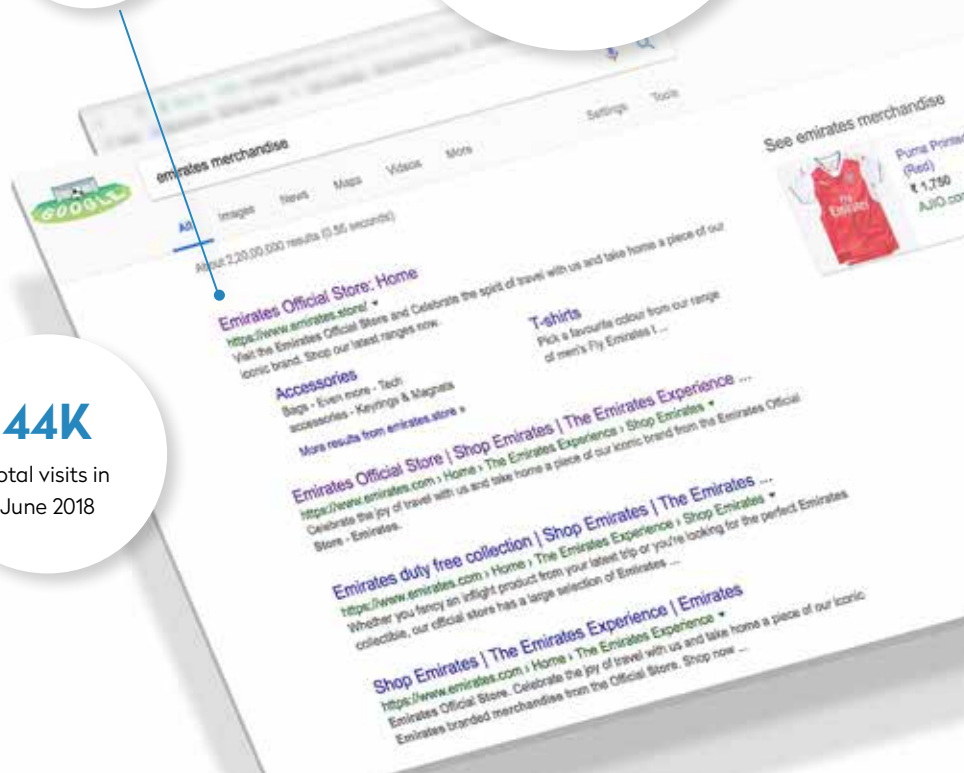
Official Online Store of Emirates.

43.92%
of traffic to
emirates.store is
from Search

1st
Rank on Google
SERP



44K
Total visits in
June 2018



LORDE

www.lorde.store

Official Online Store of Grammy Award winner, Lorde.

