



GLOBERUNNER



.BEST vs .COM CASE STUDY



ROCKET FUEL FOR YOUR BUSINESS

.BEST vs .COM CASE STUDY

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Executive Summary

Globe Runner, leading SEO and SEM experts based in Dallas, sought to research how keyword-rich new gTLD domain names affected the SEM value of an online property. In other words, would naming a domain with a new gTLD (in this case, .BEST) rather than the traditional .COM have a positive statistical impact on a website?

Based on our testing and research of a series of domains on Google throughout May 2016 (testing which included hundreds of keywords and thousands of impressions), Globe Runner arrived at the conclusion that the .BEST domain conferred a tangible benefit over the .COM domain in online advertising efforts.

Our research shows that you can save money and reduce your cost per lead by using one of the new gTLD domain names.

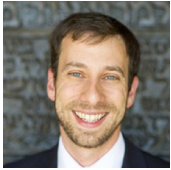
Particularly in the moving industry, the .BEST domain name allowed us to save dollars-per-click within Google AdWords. In the long-term, after thousands of clicks, this price difference would make for significant savings.

Average Cost Per Click Comparison



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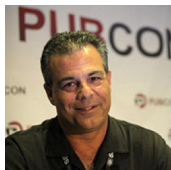
Expert Feedback



"The results of your experimentation clearly demonstrates that user awareness of TLD's extends to GTLD's too and they are not just a novelty item to get more type-in traffic. As a result, I think it is wise for business owners and marketers to also consider available GTLD domain names when considering how to register their business websites."
– Eli Schwartz, Director of Marketing, Survey Monkey



"I love the idea of using new gTLDs to increase your AdWords CTR and lower your average CPC" - David Iwanow, SEO Expert



"10% of your CPC might only be a dollar, but an accident attorney could save a lot" - Scott Hendison, CEO, Search Commander, Inc.



"It's refreshing to hear another search engine strategist weigh in on the argument of .com vs any other TLD, and even more refreshing to have it backed by data. I am not at all surprised that .BEST domains received higher CTR." – Steve Wiideman, President and Senior Strategist, Wiideman Consulting Group



"This is an interesting result, worthy of a more rigorous test." - Daniel Thies, Founder and CEO, Marketer's Braintrust

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New gTLD Domain Names

Since the beginning of the Internet, we've been mainly using three main Top Level Domains (TLDs) for our websites: .COM, .NET, and .ORG. There are other TLDs that have been introduced that we're all familiar with, such as .EDU and .GOV. It's been fairly easy for us to register .COM, .NET, and .ORG domain names. You have to be associated with an educational institution or a government entity to secure a .EDU or a .GOV domain name. And then there are the others that have been available for quite some time now, such as .INFO, .BIZ, and .TV. We typically are used to the top three, though, and those websites currently make up a majority of what we see in the search engine results pages, such as in Google's search results.

In countries outside of the USA, at an international level, the Country Code Top Level Domains (ccTLDs), are widely accepted now, including .co.uk (United Kingdom), .es (Spain), .com.au (Australia), .ca (Canada), and .it (Italy). Depending on the location of your business, a ccTLD makes perfect sense as an alternative to .com. Since January 2014, there are literally hundreds of new Generic Top Level Domains (New gTLDs) coming available, and many are already available for registration.

For more background information, scroll to the bottom of the document.

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As leading SEO and SEM experts based in the Dallas, Texas area, Globe Runner wanted to find out, first-hand, which TLD (or new gTLD) performs better from a website marketing or search engine marketing perspective. Going forward, since there are so many new gTLDs being introduced, it's our job to give our clients the best advice that we can give: and the only way to know that we are giving our clients good advice is to perform tests, look at the data from those tests, and make recommendations. We must use real-world data and real-world examples, in order to get the best, most accurate information we can obtain. At Globe Runner, we're always watching the results of our marketing efforts, and adopting our marketing strategies based on those results.

For the purpose of testing the overall marketing performance of .COM domains versus new gTLD domain names, we thought that it would be important and most appropriate to use Google AdWords, a leading source of paid internet traffic. Using Google AdWords for our tests was the most logical source, since we could get campaigns up and running quickly, and we could analyze the data. We could determine the ad copy, the keywords used, control the amount of our spend, and see the results. We could see the Click-Thru Ratio (CTR), the number of impressions, the number of actual clicks to the website, and, most importantly, the number of conversions.

By using Google AdWords, we are able to determine if it makes sense to use a .COM domain name or a new gTLD domain name.

For the purpose of our testing, we used the following domain names:

DallasRoofer.Best, DallasRooferBest.com, DallasMovers.Best, DallasMoversBest.com, DallasDentist.Best, DallasDentistBest.com, DallasFencing.Best, DallasFencingBest.com, DallasAirConditioning.Best, DallasAirConditioningBest.com

We specifically used the Dallas market because Globe Runner is based in Dallas—and we are familiar with the overall market. We felt, for the purpose of these tests, that we would include five different distinct industries that are competitive. There are plenty of companies competing for the local business in the Dallas area, especially in roofing, moving, dentistry, fencing, and air conditioning.

Based on our initial keyword research, we selected these industries because it appears that people typically search for the “best” providers of these services. So, it would be logical that someone would use the word “best” in their domain name when describing their business.

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The Tests

When we ran our search engine marketing test campaigns in May 2016, with the ultimate goal of making sure that the only difference between the domain names we put against each other was only the domain name itself. So, we made sure that everything: the ad copy, the keywords, the amount of the bids, and even the landing pages were exactly the same. The only difference was the domain name used. The domain name appears in the ad copy as the “display URL” but also is the actual page we sent the traffic to, which was important. Let’s take a look at the actual test data.

The Ad Copy We Used

First, here is the ad copy that was used in each test of the .Com versus .Best domain names. As you can see in the ad, the traffic and clicks went to the appropriate domain name shown in the ad. For this test, we used two different ads for each of the campaigns.

Here are the ads that we used for the DallasAirConditioning.Best Google AdWords campaign:

Best AC Company in Dallas
Want To Find The Best Air
Conditioning Company In Dallas?
DallasAirConditioning.Best

Find The Best AC Company
Need To Find The Best AC
Company In The Dallas Area?
DallasAirConditioning.Best

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Here are the ads we used in the DallasAirConditioningBest.com ads:

Best AC Company in Dallas
Want To Find The Best Air
Conditioning Company In Dallas?
[DallasAirConditioningBest.Com](https://DallasAirConditioningBest.com)

Find The Best AC Company
Need To Find The Best AC
Company In The Dallas Area?
[DallasAirConditioningBest.Com](https://DallasAirConditioningBest.com)

Again, as you can see, we used two different headings and two different descriptions, resulting in four different ads for each of the BEST campaigns. In this case, we chose optimized ad delivery, which is Google's recommended setting.

Campaign Settings and Notes

There were a few additional campaign settings that we used in the tests. We used the search network only on Google AdWords, and no display ads were used. We did not use Ad Extensions. There were some differences in what we bid per click per campaign—we had to make sure that we bid high enough so that our ads would show up towards the top of the results. In any case, the bids were the same for all keywords and the same on the .BEST keywords as they were on the .COM keywords. Some topics cost us more per click and others were cheaper per click on the average. This data is shown in the results.

Most of all, though, having our ad show on the first page of search results was important to us. When we present the actual results later in this document, you will see the "Average Position" of each ad.

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The Landing Pages We Used

As you can see, each of these ads sent traffic to their respective domain names (either the .com domain name or the new gTLD domain name). Each of these landing pages are still “live”, so you can go to these sites and see the landing pages.


DallasRoofer.Best, DallasRooferBest.com, DallasMovers.Best, DallasMoversBest.com, DallasDentist.Best, DallasDentistBest.com, DallasFencing.Best, DallasFencingBest.com, DallasAirConditioning.Best, DallasAirConditioningBest.com

On the landing pages, the landing page used on the .BEST domain name was the same as it was on the .COM domain name during our test period.

