

EBranding

Why you should invest in a great .au domain



.com.au is where Australian businesses operate online

- ✓ Australian consumers will expect to find you on a .com.au address, because that's where Australian businesses operate online.
- ✓ Over 3 million .com.au domains have been already been registered. To put that in perspective, there were 2.1 million actively trading businesses in Australia as at June 2014.
Sources: <http://www.ausregistry.com.au/pdf/auSurvey2015.pdf> and <http://www.abs.gov.au/ausstats/abs@.nsf/mf/8165.0>
- ✓ The aftermarket for .au domain names is thriving. Astute businesses and investors are snapping up this precious online real estate. If you don't act now – your competitors will beat you to the best online real estate.
 - A few examples of public sales include: InvestmentProperty.com.au (\$125,001), Cruises.com.au (\$110,000), Basketball.com.au (\$90,000), Toys.com.au (\$82,350), Hobart.com.au (\$65,000), BitCoin.com.au (\$39,930), Rugs.com.au (\$22,110) and GiftCard.com.au (\$19,800). This is just a small fraction of the market activity, as most .au sales are not made public – it's a classic 'iceberg scenario' (meaning you can only see what is visible above the water).

A great .au domain will give you a



huge competitive advantage

- ✓ A great .au domain name from eBranding.com.au will give you a huge advantage over your competitors.
- ✓ Buying the perfect domain for your business is like a retailer securing the best location in the high street. You place yourself in a prime position for customer traffic and gain instant credibility.
- ✓ A great domain name helps your target market to find you – instead of your competitors.
- ✓ Numerous studies have shown that consumers have more trust in brands using high quality domain names. The right domain name will deliver greater conversions and response rates for your business.
- ✓ A great domain name is easier for consumers to remember. Increased brand recognition and recall will reduce your ongoing marketing costs.

Accelerate your business growth



Case study: CarLoans.com.au

A great example of a business reaping the rewards of a terrific domain name is CarLoans.com.au.

This Australian company switched from a brandable domain 'Beep.com.au' to the category-defining domain 'CarLoans.com.au'. The results of their rebrand were staggering, with turnover going from \$60 million to \$100 million in just five months.

The company recognised the value in a great domain and achieved explosive growth for their business as a direct result of buying CarLoans.com.au.

Here are some quotes from the company founder:

“ We have not done anything different, we’ve only changed our domain name and that has seen this huge growth for our business. ”

Source: <http://www.ausregistry.com.au/premium-com-au-domain-names-a-valuable-asset-for-australian-businesses>

“ By having the best domain name, people naturally assumed we were the biggest and the best, but even I had no idea of the immediate uplift we would experience. Every conversion metric we had increased. We got more website visitors for less, more leads from those visitors and, ultimately, more sales.

We no longer had to educate people what 'beep' was, as our new domain name CarLoans.com.au was literally descriptive of the business.

No explanation was required. Overnight, we became a major player. ”

Source: <http://www.startupsmart.com.au/advice/business-planning/how-getting-the-right-domain-name-grew-my-business-overnight/>

eCommerce is massive in Australia



- ✓ Australia has a population of around 24 million people. Australians spend a lot of time online – and a huge amount of money. Australians spent a whopping \$16.6 billion online in the year to January 2015.

Sources: <http://www.abs.gov.au/ausstats/abs@.nsf/Web+Pages/Population+Clock> and <http://business.nab.com.au/online-retail-sales-index-in-depth-report-january-2015-9980/>

- ✓ Australians spend more on average per online order than customers in any other country.

Sources:

http://www.brw.com.au/p/business/australia_nation_of_online_shopkeepers_ksXkK4j8wH578u22rqGn9J and <http://www.businessreviewaustralia.com/technology/1277/Amazon-Reports-on-the-Uptake-of-eCommerce-in-Australia>

- ✓ The massive growth in ecommerce brings new business opportunities. Australia now leads the world in the rate of new online businesses being opened.

Sources:

http://www.brw.com.au/p/business/australia_nation_of_online_shopkeepers_ksXkK4j8wH578u22rqGn9J and <http://www.businessreviewaustralia.com/technology/1277/Amazon-Reports-on-the-Uptake-of-eCommerce-in-Australia>