



.COM VERSUS NEW GTLD

SEARCH ENGINE MARKETING STUDY

A background image showing a close-up, slightly blurred view of a computer screen. The screen displays a URL 'http://www.' in a light blue font. A mouse cursor is visible at the end of the URL, pointing towards the right. The background has a subtle grid pattern.



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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 accustomed 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) available, and many are already available for registration.

Which New gTLDs are Coming Out?

I've already mentioned that the main TLDs, .com, .net, and .org are being joined by hundreds of new gTLDs. Here are a few that are 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. 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

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ICANN has a list of the new gTLDs on their website:

<http://newgtlds.icann.org/en/program-status/delegated-strings>

From January 2014 to September 2014, over 2.2 million new gTLD domain names were registered (<http://ntldstats.com/tld>). As of September, 2015, 7.2 million new gTLD domain names have been registered. This is significant, as in 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 were registered. In our last white paper, we reported that it took 9 months to register that many domains—and more than 2 million more new domain names had been registered in 4 months. Since February 2014, we've seen another 3 million domain names registered. The pace of new registrations continues to rise.

As of September 2015, .xyz still has the most domain name registrations of the new gTLD domain names with over 1 million domain names now registered. Previously they had nearly 18 percent market share, which is down from 22 percent, and now they have 15 percent market share that NTLD Stats is reporting (<http://ntldstats.com/tld>).

Here is the breakdown of the most popular new gTLDs:

.xyz - 22.2 percent September 2014, 18.3 percent February 2015, 15.24 percent September 2015

.xn—ses554g – 8.2 percent February 2015, 5.09 percent September 2015

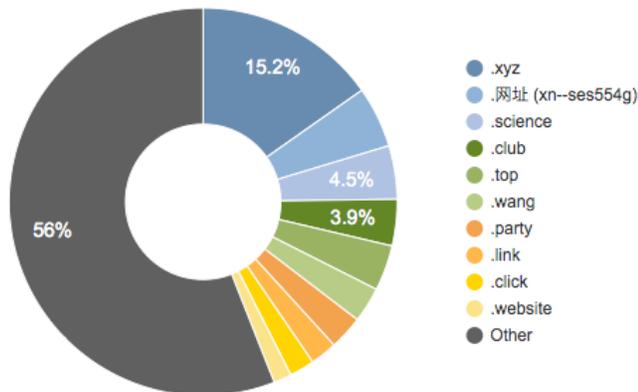
.science – 4.46 percent September 2015

.club - 4.73 percent September 2014, 4.1 percent February 2015, 3.87 percent September 2015

.top – 3.79 percent September 2015.

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New gTLD Market Share



The New gTLD Market Share statistics shown are courtesy of NTLDStats.com (<http://ntldstats.com/tld>). NTLDStats.com shows the domain name registrations of the new gTLD domain names in real-time.

The most popular domain name among the new gTLDs is .xyz, but when it comes to “keyword rich” TLDs, .science is on top as of September 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. In 2012, Google’s Matt Cutts addressed a myth about the new gTLDs. (<https://plus.google.com/+MattCutts/posts/4VaWg4TMM5F>).

Specifically, Cutts 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.”

So, 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 had so many questions about the new gTLD domain names that we set out to find out, using real-world data,

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whether or not the public cares about the domain name when they see it. We set out to set up tests where we could determine which are better for search engine marketing: .COM domain names or new gTLD domain names?

Updated Testing, September 2015

Back in September 2014, Globe Runner released the results of our first search engine marketing study. The initial results revealed a lot of interesting data, which caused us to want to look into the use of keyword-rich new gTLD domain names for landing pages, micro-sites, and for fully developed websites. Those results from our Google AdWords testing, which we disclosed in our first white paper, showed us that:

- A .COM outperformed a .Diamonds domain name in certain key areas. However, in other key areas, the .Diamonds domain name performed much better.
- It cost less per click for a .Diamonds domain than to run the same keywords on a .COM domain name, and the total campaign cost was lower.
- Google AdWords appeared to favor use of the .Diamonds domain name, giving it more impressions and even better positioning. The average position for the .Diamonds domain name was better than the .COM domain name.
- Based on the Effective CPM, it cost nearly twice as much to advertise a .COM domain name than it did a .DIAMONDS domain name.

All of the initial data from our May 2014 testing is included here in this white paper. We refreshed our data after running the tests again in January 2015. We have now again refreshed the data as of September 2015.

