New Domains and SEO

Everything you need to know!

| Do new gTLDs impact a website's ranking? | SEARCH |

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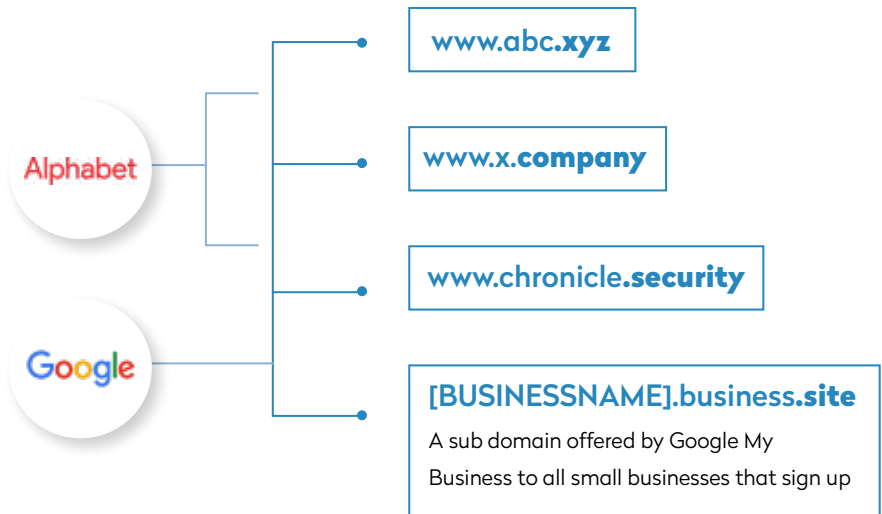
> Overall, our systems treat new gTLDs like other gTLDs (like .com & .org). Keywords in a TLD do not give any advantage or disadvantage in search
>
> *– Google Webmasters Blog*

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:

Alphabet

Google

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

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

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.

SEO expert
Bill Hartzer

🐦 @BillHartzer

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 ?
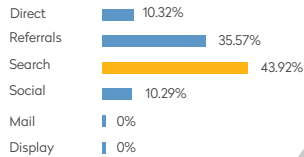
Yes, absolutely.

www.emirates.**store**
Official Online Store of Emirates.

43.92% of traffic to emirates.**store** is from **Search**

Traffic Sources

emirates.**store**

As of Apr–Jun 2018

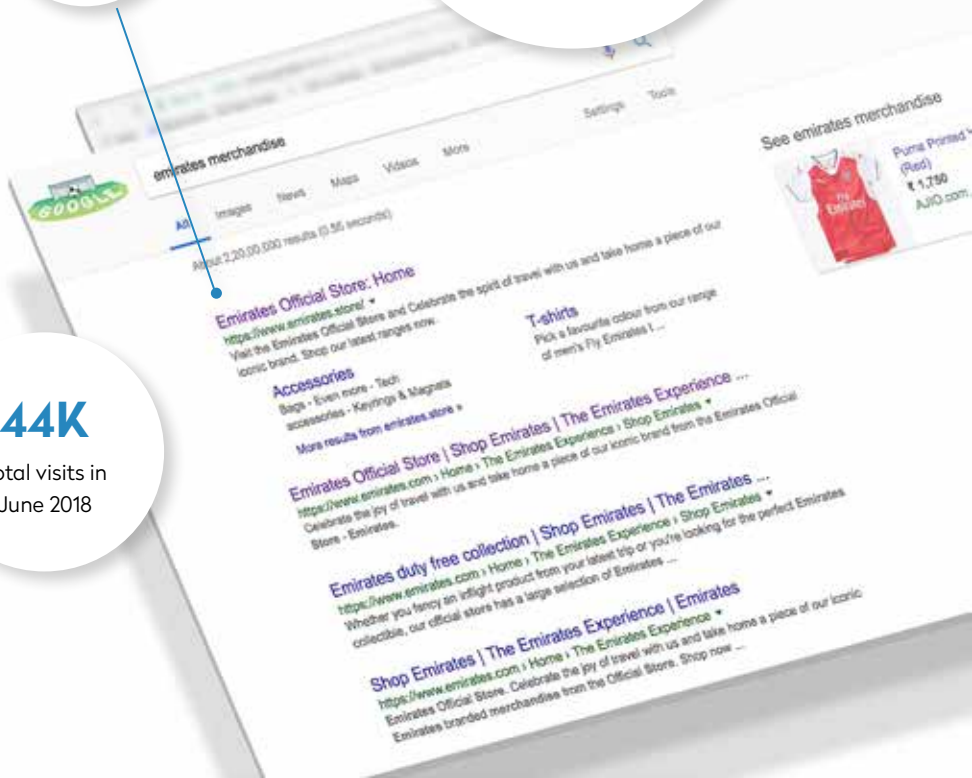|	
Direct	10.32%
Referrals	35.57%
Search	43.92%
Social	10.29%
Mail	0%
Display	0%

