

Table of Contents

Domains 1

Glossary 1

Domains

Should I purchase multiple TLD's ?

Unfortunately this question is answered using a question. Will the content be different? if not then NO. If you are planning to offer your site with different content, for example multilingual (ccTLD) then yes search engines will geo target those sites to customers of that language. If the actual content is not language specific then there will be no difference and even may create issues for your site

Do keywords in the TLD help in SEO ?

NO, they are completely ignored, the TLD is a pointer to a site nothing else.
bestproductforyou.com has nothing to gain compared to random.com and the second one is memorable for visitors.

Should I move my website to one of the new TLDs ?

The only benefit will be by making it easier to get the domain name you wanted and it wasn't available on your current gTLD or if you want a smarter/smaller domain, there is no other benefit but there is also no negative effect. Note that moving your site can bring huge drops in traffic if it's not done properly.

Glossary

ccTLD (Country Code Top Level Domain) (example .gr, .uk, .us, .in) gTLD (Global TLD) (example .com .net) rTLD (Region TLD) (.london) Brand TLD IDN TLD (International Domain Name Top Level Domain)

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