Below is a sample landing page that was used on both the DallasMovers.Best and DallasMoversBest.com campaigns. These landing pages across all topics are essentially the same—the graphic at the top of the page and the list of questions was tailored to each industry.


We initially had some issues with Google accepting these landing pages for use in our Google AdWords campaigns. We did have to adjust them and work with representatives from Google to understand why they were initially not accepted. However, we did get these issues resolved with Google. We would like to have been able to use different versions of the landing pages, but for testing purposes it was necessary to use the same type of landing page across all of the domain names. Going forward, if you are running campaigns such as these we would recommend using several different landing pages and different versions of each page, such as moving the location of the contact form and other information provided on the page.

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Find the Best Moving Company
10 Questions to ask

Before you hire a moving company, you should interview them and ask them to answer these questions. These 10 simple questions will help you decide if they're the movers you want to hire.



Questions Checklist

1. Do you have references?
2. Do you have insurance?
3. Is your company licensed for state and interstate transport?
4. For a local move, how do you charge? By the hour, the weight, number of movers?
5. How do you determine the weight of my shipment?
6. What type of liability coverage do you offer?
7. Who does the loading and packing?
8. How do you pack special items such as electronics, glass, dishes, and antiques?
9. Do you provide any items to assist with moving, such as boxes?
10. Does the quote include extra charges?

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The Results

After we ran our Google AdWords campaigns for a specific period of time, it was clear to us, in many aspects, that the .BEST domain names outperformed the .COM domain names in certain key areas. For example, when it comes down to overall cost, we found that we can pay less if we use a .BEST domain name than a .COM. The .COM clicks overall, across multiple campaigns and across multiple industries, are more expensive. And, in some cases, we even got more clicks on the .BEST domain names than we did on the .COM domain TLD that we used.

The variations of Quality Scores between the two groups showed no statistical significance.

Overall, how did the .BEST ads do as compared to the .COM ads on Google AdWords? Here are the results:

Google AdWords .Best VS .Com

AdWords All .Best	
Total Impressions	5398
Total Clicks	80
Average CTR	1.48%
Average CPC	\$9.14
Average Position	2.0

AdWords All .Com	
Total Impressions	5854
Total Clicks	72
Average CTR	1.23%
Average CPC	\$9.95
Average Position	2.0

Ultimately, when it came to Google AdWords, the .BEST campaigns cost us nearly \$1.00 or 8.9% less per click than when we used a .COM domain name in our ads. The number of impressions, the number of clicks we received, and the average position was close—yet we got a better average position on the .BEST ads. The average CTR was a little less on the .BEST ads, and we'll want to dive into the actual keywords and number of clicks to see if there are any particular keywords or industries that are skewing these results.

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Here are the overall results for each campaign on Google AdWords:

Google AdWords Campaign Results

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. pos.
DallasDentist.Best	25	2387	1.05%	\$9.01	\$225.19	1.7
DallasDentistBest.com	23	2605	0.88%	\$9.73	\$223.86	1.6
DallasAirConditioning.Best	15	819	1.83%	\$9.82	\$147.34	2.1
DallasAirConditioningBest.com	12	873	1.37%	\$10.96	\$131.52	2.2
DallasMovers.Best	26	1780	1.46%	\$9.41	\$244.55	2.5
DallasMoversBest.com	20	1940	1.03%	\$11.93	\$238.59	2.5
DallasFencing.Best	14	358	3.91%	\$8.17	\$114.41	1.2
DallasFencingBest.com	17	432	3.94%	\$7.22	\$122.69	1.2
Total	152	11188	1.36%	\$9.53	\$1,448.15	2

Below are the results from our testing, showing the results from each of the .BEST and .COM ads, across each industry:

AdWords DallasMovers.Best	
Total Impressions	1780
Total Clicks	26
Average CTR	1.46%
Average CPC	\$9.41
Average Position	2.50

AdWords DallasMoversBest.com	
Total Impressions	1940
Total Clicks	20
Average CTR	1.03%
Average CPC	\$11.93
Average Position	2.50

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For the moving company Google AdWords test, we got more impressions on the .COM moving ads on Google AdWords, but the .BEST didn't require as many impressions to get more clicks. The average CTR on the .COM was lower, and the prices were nearly \$2.50 or 26.7% more per click on the .COM ads. Personally I would use a .BEST domain to advertise my moving business because I can get more clicks on Google AdWords for \$2.50 cheaper. The average position was the same.

DallasAirCondition.Best VS DallasAirConditioningBest.Com

AdWords DallasAirConditioning.Best	
Total Impressions	819
Total Clicks	15
Average CTR	1.83%
Average CPC	\$9.82
Average Position	2.10

AdWords DallasAirConditioning.Best	
Total Impressions	873
Total Clicks	12
Average CTR	1.37%
Average CPC	\$10.96
Average Position	2.20

For air conditioning ads on Google AdWords, we got about the same number of impressions (876 on the .COM and 819 on the .BEST). Overall, we ended up getting more clicks for \$1.14 or 11.6% less when we used the .BEST domain. The average CTR was higher on the .BEST ads. But getting more clicks for less money in the long run is enough for to convince us to use a .BEST domain name if we were advertising our air conditioning business. The average position was nearly the same.

DallasDentist.Best VS DallasDentistBest.Com

AdWords DallasDentist.Best	
Total Impressions	2387
Total Clicks	25
Average CTR	1.05%
Average CPC	\$9.01
Average Position	1.70

AdWords DallasDentistBest.com	
Total Impressions	2605
Total Clicks	23
Average CTR	.88%
Average CPC	\$9.73
Average Position	1.60

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In the case of Google AdWords ads for dentists, the .BEST and the .COM ads got about the same number of impressions, with 218 more impressions on the .COM ads. We ultimately got more clicks on the .BEST ads for less cost per click. The average CTR was higher on the .BEST ads in this case. The average position was higher on the .COM ads. All in all, we'd put our money into using a .BEST domain name because we get more clicks for less cost (about 7.9% cheaper) on our ads.

DallasFencing.Best VS DallasFencingBest.Com

AdWords DallasFencing.Best		AdWords DallasFencingBest.com	
Total Impressions	358	Total Impressions	432
Total Clicks	14	Total Clicks	17
Average CTR	3.91%	Average CTR	3.94%
Average CPC	\$8.17	Average CPC	\$7.22
Average Position	1.20	Average Position	1.20

We were surprised at the high CTR on the .BEST ads for fencing. While the CTR on the .COM Google AdWords for fencing was high as well, it was only .54% higher click-thru rate on the .COM ads. We did see a higher CPC for the .BEST ads. We'd like to see more data before we make a decision on using a .COM or a .BEST domain for fencing.

For all of the Google AdWords ads, we got about 400 more impressions on the .COM ads. However, we ultimately got more clicks on the .BEST ads than we did on the .COM ads. Furthermore, while the overall CTR was about .25 percent better on the .COM ads, we ended up spending \$.72 less on using a .BEST domain name and we got more clicks. The average position across all of the ads using a .BEST domain name was the same. If we were going to be using Google AdWords to advertise our business, we would go with a .BEST domain name because we got more clicks for less money using a .BEST domain name.

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Final Thoughts

Our overall goal when setting up these tests was ultimately to determine whether using a .BEST domain name or a .COM domain name is better when it comes to search engine marketing on Google AdWords. After having run multiple tests across hundreds of keywords, thousands of impressions, and multiple industries, we can honestly say that we prefer to use a .BEST domain name than the .COM domain name in our pay per click advertising efforts.

Ultimately, if we had to decide whether to use a .BEST new gTLD domain name extension or a .COM domain name for our Google AdWords campaigns, we would choose to use a new gTLD domain.