29.90%
of traffic to
lorde.store is
from Search

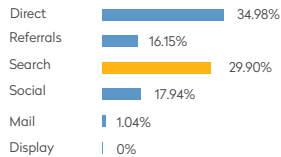
1st

Rank on Google
SERP

Traffic Sources

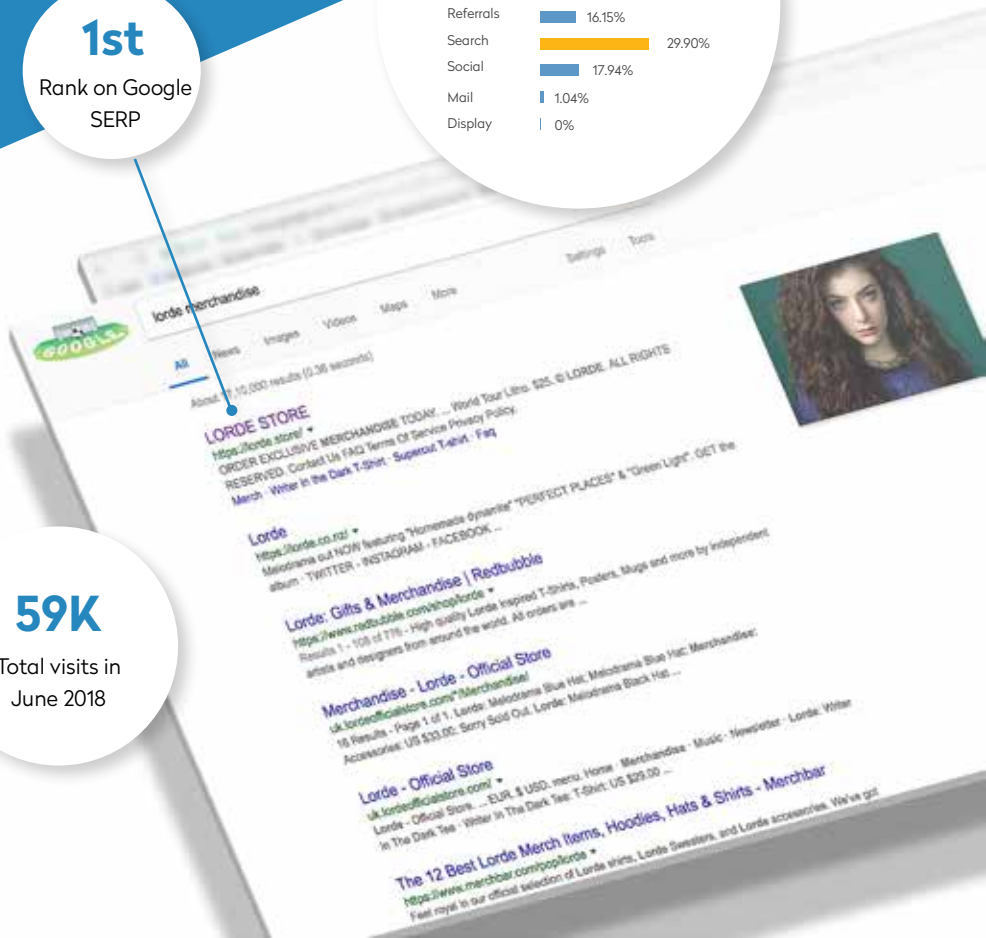
lorde.store

As of Apr-Jun 2018



59K

Total visits in
June 2018



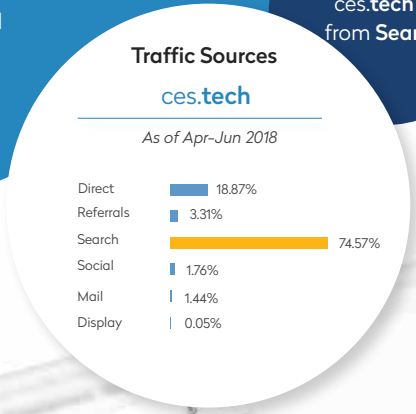


www.ces.tech Consumer Electronics Show in Vegas.