We ran the original Google AdWords campaigns in May 2014 using the same keywords, the same ad copy, the same domain names, and even the same landing pages. Again, the only difference between the campaigns was the domain name. We focused our testing efforts on refreshing the previous test, which was www.3CaratDiamonds.com versus www.3Carat.Diamonds. And boy did we get some interesting data this time.

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Here's a quick outline of what we learned from our updated testing:

The first testing was done in May 2014. The 2nd testing was done in January 2015. The third testing was done in September 2015.

Results: Average CPC

3Carat.Diamonds: \$.77 Sept. 2015 vs \$.69 in Jan 2015 vs. \$.77 in May 2014

3CaratDiamonds.com: \$.83 Sept 2015 vs \$.82 (vs. \$.81 in May 2014)

Conclusions:

23% Conversion Rate on .COM, 35% on .Diamonds in September 2015.

Previously, January 2015: 31.76% Conversion Rate on .COM, 29.11% on .Diamonds

Previously, May 2014: 52% Conversion Rate on .COM, 36% on .Diamonds

New gTLD converting much higher than .COM. Conversions on .COM continue to deteriorate.

Effective CPM:

Still costs 2x as much to advertise a .COM than a .Diamonds domain.

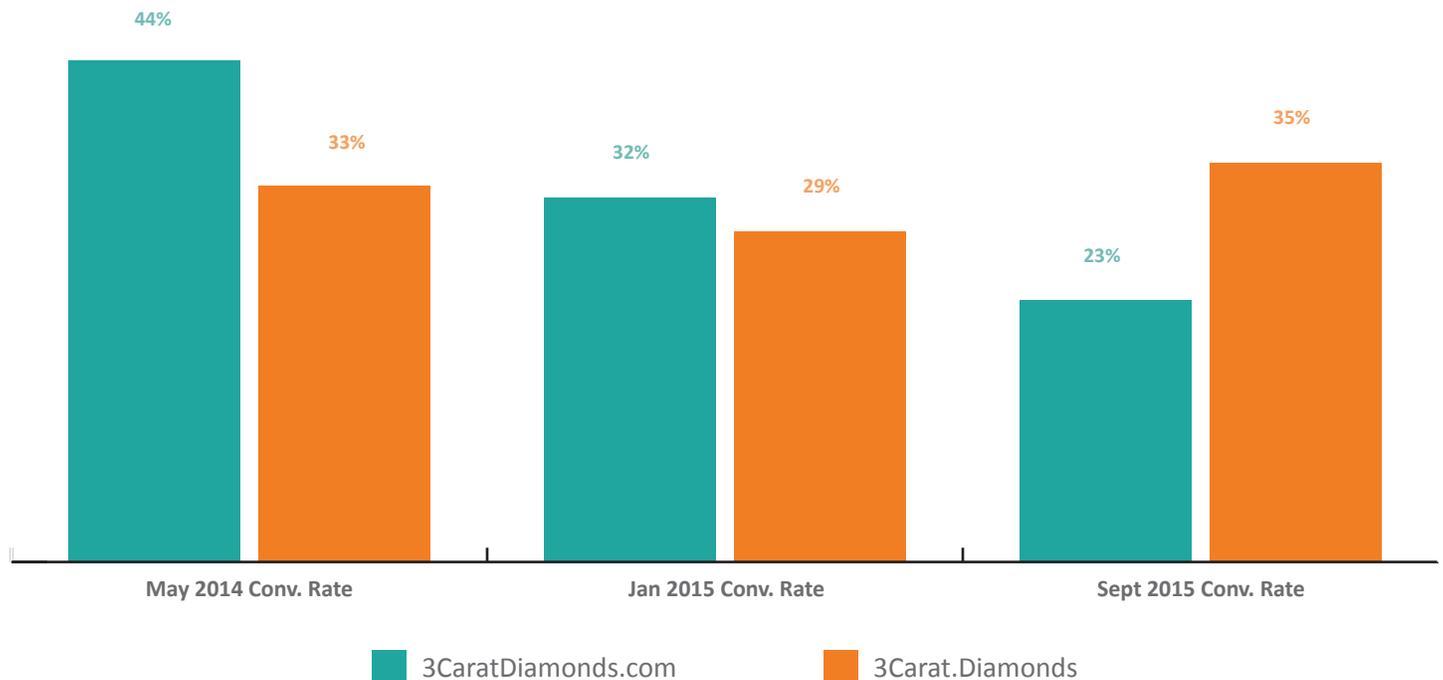
What we learned from running our testing again is that the price to run ads using Google AdWords on a .Diamonds domain name dipped in January 2015 but is now back up to what it originally was in May 2014. But to run ads on the .COM domain name, the price virtually stayed the same (within one cent per click). But what's even more significant is the fact that the conversion rate on the .COM domain name continues to go down significantly. So much so that it's now less than half of what it was back in May 2014. This is a significant finding for us.