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Resources

We've compiled several resources, including definitions, links to articles, and websites that are helpful when understanding new GTLDs and search engine marketing.

Definitions

TLD – Acronym for Top Level Domain. A top-level domain (TLD) is one of the domains at the highest level in the hierarchical Domain Name System of the Internet. The top-level domain names are installed in the root zone of the name space. See http://en.wikipedia.org/wiki/Top-level_domain

New gTLD – Acronym for new Generic Top Level Domain. The “new” gTLDs are considered to be TLDs that have been released after January 2014.

Search Engine Marketing - Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility through paid keyword advertising. Search Engine Marketing is often referred to as PPC (Pay Per Click) advertising. Search Engine Marketing is different than Search Engine Optimization, as SEO (search engine optimization) typically involves optimizing websites so that they appear higher in the search engine results pages. SEM involves paid search (PPC) only. Popular SEM platforms are Google AdWords (<https://adwords.google.com/>) and Microsoft AdCenter (now called Bing Ads <http://advertise.bingads.microsoft.com>)

CPC – Acronym for Cost Per Click. The cost-per-click (CPC) is the amount you earn each time a user clicks on your ad. The CPC for any ad is determined by the advertiser; some advertisers may be willing to pay more per click than others, depending on what they're advertising. See <https://support.google.com/adwords/answer/116495?hl=en>

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Further Research

An SEOs Guide to Acquiring New gTLD Domain Names – <http://moz.com/ugc/an-seos-guide-to-acquiring-new-gtlds>

Calzone Domain Calendar - <http://calzone.org/>

New gTLD Calendar Infographic - <http://blog.europeandomaincentre.com/infographics-launch-dates-for-the-617-new-gtlds/>

CNN List of Proposed New gTLDs - <http://money.cnn.com/infographic/technology/new-gtld-list/>

New gTLD List 2014 New Domains List - <http://www.newgtldsite.com/new-gtld-list/>

All New gTLD Applications - http://icannwiki.com/index.php/All_New_gTLD_Applications

ICANN New gTLDs - <http://newgtlds.icann.org/en/>

Google AdWords – <https://adwords.google.com/>

Google Analytics – <http://www.google.com/analytics/>

Globe Runner – <http://www.globerunner.com/>

GoDaddy New gTLD Registration - <https://www.godaddy.com/tlds/gtld.aspx>

101 Domain New gTLD Registration - https://www.101domain.com/new_gtld_extensions.htm

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The Keywords We Used

For each Google AdWords campaigns, it was important to us to not only use the same ad copy in the ads, but also to make sure that we used the same keywords in each of the campaigns. We did some preliminary keyword research, and decided on a list of keywords that had enough searches per month to give us enough data to work with.

For the Air Conditioning campaign, we used the following set of keywords:

Keyword	Campaign	Ad group
best dallas tx air conditioning repair	Air Conditioning.best	.Best
best heating and air conditioning dallas tx	Air Conditioning.best	.Best
best dallas air conditioning service	Air Conditioning.best	.Best
air conditioning service dallas	Air Conditioning.best	.Best
best air conditioning installation dallas tx	Air Conditioning.best	.Best
air conditioning company dallas tx	Air Conditioning.best	.Best
air conditioning repair dallas	Air Conditioning.best	.Best
best dallas air conditioning	Air Conditioning.best	.Best
dallas tx air conditioning repair	Air Conditioning.best	.Best
dallas tx air conditioning	Air Conditioning.best	.Best
heating and air conditioning dallas tx	Air Conditioning.best	.Best
best dallas heating and air conditioning	Air Conditioning.best	.Best
air conditioning contractor dallas tx	Air Conditioning.best	.Best
air conditioning dallas tx	Air Conditioning.best	.Best
best air conditioning service dallas tx	Air Conditioning.best	.Best
dallas air conditioning service	Air Conditioning.best	.Best
air conditioning service dallas tx	Air Conditioning.best	.Best
best air conditioning contractor dallas tx	Air Conditioning.best	.Best
dallas air conditioning	Air Conditioning.best	.Best
best air conditioning repair dallas	Air Conditioning.best	.Best
air conditioning installation dallas tx	Air Conditioning.best	.Best
dallas texas air conditioning	Air Conditioning.best	.Best
best air conditioning company dallas tx	Air Conditioning.best	.Best
best air conditioning dallas	Air Conditioning.best	.Best

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Keyword	Campaign	Ad group
dallas air conditioning repair	Air Conditioning.best	.Best
air conditioning repair dallas tx	Air Conditioning.best	.Best
best air conditioning service dallas	Air Conditioning.best	.Best
best dallas air conditioning repair	Air Conditioning.best	.Best
dallas heating and air conditioning	Air Conditioning.best	.Best
best air conditioning dallas tx	Air Conditioning.best	.Best
best dallas tx air conditioning	Air Conditioning.best	.Best
air conditioning dallas	Air Conditioning.best	.Best
best air conditioning repair dallas tx	Air Conditioning.best	.Best
best dallas texas air conditioning	Air Conditioning.best	.Best
dallas air conditioning	Air Conditioning.com	.Best
dallas air conditioning repair	Air Conditioning.com	.Com
best dallas tx air conditioning repair	Air Conditioning.com	.Com
air conditioning service dallas	Air Conditioning.com	.Com
air conditioning company dallas tx	Air Conditioning.com	.Com
best air conditioning repair dallas tx	Air Conditioning.com	.Best
air conditioning dallas tx	Air Conditioning.com	.Best
best dallas heating and air conditioning	Air Conditioning.com	.Best
air conditioning service dallas tx	Air Conditioning.com	.Best
best air conditioning installation dallas tx	Air Conditioning.com	.Best
best dallas air conditioning	Air Conditioning.com	.Best
dallas heating and air conditioning	Air Conditioning.com	.Com
best air conditioning dallas	Air Conditioning.com	.Com
best air conditioning dallas tx	Air Conditioning.com	.Com
best dallas texas air conditioning	Air Conditioning.com	.Best
best dallas heating and air conditioning	Air Conditioning.com	.Com
best air conditioning dallas tx	Air Conditioning.com	.Best
air conditioning contractor dallas tx	Air Conditioning.com	.Com
best air conditioning installation dallas tx	Air Conditioning.com	.Com
best air conditioning service dallas tx	Air Conditioning.com	.Com
best air conditioning service dallas	Air Conditioning.com	.Com
dallas tx air conditioning repair	Air Conditioning.com	.Best
best air conditioning repair dallas	Air Conditioning.com	.Best
best dallas tx air conditioning repair	Air Conditioning.com	.Best

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Keyword	Campaign	Ad group
best dallas air conditioning service	Air Conditioning.com	.Best
dallas texas air conditioning	Air Conditioning.com	.Com
air conditioning service dallas tx	Air Conditioning.com	.Com
dallas tx air conditioning	Air Conditioning.com	.Com
dallas tx air conditioning repair	Air Conditioning.com	.Com
best air conditioning company dallas tx	Air Conditioning.com	.Best
best air conditioning dallas	Air Conditioning.com	.Best
best heating and air conditioning dallas tx	Air Conditioning.com	.Best
dallas air conditioning	Air Conditioning.com	.Com
air conditioning contractor dallas tx	Air Conditioning.com	.Best
best air conditioning contractor dallas tx	Air Conditioning.com	.Best
best dallas air conditioning repair	Air Conditioning.com	.Best
air conditioning repair dallas	Air Conditioning.com	.Best
air conditioning repair dallas tx	Air Conditioning.com	.Com
air conditioning installation dallas tx	Air Conditioning.com	.Best
dallas air conditioning service	Air Conditioning.com	.Best
best air conditioning service dallas	Air Conditioning.com	.Best
best air conditioning repair dallas tx	Air Conditioning.com	.Com
best dallas air conditioning service	Air Conditioning.com	.Com
dallas air conditioning repair	Air Conditioning.com	.Best
air conditioning service dallas	Air Conditioning.com	.Best
dallas heating and air conditioning	Air Conditioning.com	.Best
best dallas tx air conditioning	Air Conditioning.com	.Com
dallas air conditioning service	Air Conditioning.com	.Com
best air conditioning company dallas tx	Air Conditioning.com	.Com
air conditioning repair dallas tx	Air Conditioning.com	.Best
air conditioning dallas	Air Conditioning.com	.Com
best air conditioning contractor dallas tx	Air Conditioning.com	.Com
air conditioning installation dallas tx	Air Conditioning.com	.Com
air conditioning dallas	Air Conditioning.com	.Best
best air conditioning service dallas tx	Air Conditioning.com	.Best
best dallas texas air conditioning	Air Conditioning.com	.Com
heating and air conditioning dallas tx	Air Conditioning.com	.Com
best dallas air conditioning	Air Conditioning.com	.Com