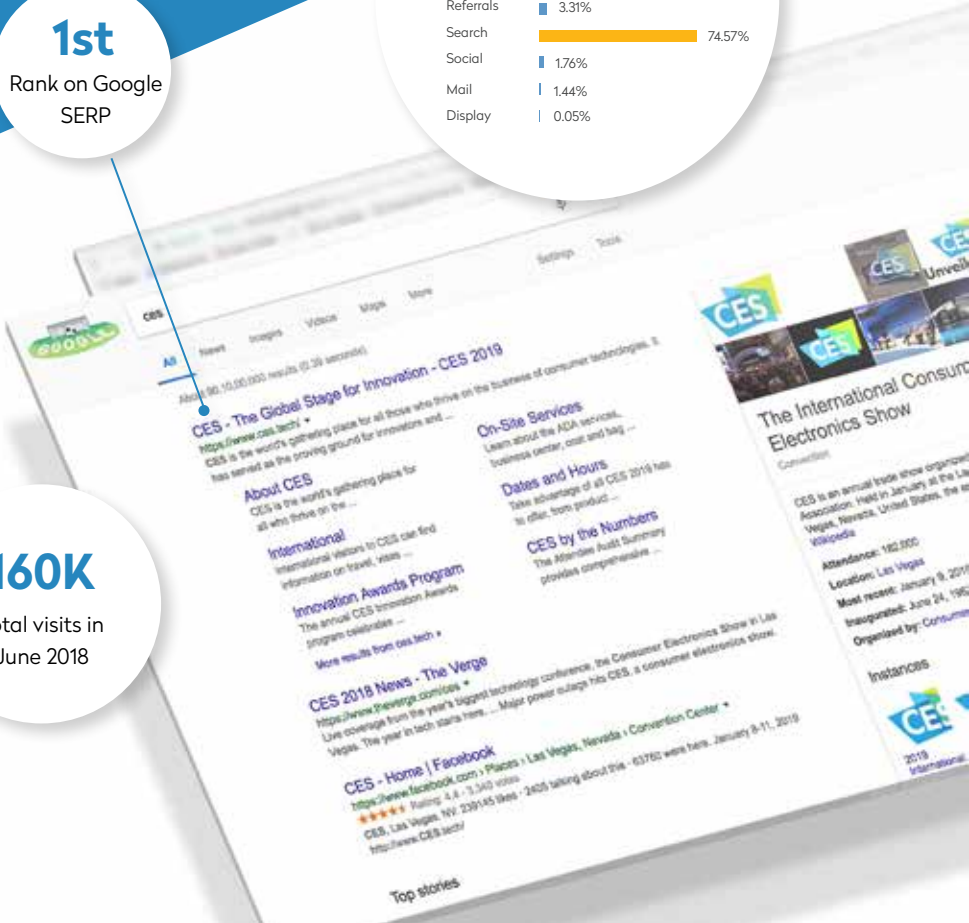
— Did you know? www.ces.tech moved to a .TECH domain from cesweb.org. This made them create an impactful brand positioning.

74.57%
of traffic to ces.tech is from Search

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

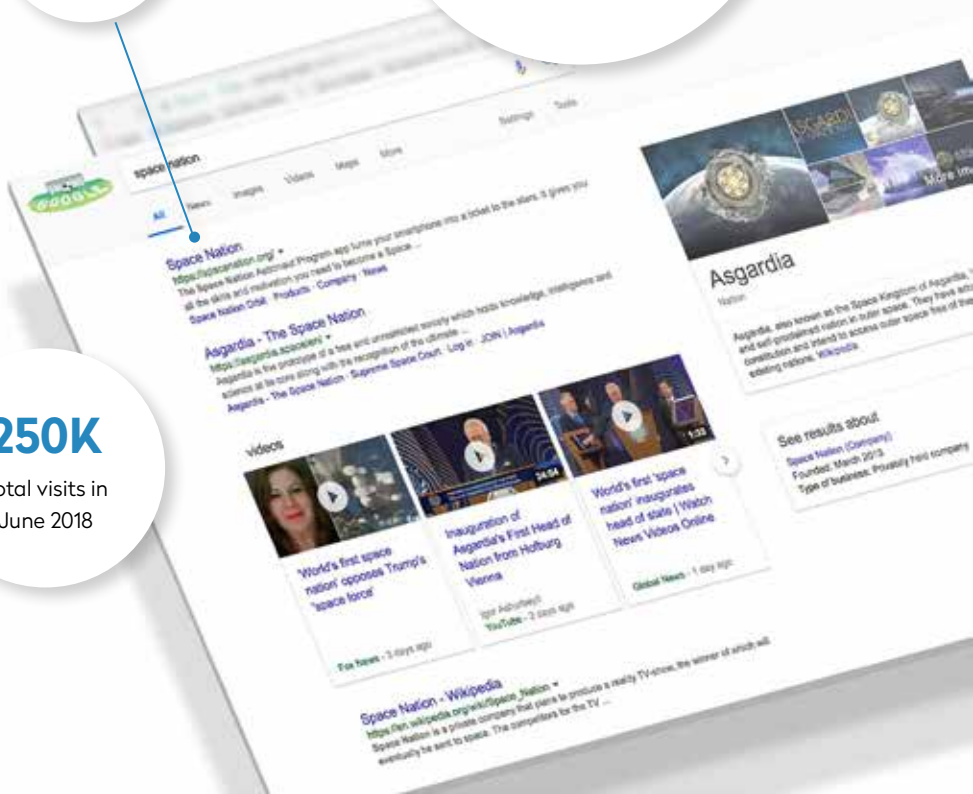
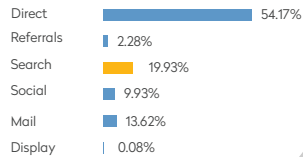
Total visits in
June 2018