According to our re-running of the testing during January 2015, the conversion rate of the .COM was very close to what the conversion rate on the .diamonds was--only a 2 percent difference between the two. Back in May 2014 the .COM converted a lot better. But wasn't the case in January 2015. The New gTLD domain name was converting the same as a comparable .COM domain name.

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In September 2015, however, the conversion rate of the .COM has continued to go down. It's now at an all-time low. Yet the conversion rate on the .Diamonds domain name has remained about the same (it's actually up 2 percent over May 2014's data).

Domain Conversion Rate Comparison



This white paper includes both the results from our initial testing in May 2014, along with the results of the updated testing we performed during January 2015 and again in September 2014. During January 2015 and again in September 2015 we re-ran our 3CaratDiamonds.com versus 3Carat.Diamonds campaigns, so data from the re-running of these Google AdWords campaigns is included in this document.

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Test Overview

As a leading interactive marketing agency 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. One of the best ways we can give informed 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 most accurate information obtainable. 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 Clickthrough Rate (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 were able to determine if it makes sense to use a .COM domain name or a new gTLD domain name.

We set out to run our very own tests, matching domain names head to head: a dot com domain name versus a dot diamonds domain name. We also matched up a brand-related domain name along with a new gTLD domain. In the case of our primary test, we were able to secure two keyword rich domain names: one with the keyword in the domain name, and the other with the keyword in the domain name and in the new gTLD.

We chose these domain names for the primary test:

www.3CaratDiamonds.com

www.3Carat.Diamonds

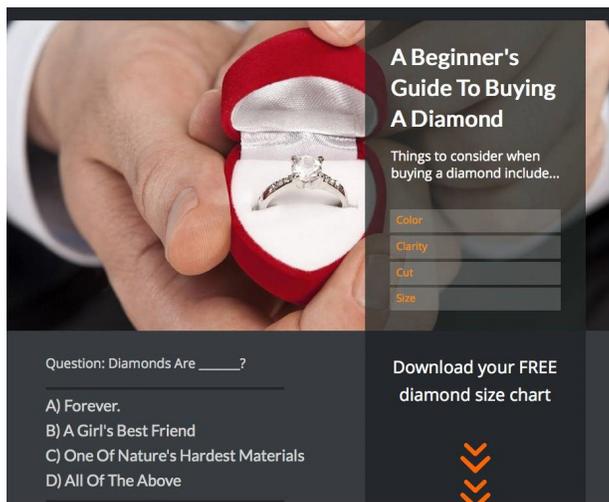
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We chose brand-related keywords for the second test in May 2014. We chose these domain names for the second test:

www.MattitosMenu.com

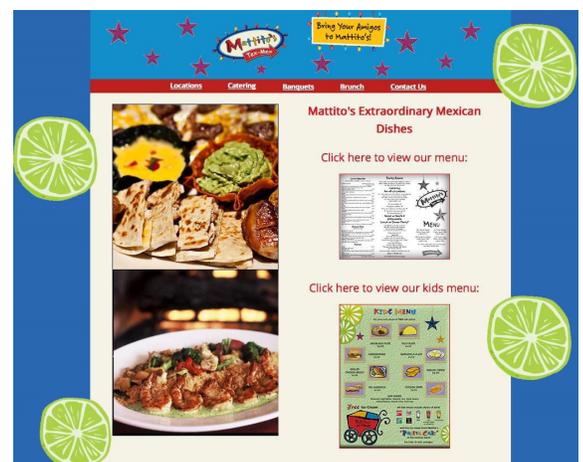
www.Mattitos.menu

We wanted to make sure that the domain names we chose were very close in nature—but they also presented us with an opportunity to measure the results based on the .com domain name and the new gTLD being used.



For this first part of the test, it was important to use two keyword-rich domain names that are very similar in nature, as we previously mentioned. So, we bought two separate domain names for this test: 3CaratDiamonds.com and [3Carat.Diamonds](http://3CaratDiamonds.Diamonds). We put the same landing page on both domain names and used the same ad copy in our Google AdWords ads. We bid on the same keywords with the same budget. Both ad campaigns ran at the same time. Those sites are still up and running today, so you can see the landing page that we used on both of those domain names. Essentially they were exactly the same--except for the domain name.

In another test, we used brand-related domain names. We put a brand domain name against a band domain name new gTLD. We used MattitosMenu.com versus Mattitos.Menu. Mattito's is a popular Tex-Mex restaurant in the Dallas/Fort Worth area of Texas. In this case, we were able to get a "local" type of feel into the mix by using a restaurant brand.