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Keyword	Campaign	Ad group
best air conditioning repair dallas	Air Conditioning.com	.Com
best dallas tx air conditioning	Air Conditioning.com	.Best
dallas tx air conditioning	Air Conditioning.com	.Best
air conditioning company dallas tx	Air Conditioning.com	.Best
best dallas air conditioning repair	Air Conditioning.com	.Com
heating and air conditioning dallas tx	Air Conditioning.com	.Best
dallas texas air conditioning	Air Conditioning.com	.Best
air conditioning dallas tx	Air Conditioning.com	.Com
air conditioning repair dallas	Air Conditioning.com	.Com
best heating and air conditioning dallas tx	Air Conditioning.com	.Com

For the Dentist campaign, we used the following set of keywords:

Keyword	Campaign	Ad group
pediatric dentist in dallas	Dentist.best	.Com
best cosmetic dentist dallas	Dentist.best	.Com
dentist north dallas	Dentist.best	.Com
dentists dallas texas	Dentist.best	.Best
dentist north dallas	Dentist.best	.Best
implant dentist dallas	Dentist.best	.Com
north dallas dentist	Dentist.best	.Com
dentist dallas texas	Dentist.best	.Best
implant dentist dallas	Dentist.best	.Best
dallas dentist	Dentist.best	.Com
dentist in north dallas	Dentist.best	.Com
best dallas dentist	Dentist.best	.Com
dallas implant dentist	Dentist.best	.Com
best dentists in dallas tx	Dentist.best	.Com
best dentist dallas	Dentist.best	.Best
24 hour dentist dallas	Dentist.best	.Com
dentist reviews dallas	Dentist.best	.Com
dentists in north dallas	Dentist.best	.Com
cosmetic dentist dallas tx	Dentist.best	.Com

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Keyword	Campaign	Ad group
dentist in dallas tx	Dentist.best	.Com
east dallas dentist	Dentist.best	.Com
best dentist in dallas tx	Dentist.best	.Best
emergency dentist dallas tx	Dentist.best	.Best
cheap dentist dallas	Dentist.best	.Com
uptown dallas dentist	Dentist.best	.Com
best dentist in dallas tx	Dentist.best	.Com
dallas family dentist	Dentist.best	.Best
family dentist dallas	Dentist.best	.Com
dallas family dentist	Dentist.best	.Com
dentist in dallas	Dentist.best	.Com
affordable dentist dallas	Dentist.best	.Com
dentists dallas	Dentist.best	.Best
cosmetic dentist dallas	Dentist.best	.Com
dallas cosmetic dentist	Dentist.best	.Best
best cosmetic dentist dallas	Dentist.best	.Best
pediatric dentist dallas	Dentist.best	.Best
best cosmetic dentist in dallas	Dentist.best	.Best
pediatric dentist dallas tx	Dentist.best	.Best
good dentist in dallas	Dentist.best	.Com
top dentists in dallas	Dentist.best	.Best
east dallas dentist	Dentist.best	.Best
sedation dentist dallas	Dentist.best	.Com
top dentists in dallas	Dentist.best	.Com
cosmetic dentist dallas	Dentist.best	.Best
dentist jobs in dallas-fort worth texas	Dentist.best	.Best
dallas best dentist	Dentist.best	.Com
cosmetic dentist dallas tx	Dentist.best	.Best
dallas emergency dentist	Dentist.best	.Best
best pediatric dentist in dallas	Dentist.best	.Com
dallas tx dentist	Dentist.best	.Com
dentists in dallas	Dentist.best	.Com
best dentists in dallas	Dentist.best	.Com
dallas pediatric dentist	Dentist.best	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
general dentist dallas tx	Dentist.best	.Com
affordable dentist in dallas tx	Dentist.best	.Best
dentist jobs dallas	Dentist.best	.Com
dentists dallas tx	Dentist.best	.Com
dentist dallas tx	Dentist.best	.Best
affordable dentist dallas	Dentist.best	.Best
dallas texas dentists	Dentist.best	.Best
dentist dallas texas	Dentist.best	.Com
best dallas dentist	Dentist.best	.Best
dallas dentists	Dentist.best	.Best
dentists in north dallas	Dentist.best	.Best
north dallas dentists	Dentist.best	.Best
pediatric dentist dallas tx	Dentist.best	.Com
dallas texas dentist	Dentist.best	.Best
emergency dentist dallas	Dentist.best	.Com
cosmetic dentist in dallas	Dentist.best	.Best
dallas emergency dentist	Dentist.best	.Com
dentists dallas tx	Dentist.best	.Best
dentist in north dallas	Dentist.best	.Best
dentist jobs in dallas-fort worth texas	Dentist.best	.Com
dentist jobs dallas	Dentist.best	.Best
pediatric dentist in dallas	Dentist.best	.Best
cheap dentist dallas	Dentist.best	.Best
best dentist in dallas	Dentist.best	.Com
north dallas dentists	Dentist.best	.Com
best dentists dallas	Dentist.best	.Com
best dentist in dallas	Dentist.best	.Best
dallas texas dentist	Dentist.best	.Com
dentist in dallas texas	Dentist.best	.Best
root canal dentists dallas	Dentist.best	.Com
dentist dallas	Dentist.best	.Com
best cosmetic dentist in dallas	Dentist.best	.Com
best pediatric dentist in dallas	Dentist.best	.Best
