

Generic Keyword Brands

Successful companies often use additional generic keyword domains to create web sites to fortify their brands. Relevant keywords in the domain name may be one of the most powerful components of a successful web presence for brand identification, consumer recall and search engine optimization.

But imagine you were the owner of a large online candy store. Say you owned www.chocolate.com, www.jellybeans.com and www.candy.com. You've just purchased three dedicated domains that people will likely search out individual information about. You can build a generic website devoted to each of these and have people use them to do research. Through these websites, you can build outbound links to your main website that are built off these keywords. So as this one website gains credibility, so does your own website indirectly.

Through this set of websites, you've done more than gain credibility and respect; you've also generated instant traffic. People might visit your chocolate website to discover how to make it, a list of the top chocolate brands in the world, or to even look for places they can buy products to make their own products from home. That instant traffic can also be linked to on page ads for your business. This means you are getting more traffic than you'd otherwise have, if people were only doing an online search for your business.

When you view this website, think of it as being more than simply a domain that you have. When you build this domain, you aren't focusing on your website directly, you are doing a marketing campaign that can expand the reach. Generic domain websites allow customers who think of a particular brand tie into a word that is associated with them. So Chevy might own something like www.trucks.com, and Red Lobster might own a website like www.seafood.com. By purchasing this generic domain now, you stand a chance to have generic website traffic that your competition won't have. That gives you a major advantage in the competitive online market, and allows you to cement yourself as a long term force in your industry.

From a SEO standpoint, you'll also find that these websites offer a boost in their search engine rankings. The reason is they tend to be the most relevant item when people searches that particular term. So through the connection and the association people have, Google might rank this website as the biggest website online. By default, the links going to your website from them become high quality links since people are sharing the link and boosting its credibility. The end result is the ability to truly stand out.

When you own the website, you also have a powerful website that can bring you in a considerable amount of money. Say you bought www.chocolate.com for your online candy shop. But you eventually grow tired of making the candy and you close down your website. You still own the URL and perhaps pay \$13 a year to own it. You can sell that to a company like Hersey for thousands of dollars. This means you not only benefited from it while you had your website, but you sold the URL for a profit. So through your hard word and business savvy approach, you've managed to generate yourself a decent income.

Remember, there are dozens of websites out there that are just waiting for the right person to purchase them. Take a moment to review the unique options that you have and do what you can to find the one that best ties into your own business. From there, you can take that premium .com domain name you've found and use it to help grow your business and take it to the next level.