How are New gTLDs being used?

The CSC New gTLD Utilization Report

CSC **DIGITAL BRAND SERVICES**
CORPORATION SERVICE COMPANY®

Designed to update digital marketers and their peers in legal and IT on how New gTLDs are being adopted, the CSC New gTLD Utilization Report is published every two months. In the report, we examine how .brand domains are performing in search and how effectively the top generic New gTLDs are penetrating the Alexa Top 1M websites (a potential indicator for actual TLD utilization). CSC also performs separate analysis on the brand protection risk related to the New gTLDs, but this is not the focus of the report.

.brands in search

Domain	TLD	Search Observations for related [exact match] keywords at Google[1]
fcr.frogans	.frogans	Ranks 36th in Google for [**fcr**] & 9th for [**frogans**]
get.frogans	.frogans	Ranks 4th in Google for [**frogans**]
group.citic	.citic	Ranks 7th in Google for [**citic**] & 3rd for [**citic group**]
limited.citic	.citic	Ranks 1st in Google for [**citic**]
plaza.dnp	.dnp	Ranks 16th in Google for [**plaza dnp**] & 13th for [**dnp plaza**]
dnpenguin.dnp	.dnp	Ranks 1st in Google for [**dnpenguin**]
destination.monash	.monash	Ranks 53rd in Google for [**destination**], 14th for [**monash**] & 1st for [**destination monash**]
annualreport.axa	.axa	Ranks 4th in Google for [**axa**], 5th for [**annual report axa**] & 5th for [**axa annual report**]
rapportannuel.axa	.axa	Ranks 15th in Google for [**axa**], 1st for [**rapport annuel axa**] & 4th [**axa rapport annuel**]

What are the top 10 New gTLDs for your brand?
>> Request a complimentary New gTLD analysis to find out. ❯

Observations

Proponents of .brand domains have suggested that .brand websites will provide Google® with signals that they are authentic, and that this may in turn influence search engine rankings. Google has not confirmed this. So in this section of the report, we observe how some .brand domains are currently ranking for related [exact match] keywords at Google. We feature .brand domains that have active websites and show up in search for keywords with measurable search volume.

A sign of things to come?
An interesting finding in this month's report was that **destination.monash** ranked for the keyword [**destination**] – which receives 110,000 monthly global searches – although its content is targeted for Monash University students rather than a global audience. In addition, **fcr.frogans** now ranks in the first few pages for the keyword [**fcr**]. It's important to note that the acronym [fcr] is used for many purposes. However, it's quite interesting to see that **fcr.frogans**, which in this case stands for Frogans Core Registry, ranks ahead of more popular meanings.

Could this mean that terms to the left of .brand domains are powerful ranking signals for the search engines? It's too early to tell, but these observations are interesting, to say the least.

The .brand adoption has started
Another significant development was CITIC's migration of its main website from citic.com to **limited.citic**. The Chinese conglomerate is the first company to migrate away from a .com to a .brand domain name. As a result, **limited.citic** now has an Alexa Top 1M ranking as well.

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1,187

Number of New gTLDs in the Alexa Top 1M

What is the Alexa™ Top 1M?
Alexa.com (an Amazon® company) ranks websites based on their estimated traffic. The Alexa Top 1M is a listing of the million most popular sites on the web based on traffic.[2]

Top 10 New gTLDS

	TLD	Registration Volume[3]	# of Domains in Alexa Top 1M[4]	% of Domains Parked[3]	Top 1M Penetration vs Registration Volume Ratio
1	.xyz	540,256	74	83%	0.01
2	.berlin	139,300	16	81%	0.01
3	.club	111,545	155	64%	0.14
4	.guru	72,230	61	74%	0.08
5	.wang	70,566	10	77%	0.01
6	.photography	45,746	14	61%	0.03
7	.london	43,259	4	73%	0.01
8	.email	41,107	10	63%	0.02
9	.link	40,326	34	85%	0.08
10	.today	38,108	69	69%	0.18

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Observations

Does #1 really mean top?
Although, at the time of the report **.club**, and **.today** had lower registration volumes than **.xyz**, they have been far more effective at penetrating the Alexa Top 1M. Using the ratio of Alexa 1M Penetration vs. Registration Volume as a proxy, we see that **.club** and **.today** may have higher utilization and much more potential appeal to a global audience than **.xyz**. This shouldn't come as a surprise as **.xyz** gave away a large number of its domains for free and therefore has a very high percentage of parked domains.

Global vs. local
It is unfair to look at geographic TLDs like **.london**, or language-focused TLDs like **.wang** (whose content is targeted at a specific local audience) in the same way as TLDs that target a global audience. In these instances, wide-scale penetration of the Alexa 1M will be much more challenging and is not necessarily expected. Over time, however, we feel – along with other industry experts – that geographic TLDs as well as niche TLDs with restrictions (such as **.bank**) and .brand TLDs may become more meaningful signals for search engines.

CSC does not necessarily recommend that our clients register in the extensions above. CSC uses factors such as industry, search, markets, and brand risk to provide our clients with targeted registration strategies.

1 Ranking data was retrieved with https://myseotool.clientseoreport.com. United States was used as the location, with exception of rapportannuel.axa where France was used.

2 Please note that data may be skewed by the fact that website migrations from existing domains may have already ranked for the related keywords, and there may be reporting anomalies from the Alexa.com data set.

3 Source: ntldstats.com

4 Source: s3.amazonaws.com (Alexa 1M list)