best dentist dallas tx	Dentist.best	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dentists dallas texas	Dentist.best	.Com
dallas cosmetic dentist	Dentist.best	.Com
24 hour dentist dallas	Dentist.best	.Best
north dallas dentist	Dentist.best	.Best
sedation dentist dallas	Dentist.best	.Best
good dentist in dallas	Dentist.best	.Best
dentist in dallas texas	Dentist.best	.Com
dentist in dallas tx	Dentist.best	.Best
dentists in dallas texas	Dentist.best	.Best
best dentist dallas tx	Dentist.best	.Best
dallas tx dentist	Dentist.best	.Best
dentists in dallas texas	Dentist.best	.Com
dallas best dentist	Dentist.best	.Best
best dentist dallas	Dentist.best	.Com
dentist dallas tx	Dentist.best	.Com
dallas pediatric dentist	Dentist.best	.Com
family dentist dallas	Dentist.best	.Best
best dentists dallas	Dentist.best	.Best
dallas texas dentists	Dentist.best	.Com
root canal dentists dallas	Dentist.best	.Best
dallas implant dentist	Dentist.best	.Best
emergency dentist dallas tx	Dentist.best	.Com
dentists in dallas	Dentist.best	.Best
best dallas dentists	Dentist.best	.Com
dallas dentist	Dentist.best	.Best
cosmetic dentist in dallas	Dentist.best	.Com
uptown dallas dentist	Dentist.best	.Best
pediatric dentist dallas	Dentist.best	.Com
emergency dentist dallas	Dentist.best	.Best
best emergency dentist dallas	Dentist.best	.Com
dentist dallas	Dentist.best	.Best
dentists in dallas tx	Dentist.best	.Best
general dentist dallas tx	Dentist.best	.Best
dentists dallas	Dentist.best	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
best dentists in dallas tx	Dentist.best	.Best
best dallas dentists	Dentist.best	.Best
dentists in dallas tx	Dentist.best	.Com
dallas dentists	Dentist.best	.Com
best emergency dentist dallas	Dentist.best	.Best
dentist reviews dallas	Dentist.best	.Best
dentist in dallas	Dentist.best	.Best
affordable dentist in dallas tx	Dentist.best	.Com
best dentists in dallas	Dentist.best	.Best
family dentist dallas	Dentist.com	.Com
uptown dallas dentist	Dentist.com	.Com
best cosmetic dentist in dallas	Dentist.com	.Com
best pediatric dentist in dallas	Dentist.com	.Com
emergency dentist dallas	Dentist.com	.Com
best dentists dallas	Dentist.com	.Com
dentist in north dallas	Dentist.com	.Com
dallas dentist	Dentist.com	.Com
dentist in dallas tx	Dentist.com	.Com
dentists in dallas	Dentist.com	.Com
top dentists in dallas	Dentist.com	.Com
dallas implant dentist	Dentist.com	.Com
dallas dentists	Dentist.com	.Com
pediatric dentist dallas tx	Dentist.com	.Com
best dentist dallas tx	Dentist.com	.Com
24 hour dentist dallas	Dentist.com	.Com
dallas texas dentist	Dentist.com	.Com
best dentist in dallas	Dentist.com	.Com
dentist jobs dallas	Dentist.com	.Com
best dallas dentists	Dentist.com	.Com
dentists dallas	Dentist.com	.Com
dallas tx dentist	Dentist.com	.Com
dallas family dentist	Dentist.com	.Com
dentist dallas texas	Dentist.com	.Com
dentist dallas tx	Dentist.com	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dentist dallas	Dentist.com	.Com
dentists dallas tx	Dentist.com	.Com
best dentists in dallas	Dentist.com	.Com
best emergency dentist dallas	Dentist.com	.Com
best dentists in dallas tx	Dentist.com	.Com
north dallas dentists	Dentist.com	.Com
dallas emergency dentist	Dentist.com	.Com
affordable dentist dallas	Dentist.com	.Com
north dallas dentist	Dentist.com	.Com
east dallas dentist	Dentist.com	.Com
best cosmetic dentist dallas	Dentist.com	.Com
dentist jobs in dallas-fort worth texas	Dentist.com	.Com
dentist in dallas texas	Dentist.com	.Com
best dallas dentist	Dentist.com	.Com
cosmetic dentist in dallas	Dentist.com	.Com
dallas texas dentists	Dentist.com	.Com
dentist in dallas	Dentist.com	.Com
pediatric dentist dallas	Dentist.com	.Com
dallas best dentist	Dentist.com	.Com
dentist north dallas	Dentist.com	.Com
dallas pediatric dentist	Dentist.com	.Com
general dentist dallas tx	Dentist.com	.Com
best dentist dallas	Dentist.com	.Com
dentists in dallas texas	Dentist.com	.Com
dentist reviews dallas	Dentist.com	.Com
pediatric dentist in dallas	Dentist.com	.Com
dentists in north dallas	Dentist.com	.Com
emergency dentist dallas tx	Dentist.com	.Com
dallas cosmetic dentist	Dentist.com	.Com
good dentist in dallas	Dentist.com	.Com
root canal dentists dallas	Dentist.com	.Com
affordable dentist in dallas tx	Dentist.com	.Com
sedation dentist dallas	Dentist.com	.Com
cosmetic dentist dallas	Dentist.com	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
best dentist in dallas tx	Dentist.com	.Com
dentists in dallas tx	Dentist.com	.Com
dentists dallas texas	Dentist.com	.Com
cosmetic dentist dallas tx	Dentist.com	.Com
implant dentist dallas	Dentist.com	.Com
cheap dentist dallas	Dentist.com	.Com