1st
Rank on Google SERP

44K
Total visits in June 2018

LORDE

www.lorde.store
Official Online Store of Grammy Award winner, Lorde.
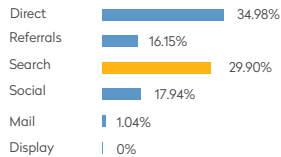
29.90% of traffic to lorde.**store** is from **Search**

Traffic Sources

lorde.**store**

As of Apr–Jun 2018

Source	Percentage
Direct	34.98%
Referrals	16.15%
Search	29.90%
Social	17.94%
Mail	1.04%
Display	0%

1st
Rank on Google SERP
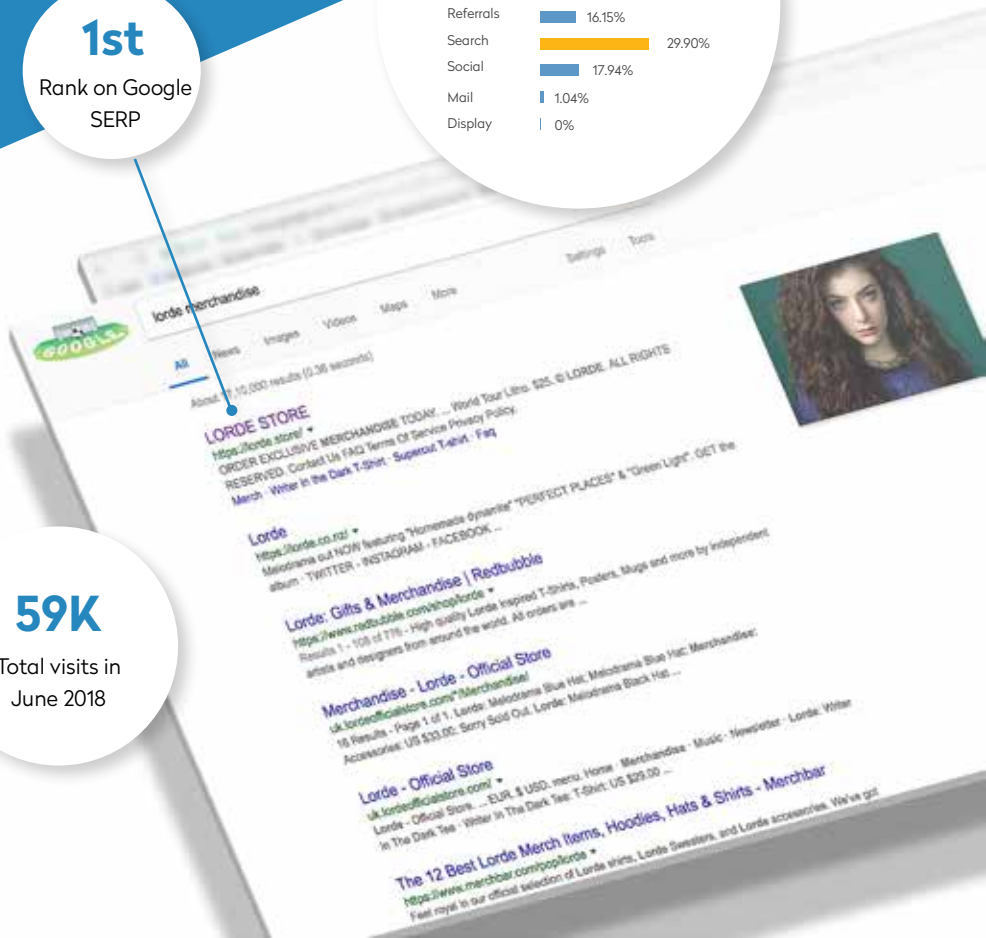
59K
Total visits in June 2018