19.93%
of traffic to
asgardia.space is
from Search

Traffic Sources

asgardia.space

As of Apr-Jun 2018

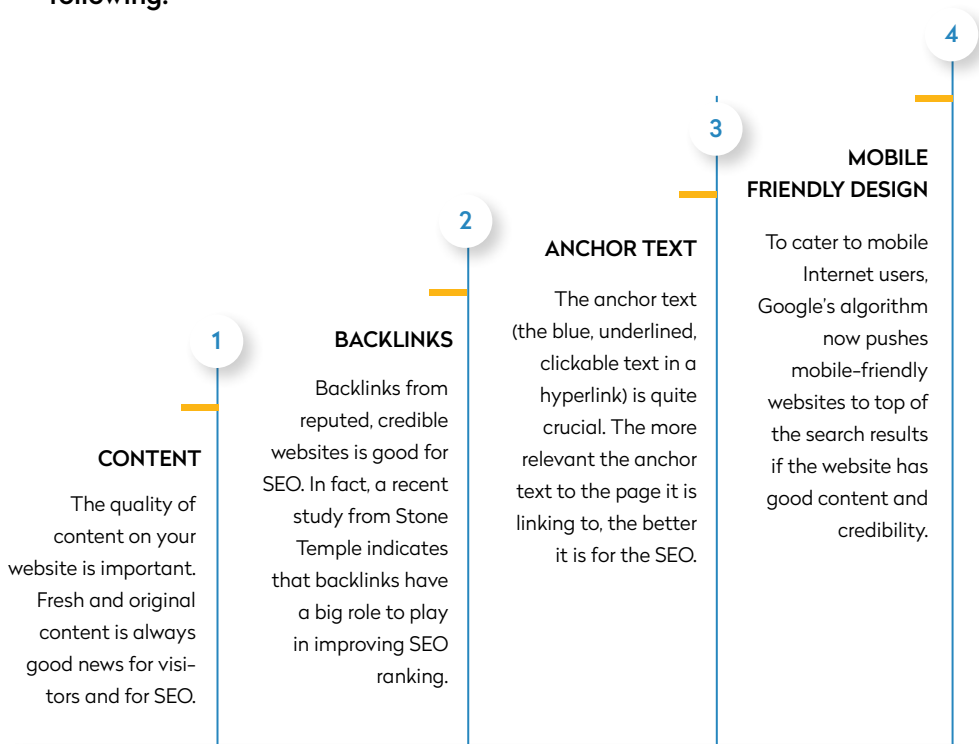


Alright! So, nTLD websites are as good as any other TLD websites as far as SEO is concerned, right?

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:



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.

www.magazine.store



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?



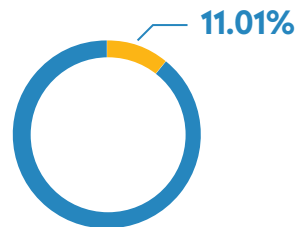
www.seo-hero.tech

gets organic traffic for keywords which are in its domain name. This website, incidentally, **won a global SEO contest.**

TOP 5 ORGANIC KEYWORDS

seo-hero.tech

Seo hero	75.80%
Seo hero tech	11.95%
Seohero	6.25%
Seo-hero.tech	3.46%
Seo-hero	2.54%



Traffic from **Search**

Wait ..so, an nTLD website
won a global SEO contest?
That's pretty cool!

Yes!

What was the winning strategy?

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!

Here's how it works...

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

 **.site**  **.website**  **.online**

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

.tech

For tech businesses, startups, blogs, products

.store

For retail and eCommerce

.fun

For entertainment, events, travel & more

.space

For artists, freelancers

.press

For journalists, media & publications

.host

For hotels, celebrity anchors & hosts, hosting providers

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 Hartzler
- Google Webmaster Blog
- Search Engine Journal
- Study from Stone Temple
- SEO-Hero.tech
- Yoast SEO
- Search Engine Land

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