For the fencing campaign, we used the following set of keywords:

Keyword	Campaign	Ad group
best fence companies dallas	Fencing.best	.Best
best fence companies dallas tx	Fencing.best	.Best
best fence companies dallas tx	Fencing.best	.Com
best fence company dallas	Fencing.best	.Best
wood fence dallas	Fencing.best	.Com
dallas fence company	Fencing.best	.Com
fence company dallas tx	Fencing.best	.Com
dallas fence	Fencing.best	.Com
dallas fence repair	Fencing.best	.Best
dallas fence companies	Fencing.best	.Com
best dallas fence companies	Fencing.best	.Best
fence builders dallas	Fencing.best	.Best
best fence contractor dallas tx	Fencing.best	.Best
fence dallas	Fencing.best	.Best
best fencing dallas tx	Fencing.best	.Best
best dallas fence contractors	Fencing.best	.Best
fencing dallas	Fencing.best	.Best
fences dallas	Fencing.best	.Com
dallas fence repair	Fencing.best	.Com
best fencing dallas tx	Fencing.best	.Com
best fence contractors dallas tx	Fencing.best	.Com
fence companies in dallas	Fencing.best	.Best
dallas fencing	Fencing.best	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
fencing dallas	Fencing.best	.Com
fence company dallas tx	Fencing.best	.Best
fence repair dallas tx	Fencing.best	.Com
fence contractors dallas tx	Fencing.best	.Best
best fence dallas	Fencing.best	.Com
best fencing dallas	Fencing.best	.Best
fence company dallas	Fencing.best	.Best
best dallas fences	Fencing.best	.Best
fence companies dallas tx	Fencing.best	.Com
fence contractors dallas tx	Fencing.best	.Com
best fence companies dallas	Fencing.best	.Com
best fence dallas tx	Fencing.best	.Best
dallas fence	Fencing.best	.Best
fence repair dallas	Fencing.best	.Best
best pool fence dallas	Fencing.best	.Best
best fence builders dallas	Fencing.best	.Best
best pool fence dallas	Fencing.best	.Com
dallas fencing	Fencing.best	.Com
best fence company dallas	Fencing.best	.Com
best fence repair dallas tx	Fencing.best	.Com
dallas fence contractors	Fencing.best	.Best
best wood fence dallas	Fencing.best	.Best
pool fence dallas	Fencing.best	.Best
best dallas fencing	Fencing.best	.Com
fence repair dallas tx	Fencing.best	.Best
fencing in dallas	Fencing.best	.Com
best fence builders dallas	Fencing.best	.Com
best dallas fence contractor	Fencing.best	.Best
best fences dallas	Fencing.best	.Com
pool fence dallas	Fencing.best	.Com
fence contractor dallas tx	Fencing.best	.Com
best dallas fence company	Fencing.best	.Com
dallas fence companies	Fencing.best	.Best
fence dallas	Fencing.best	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
wood fence dallas	Fencing.best	.Best
fence contractor dallas	Fencing.best	.Best
best fence companies in dallas	Fencing.best	.Best
best fence company dallas tx	Fencing.best	.Com
fence contractor dallas	Fencing.best	.Com
dallas fence contractor	Fencing.best	.Best
best fence contractor dallas	Fencing.best	.Com
fencing dallas tx	Fencing.best	.Best
best fence company dallas tx	Fencing.best	.Best
best fence dallas tx	Fencing.best	.Com
best fence companies in dallas	Fencing.best	.Com
best fence repair dallas	Fencing.best	.Best
best dallas fencing	Fencing.best	.Best
best fence installation dallas	Fencing.best	.Com
fence installation dallas	Fencing.best	.Com
best fencing dallas	Fencing.best	.Com
best dallas fence repair	Fencing.best	.Best
fence companies in dallas	Fencing.best	.Com
best fence contractor dallas tx	Fencing.best	.Com
fencing in dallas	Fencing.best	.Best
fence company dallas	Fencing.best	.Com
best fence contractor dallas	Fencing.best	.Best
best dallas fence	Fencing.best	.Com
fence repair dallas	Fencing.best	.Com
dallas fences	Fencing.best	.Best
best fence repair dallas tx	Fencing.best	.Best
dallas fence company	Fencing.best	.Best
fence companies dallas tx	Fencing.best	.Best
best fencing in dallas	Fencing.best	.Best
best dallas fence contractor	Fencing.best	.Com
best fences dallas	Fencing.best	.Best
fence companies dallas	Fencing.best	.Com
fence dallas tx	Fencing.best	.Com
best dallas fences	Fencing.best	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dallas fence contractors	Fencing.best	.Com
best fencing in dallas	Fencing.best	.Com
best wood fence dallas	Fencing.best	.Com
best dallas fence companies	Fencing.best	.Com
best fence dallas	Fencing.best	.Best
fencing dallas tx	Fencing.best	.Com
fences dallas	Fencing.best	.Best
best fence repair dallas	Fencing.best	.Com
fence builders dallas	Fencing.best	.Com
dallas fence contractor	Fencing.best	.Com
fence contractor dallas tx	Fencing.best	.Best
fence companies dallas	Fencing.best	.Best
fence installation dallas	Fencing.best	.Best
best dallas fence contractors	Fencing.best	.Com
best dallas fence company	Fencing.best	.Best
dallas fences	Fencing.best	.Com
best dallas fence repair	Fencing.best	.Com
best dallas fence	Fencing.best	.Best
best fence contractors dallas tx	Fencing.best	.Best
fence dallas tx	Fencing.best	.Best
best fence installation dallas	Fencing.best	.Best
fence company dallas tx	Fencing.com	.Com
best fencing dallas	Fencing.com	.Com
best dallas fencing	Fencing.com	.Com
fence company dallas	Fencing.com	.Com
best fence company dallas	Fencing.com	.Com
fence contractor dallas tx	Fencing.com	.Com
dallas fence contractors	Fencing.com	.Com
best fence companies dallas	Fencing.com	.Com
dallas fences	Fencing.com	.Com
fence companies dallas tx	Fencing.com	.Com
best dallas fences	Fencing.com	.Com
fence contractors dallas tx	Fencing.com	.Com
fencing in dallas	Fencing.com	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dallas fence	Fencing.com	.Com
best pool fence dallas	Fencing.com	.Com
best fence repair dallas tx	Fencing.com	.Com
dallas fence companies	Fencing.com	.Com
best fencing in dallas	Fencing.com	.Com
fence installation dallas	Fencing.com	.Com
best fence companies in dallas	Fencing.com	.Com
best fence builders dallas	Fencing.com	.Com
fencing dallas	Fencing.com	.Com
fence companies dallas	Fencing.com	.Com
best fence contractors dallas tx	Fencing.com	.Com
best fencing dallas tx	Fencing.com	.Com
best wood fence dallas	Fencing.com	.Com
fence dallas	Fencing.com	.Com
fence contractor dallas	Fencing.com	.Com
best dallas fence companies	Fencing.com	.Com
fences dallas	Fencing.com	.Com
dallas fence company	Fencing.com	.Com
best fence contractor dallas	Fencing.com	.Com
best dallas fence company	Fencing.com	.Com
best dallas fence	Fencing.com	.Com
fence builders dallas	Fencing.com	.Com
best fence dallas tx	Fencing.com	.Com
best dallas fence repair	Fencing.com	.Com
fencing dallas tx	Fencing.com	.Com
best fences dallas	Fencing.com	.Com
best fence company dallas tx	Fencing.com	.Com
fence repair dallas	Fencing.com	.Com
best dallas fence contractor	Fencing.com	.Com
best fence installation dallas	Fencing.com	.Com
best fence dallas	Fencing.com	.Com
dallas fence contractor	Fencing.com	.Com
fence companies in dallas	Fencing.com	.Com
dallas fencing	Fencing.com	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
best fence contractor dallas tx	Fencing.com	.Com
dallas fence repair	Fencing.com	.Com
fence repair dallas tx	Fencing.com	.Com
best dallas fence contractors	Fencing.com	.Com
best fence companies dallas tx	Fencing.com	.Com
pool fence dallas	Fencing.com	.Com
best fence repair dallas	Fencing.com	.Com
fence dallas tx	Fencing.com	.Com
wood fence dallas	Fencing.com	.Com

For the moving campaign, we used the following set of keywords:

Keyword	Campaign	Ad group
dallas moving	Moving.best	.Best
best dallas movers	Moving.best	.Best
movers dallas texas	Moving.best	.Best
moving service dallas tx	Moving.best	.Best
local mover dallas tx	Moving.best	.Best
dallas piano movers	Moving.best	.Best
moving dallas tx	Moving.best	.Best
dallas moving company	Moving.best	.Best
movers in dallas	Moving.best	.Best
movers in dallas area	Moving.best	.Best
apartment movers in dallas	Moving.best	.Best
moving and storage dallas	Moving.best	.Best
moving company dallas tx	Moving.best	.Best
best apartment movers dallas	Moving.best	.Best
best dallas moving company	Moving.best	.Best
piano moving dallas	Moving.best	.Best
movers in dallas tx	Moving.best	.Best
dallas residential moving	Moving.best	.Best
dallas moving companies	Moving.best	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dallas moving services	Moving.best	.Best
mover dallas tx	Moving.best	.Best
moving company dallas texas	Moving.best	.Best
moving dallas	Moving.best	.Best
mover dallas	Moving.best	.Best
moving company dallas	Moving.best	.Best
residential movers dallas	Moving.best	.Best
dallas movers	Moving.best	.Best
moving company in dallas tx	Moving.best	.Best
apartment movers dallas tx	Moving.best	.Best
movers in dallas texas	Moving.best	.Best
professional movers dallas	Moving.best	.Best
pool table movers dallas	Moving.best	.Best
local movers dallas tx	Moving.best	.Best
local moving company dallas tx	Moving.best	.Best
moving companies dallas tx	Moving.best	.Best
dallas pool table movers	Moving.best	.Best
moving and storage dallas tx	Moving.best	.Best
best moving company dallas	Moving.best	.Best
local movers dallas	Moving.best	.Best
furniture movers dallas	Moving.best	.Best
dallas area movers	Moving.best	.Best
best movers dallas tx	Moving.best	.Best
moving companies in dallas texas	Moving.best	.Best
movers dallas tx	Moving.best	.Best
dallas moving and storage	Moving.best	.Best
dallas tx moving company	Moving.best	.Best
dallas texas movers	Moving.best	.Best
dallas mover	Moving.best	.Best
piano mover dallas	Moving.best	.Best
pro movers dallas	Moving.best	.Best
dallas tx movers	Moving.best	.Best
moving to dallas tx	Moving.best	.Best
moving company in dallas	Moving.best	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
moving companies in dallas	Moving.best	.Best
companies moving to dallas	Moving.best	.Best
moving companies in dallas tx	Moving.best	.Best
dallas tx moving	Moving.best	.Best
dallas moving service	Moving.best	.Best
moving companies dallas texas	Moving.best	.Best
moving services dallas	Moving.best	.Best
cheap movers in dallas tx	Moving.best	.Best
dallas commercial movers	Moving.best	.Best
dallas movers reviews	Moving.best	.Best
commercial movers dallas	Moving.best	.Best
piano movers dallas	Moving.best	.Best
best moving companies dallas	Moving.best	.Best
best movers in dallas	Moving.best	.Best
moving companies dallas	Moving.best	.Best
apartment movers dallas	Moving.best	.Best
dallas apartment movers	Moving.best	.Best
best dallas moving companies	Moving.best	.Best
dallas local movers	Moving.best	.Best
dallas tx mover	Moving.best	.Best
movers dallas	Moving.best	.Best
best movers dallas	Moving.best	.Best
moving services dallas tx	Moving.best	.Best
moving service dallas	Moving.best	.Best
moving quotes dallas	Moving.best	.Best
best dallas moving companies	Moving.com	.Com
local movers dallas	Moving.com	.Best
dallas movers reviews	Moving.com	.Com
moving to dallas tx	Moving.com	.Best
companies moving to dallas	Moving.com	.Com
best movers dallas tx	Moving.com	.Com
moving and storage dallas tx	Moving.com	.Best
moving company dallas tx	Moving.com	.Com
moving company dallas	Moving.com	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
movers in dallas	Moving.com	.Com
moving companies in dallas texas	Moving.com	.Com
moving quotes dallas	Moving.com	.Best
moving dallas	Moving.com	.Best
dallas moving	Moving.com	.Best
apartment movers dallas	Moving.com	.Com
best dallas moving companies	Moving.com	.Best
piano moving dallas	Moving.com	.Best
best dallas moving company	Moving.com	.Com
piano movers dallas	Moving.com	.Best
dallas apartment movers	Moving.com	.Best
dallas moving service	Moving.com	.Best
movers dallas texas	Moving.com	.Com
movers dallas	Moving.com	.Com
movers in dallas area	Moving.com	.Best
dallas moving company	Moving.com	.Com
piano mover dallas	Moving.com	.Com
dallas movers	Moving.com	.Com
dallas tx movers	Moving.com	.Com
moving services dallas tx	Moving.com	.Com
moving dallas tx	Moving.com	.Best
moving companies in dallas tx	Moving.com	.Best
movers dallas tx	Moving.com	.Com
best apartment movers dallas	Moving.com	.Com
movers in dallas	Moving.com	.Best
moving company in dallas tx	Moving.com	.Com
furniture movers dallas	Moving.com	.Com
dallas tx moving	Moving.com	.Com
moving company dallas tx	Moving.com	.Best
best moving companies dallas	Moving.com	.Com
movers in dallas texas	Moving.com	.Best
dallas tx mover	Moving.com	.Com
moving service dallas	Moving.com	.Com
movers dallas tx	Moving.com	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
moving company in dallas	Moving.com	.Best
movers dallas	Moving.com	.Best
best dallas movers	Moving.com	.Best
best dallas moving company	Moving.com	.Best
moving companies in dallas	Moving.com	.Best
moving service dallas tx	Moving.com	.Best
moving companies dallas texas	Moving.com	.Com
movers in dallas area	Moving.com	.Com
movers dallas texas	Moving.com	.Best
dallas tx movers	Moving.com	.Best
moving service dallas tx	Moving.com	.Com
moving companies dallas tx	Moving.com	.Com
moving companies in dallas texas	Moving.com	.Best
moving company dallas texas	Moving.com	.Best
dallas commercial movers	Moving.com	.Best
dallas piano movers	Moving.com	.Best
mover dallas	Moving.com	.Com
apartment movers dallas	Moving.com	.Best
dallas tx moving company	Moving.com	.Com
piano mover dallas	Moving.com	.Best
dallas piano movers	Moving.com	.Com
best moving company dallas	Moving.com	.Com
moving to dallas tx	Moving.com	.Com
mover dallas tx	Moving.com	.Best
professional movers dallas	Moving.com	.Best
dallas local movers	Moving.com	.Com
dallas movers reviews	Moving.com	.Best
best movers in dallas	Moving.com	.Best
local movers dallas	Moving.com	.Com
local moving company dallas tx	Moving.com	.Com
dallas area movers	Moving.com	.Com
dallas moving companies	Moving.com	.Best
dallas local movers	Moving.com	.Best
dallas moving services	Moving.com	.Best

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
local moving company dallas tx	Moving.com	.Best
dallas moving services	Moving.com	.Com
dallas moving	Moving.com	.Com
dallas moving service	Moving.com	.Com
moving and storage dallas	Moving.com	.Com
best movers dallas	Moving.com	.Com
movers in dallas tx	Moving.com	.Com
moving companies dallas	Moving.com	.Com
dallas residential moving	Moving.com	.Com
moving company in dallas tx	Moving.com	.Best
moving company in dallas	Moving.com	.Com
moving services dallas tx	Moving.com	.Best
dallas moving and storage	Moving.com	.Com
moving companies dallas	Moving.com	.Best
apartment movers dallas tx	Moving.com	.Com
moving companies dallas texas	Moving.com	.Best
moving companies in dallas tx	Moving.com	.Com
dallas texas movers	Moving.com	.Best
apartment movers dallas tx	Moving.com	.Best
local movers dallas tx	Moving.com	.Com
residential movers dallas	Moving.com	.Com
dallas mover	Moving.com	.Best
best moving companies dallas	Moving.com	.Best
movers in dallas texas	Moving.com	.Com
cheap movers in dallas tx	Moving.com	.Best
moving and storage dallas	Moving.com	.Best
moving services dallas	Moving.com	.Best
best dallas movers	Moving.com	.Com
dallas moving and storage	Moving.com	.Best
residential movers dallas	Moving.com	.Best
best movers dallas tx	Moving.com	.Best
best apartment movers dallas	Moving.com	.Best
apartment movers in dallas	Moving.com	.Com
moving services dallas	Moving.com	.Com

.BEST vs .COM CASE STUDY

Keyword	Campaign	Ad group
dallas texas movers	Moving.com	.Com
dallas residential moving	Moving.com	.Best
professional movers dallas	Moving.com	.Com
dallas apartment movers	Moving.com	.Com
moving companies in dallas	Moving.com	.Com
moving and storage dallas tx	Moving.com	.Com
mover dallas	Moving.com	.Best
moving quotes dallas	Moving.com	.Com
dallas area movers	Moving.com	.Best
mover dallas tx	Moving.com	.Com
moving dallas tx	Moving.com	.Com
moving service dallas	Moving.com	.Best
piano moving dallas	Moving.com	.Com
commercial movers dallas	Moving.com	.Best
companies moving to dallas	Moving.com	.Best
dallas pool table movers	Moving.com	.Best
local movers dallas tx	Moving.com	.Best
moving dallas	Moving.com	.Com
piano movers dallas	Moving.com	.Com
dallas moving companies	Moving.com	.Com
moving companies dallas tx	Moving.com	.Best
dallas pool table movers	Moving.com	.Com
local mover dallas tx	Moving.com	.Best
commercial movers dallas	Moving.com	.Com
pool table movers dallas	Moving.com	.Best
apartment movers in dallas	Moving.com	.Best
moving company dallas	Moving.com	.Com
pro movers dallas	Moving.com	.Com
dallas moving company	Moving.com	.Best
furniture movers dallas	Moving.com	.Best
local mover dallas tx	Moving.com	.Com
movers in dallas tx	Moving.com	.Best
dallas commercial movers	Moving.com	.Com
dallas movers	Moving.com	.Best

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Keyword	Campaign	Ad group
moving company dallas texas	Moving.com	.Com
best movers in dallas	Moving.com	.Com
best movers dallas	Moving.com	.Best
pro movers dallas	Moving.com	.Best
dallas mover	Moving.com	.Com
dallas tx mover	Moving.com	.Best
dallas tx moving company	Moving.com	.Best
best moving company dallas	Moving.com	.Best
pool table movers dallas	Moving.com	.Com
dallas tx moving	Moving.com	.Best
cheap movers in dallas tx	Moving.com	.Com