www.ces.**tech**
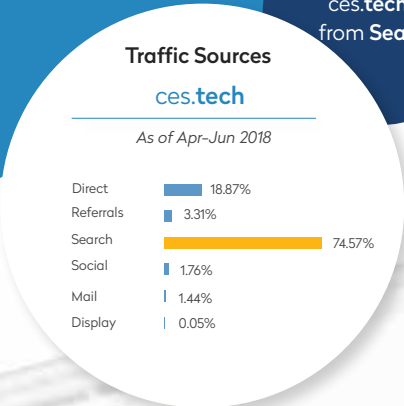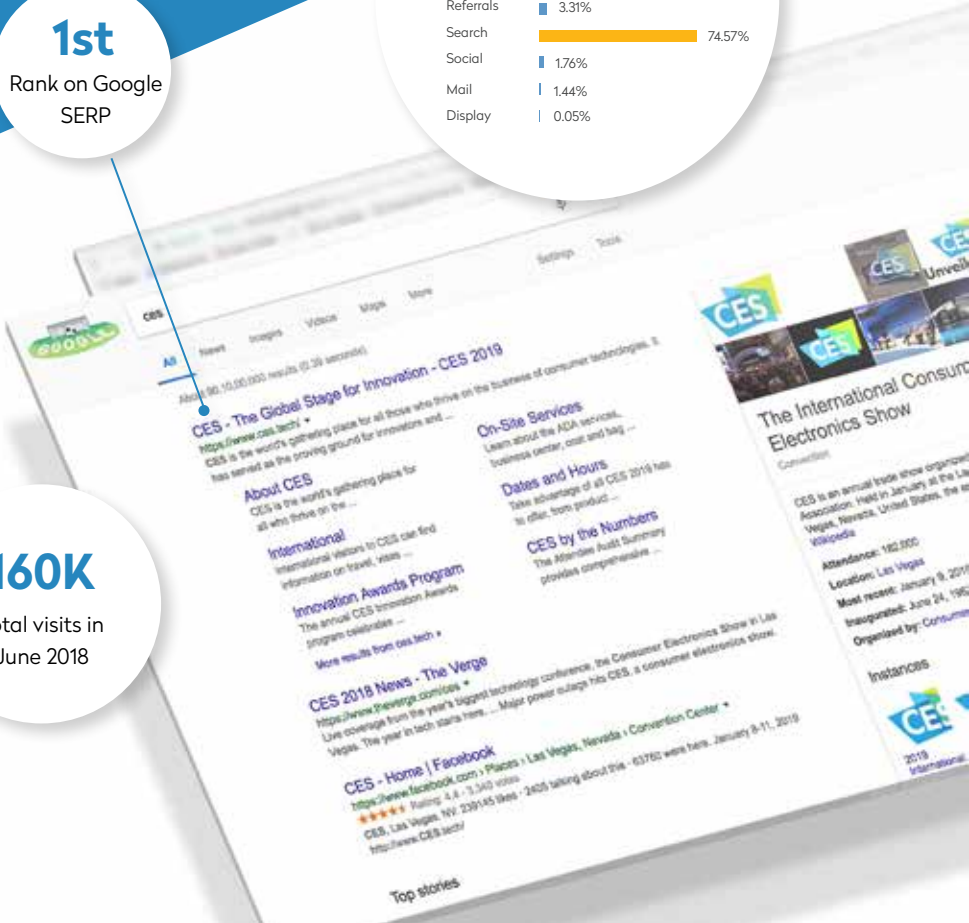## Consumer Electronics Show in Vegas.

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
ces.**tech**
As of Apr–Jun 2018

Source	Percentage
Direct	18.87%
Referrals	3.31%
Search	74.57%
Social	1.76%
Mail	1.44%
Display	0.05%

1st Rank on Google SERP

160K Total visits in June 2018

www.asgardia.**space**
The World's First Space Nation

19.93% of traffic to asgardia.**space** is from **Search**

Traffic Sources
asgardia.**space**

As of Apr–Jun 2018

Direct	54.17%
Referrals	2.28%
Search	19.93%
Social	9.93%
Mail	13.62%
Display	0.08%