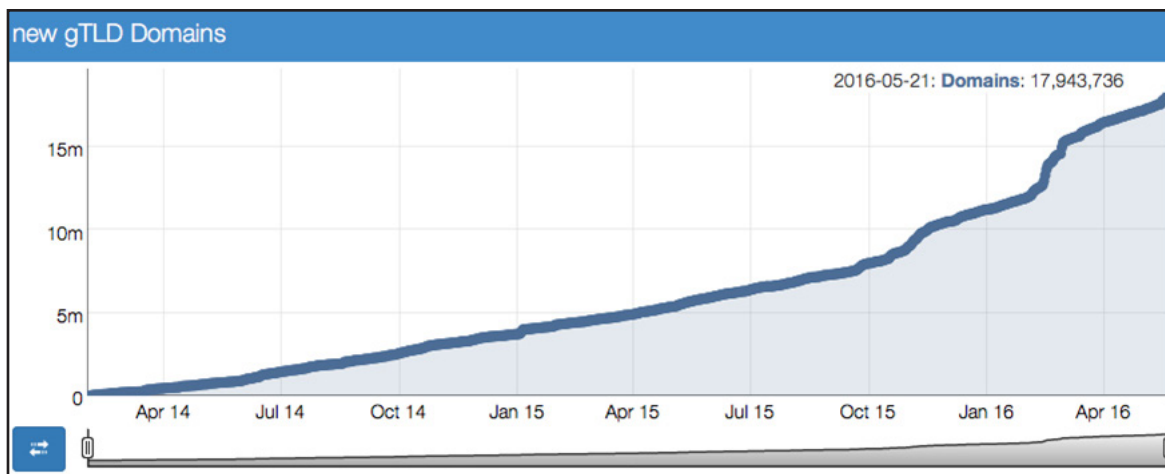
.BEST vs .COM CASE STUDY

Which New gTLDs are Available?

I've already mentioned that the main TLDs, .com, .net, and .org are being joined by hundreds of new gTLDs. There are a lot of them that already available for registration, meaning that they have gone through all of the required processes in order to be accepted by ICANN, the organization that "regulates" domain names: and you can go right now and register any available domain names with these extensions. Keep in mind that during the days leading up to the release of these domains, many domain investors and trademark owners have already registered some of them:

.today .technology .tips .land .kitchen .contractors .diamonds .construction .clothing .camera .careers .directory .enterprises .guru .holdings .gallery .equipment .estate .bike .recipes .sexy .shoes .plumbing .photos .lighting .singles .tattoo .voyage みんな (Japanese for Everyone) .ventures

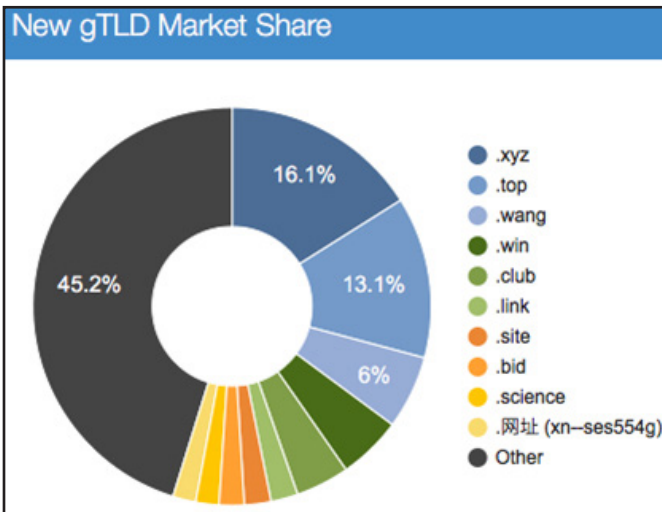
ICANN has a list of the new gTLDs on their website: <http://newgtlds.icann.org/en/program-status/delegated-strings>



Screen capture from NTLStats.com, May 2016.

From January 2014 to September 2014, over 2.2 million new gTLD domain names were registered (<http://ntldstats.com/tld>). Two years later, as of May, 2016, nearly 18 million new gTLD domain names have been registered. This is significant, as our first white paper, published in September 2014 we reported that 2.2 million new gTLD domain names had been registered. From September 2014 to February 2015 over 2 million more new gTLD domain names have been registered. The pace of new registrations continues to rise.

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Screen capture from NTLStats.com, May 2016.

As of May 2016, .XYZ has the most domain name registrations of the new gTLD domain names with over 2.8 million domain names now registered. Other New gTLDs with a large market share are .TOP, .WANG, .WIN, .CLUB, .LINK, and .SITE. However, as search engine marketers, we are more interested in the New gTLDs that include keywords, especially when they include popular keywords.

One of the up and coming new gTLDs is .BEST. And as search engine marketers, we have been especially interested in .BEST because according to SEMrush.com, there are over 1 million unique keywords that are searched for every month that include the word “best” in them. While there are a lot of

these keywords that get searched for hundreds of thousands of times every month, many of these keywords are very competitive—with average cost per clicks (CPC) of over \$200 per click.

Keyword	Volume	KD	CPC (USD)
best telephone systems for small business	10	73.99	355.77
best work	260	82.32	285.06
best structured settlement companies	70	65.76	275.20
what is the best 4g network	10	79.67	229.19
best small business phone service	40	79.52	227.07
what is the best mobile network	20	79.02	225.44
best small business phone and broadband deals	10	67.74	224.20
best online business degree programs	20	77.02	220.30
best business phone plans	50	85.16	214.58
best business smart phone	20	83.43	

From SEMrush.com, May 2016

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As search engine marketers, we are always studying keywords and how they perform across a multitude of marketing sources, such as search engines, social media websites, and domain names. One of the more important decisions that we marketers face is whether or not we will recommend or use what we call a “keyword rich” domain name, especially one that contains the keyword in the ending, such as .BEST.

The most popular domain name amongst new registrations in the new gTLDs is .xyz, but when it comes to “keyword rich” TLDs, .CLUB and .SCIENCE are on top as of May 2015. It is widely thought that one way to potentially gain some search engine marketing advantage would be to buy a keyword rich domain name that includes the TLD as one of the main keywords. This strategy has been said to not matter when it comes to search engine ranking advantages in Google, though. As early as March, 2012, Matt Cutts, a employee of Google, addressed a myth about the new gTLDs (<https://plus.google.com/+MattCutts/posts/4VaWg4TMM5F>). Specifically, he said:

“Google has a lot of experience in returning relevant web pages, regardless of the top-level domain (TLD). Google will attempt to rank new TLDs appropriately, but I don’t expect a new TLD to get any kind of initial preference over .com, and I wouldn’t bet on that happening in the long-term either. If you want to register an entirely new TLD for other reasons, that’s your choice, but you shouldn’t register a TLD in the mistaken belief that you’ll get some sort of boost in search engine rankings.”

Buying a keyword-rich new gTLD domain name apparently does not carry any extra weight when it comes to actual search engine rankings, at least not in Google’s organic search results. But what about actual real-world search engine marketing? What if we were to see what real consumers desired?

We continue to have many questions about the new gTLD domain names that we set out to find out, using real-world data, whether or not the public cares about the domain name when they see it. We set out to test which are better for search engine marketing: .COM domain names or new gTLD domain names?

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Globe Runner was commissioned by the .BEST new gTLD to perform a study using both .BEST and .COM domain names. There are so many different keywords and so many keywords each month that are searched for that contain the word “best” that we agreed to perform the study. We see the .BEST new gTLD as one of the best up-and-comers of the new gTLDs.

This white paper includes the results of our May 2016 testing and research. We ran marketing campaigns on Google.com during May 2016 using about 50 keywords per topic, across five very distinct and different industries.



Globe Runner is an Addison, Texas-based digital agency specializing in search engine optimization (SEO), content marketing and digital advertising. It has over 70 local, national and international B2C and B2B clients in consumer-packaged goods (CPG), beauty, financial services, fashion, healthcare, home and interiors, jewelry, legal services, market research and technology.

Globe Runner sits on the board of the Dallas Fort Worth Search Engine Marketing Association (DFWSEM). The agency's staff and work have been featured in the Wall Street Journal, Forbes, the Dallas Morning News and Adweek.

More information about Globe Runner can be found on its website, globerunner.com.