1st
Rank on Google SERP

250K
Total visits in June 2018
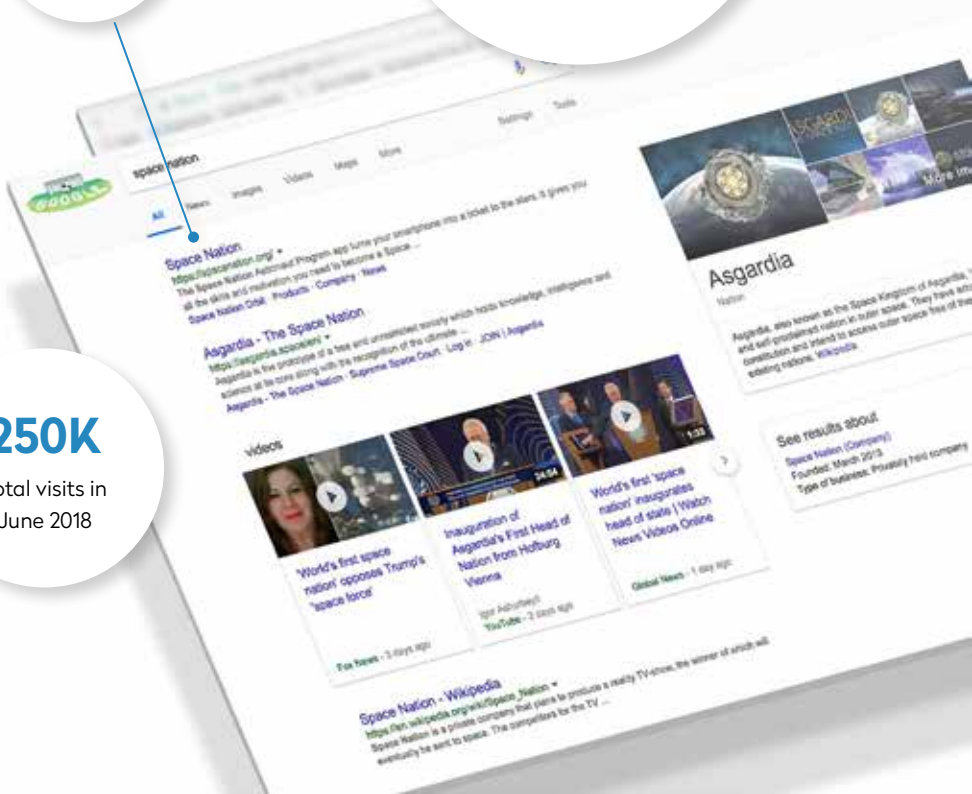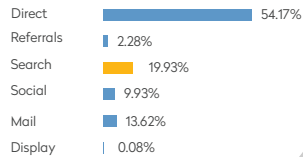
Alright! So, **nTLD websites are as good as any other TLD websites as far as SEO is concerned**, right?

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:
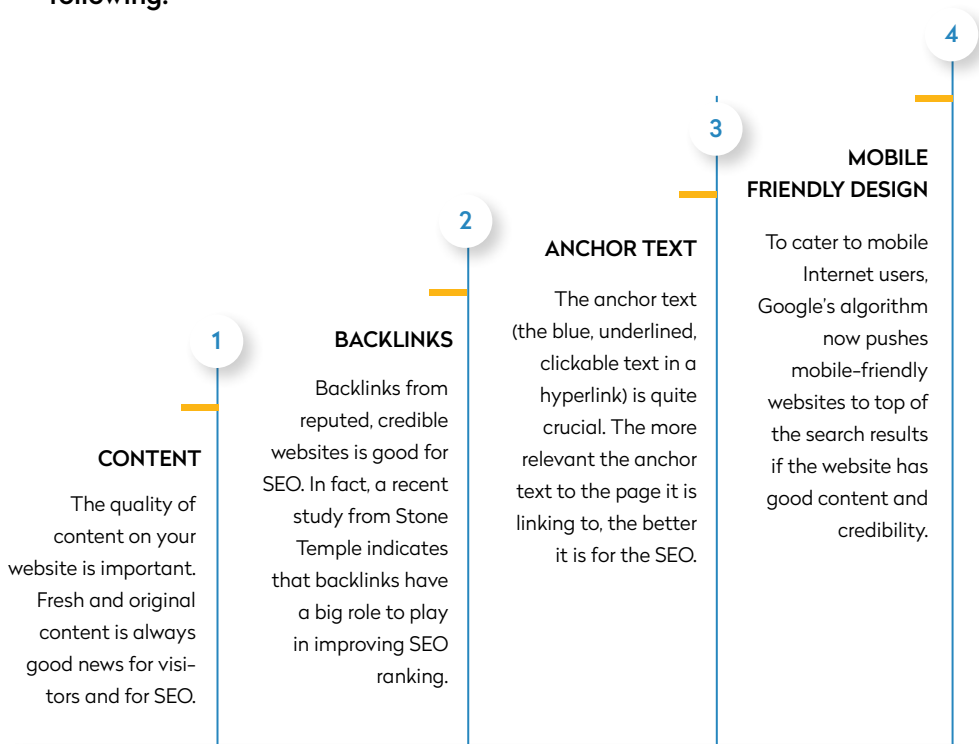
1

CONTENT

The quality of content on your website is important. Fresh and original content is always good news for visi–tors and for SEO.

2

BACKLINKS

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.

3

ANCHOR TEXT

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.

4

MOBILE FRIENDLY DESIGN

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.

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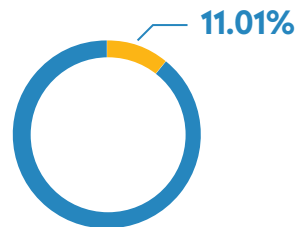
www.seo-hero.tech
gets organic traffic for keywords which are in its domain name. This website, incidentally, **won a global SEO contest.**

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%

11.01%

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

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.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 Hartzer

Google Webmaster Blog

Search Engine Journal

Study from Stone Temple

SEO-Hero.tech

Yoast SEO

Search Engine Land

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