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The Tests

When we set out to start both of these tests in May 2014, we wanted to make sure that the only difference between the domain names we put against each other was the domain name itself. 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. Let’s take a look at the actual test data.

February 2015:

During January 2015, we used the same exact campaigns that we used during our initial campaigns that were ran during May 2014. We used the same landing pages, ad copy, keywords, bid prices, and domain names. The results of our January 2015 testing are included at the end of each test, along with any information we gathered from analyzing the changes.

September 2015:

During September 2015, we used the same exact campaigns that we used during our initial campaigns that were ran during May 2014 and in January 2015. We used the same landing pages, ad copy, keywords, bid prices, and domain names. The results of our January 2015 testing and our September 2015 testing are included at the end of each test, along with any information we gathered from analyzing the changes.

The Ad Copy We Used

First, here is the ad copy that was used in each test of the [.Com](#) versus [.Diamonds](#) 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 headings and two different descriptions, resulting in four different ads for each of the diamonds campaigns.

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Here are the ads that we used for the [3Carat.Diamonds](#) Google AdWords campaign:

Beginner's Diamond Guide

Download Your Free Carat Size Chart
& Learn the 4C's of Diamond Buying!

[3Carat.Diamonds](#)

Diamond Buying Guide

Download Your Free Carat Size Chart
& Learn the 4C's of Diamond Buying!

[3Carat.Diamonds](#)

Beginner's Diamond Guide

Valuable Diamond Buying Information
Download A Free Carat Size Chart!

[3Carat.Diamonds](#)

Diamond Buying Guide

Valuable Diamond Buying Information
Download A Free Carat Size Chart!

[3Carat.Diamonds](#)

Here are the ads we used in the [3CaratDiamonds.com](#) ads:

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Download Your Free Carat Size Chart
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[3CaratDiamonds.com](#)

Diamond Buying Guide

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[3CaratDiamonds.com](#)

Beginner's Diamond Guide

Valuable Diamond Buying Information
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Diamond Buying Guide

Valuable Diamond Buying Information
Download A Free Carat Size Chart!

[3CaratDiamonds.com](#)

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Again, as you can see, we used two different headings and two different descriptions, resulting in four different ads for each of the diamonds campaigns. In this case, we let Google decide which ads to show so that they would be equally shown during the test. The idea was that we didn't want to influence which ads were displayed more often in order to get more accurate results.

The Keywords We Used

For each Google AdWords campaign, 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 diamonds Google AdWords campaigns, we used 50 keywords total, all with a maximum cost-per-click (CPC) of \$1.00, which is the most you are willing to pay for a click but not necessarily the price you end up paying.

- diamond price chart
- diamond chart
- diamond quality chart
- diamond carat size chart
- types of diamond cuts
- diamond facts
- diamond information
- diamond value
- diamond buying guide
- diamond guide
- diamond carat size
- diamond prices
- diamond grades
- diamond price
- diamond quality
- diamond sizes
- how to buy diamonds

- diamond ratings
- diamond appraisal
- diamond grading
- 3 carat diamond ring
- diamond grade
- diamond clarity
- diamond color
- diamond buyer guide
- diamond certification
- diamond ring prices
- diamond quality guide
- diamond rings for sale
- engagement ring buying guide
- diamond rating
- how to buy a diamond
- diamond shapes
- diamond buyers guide

- diamond ring guide
- information on diamonds
- 3 stone diamond engagement rings
- diamond color chart
- 3 carat diamond engagement rings
- diamond color rating
- diamond grading chart
- types of diamonds
- diamond classification
- diamond value calculator
- the 4 c's of diamonds
- four c's of diamonds
- engagement rings guide
- diamond quality grading
- diamond clarity guide
- diamond clarity rating

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Campaign Settings and Notes

There were a few other, additional, campaign settings that we used in the tests. We used the search network only, and no display ads were used. We did not use Ad Extensions. I don't recall having to make any changes to the daily budget. However, we did have to initially increase the maximum CPC to \$1.00 in May 2014 since a lower bid was not enough to get our ads to display on the first page of search results. During our January 2015 and September 2015 testing, we kept all the maximum CPC's at \$1.00.

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.

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.

<http://www.3carat.diamonds> versus <http://www.3caratdiamonds.com>

<http://www.mattitos.menu> versus <http://www.mattitosmenu.com>

On the landing pages, the landing page used on [3carat.diamonds](http://www.3carat.diamonds) was the same as it was on [3caratdiamonds.com](http://www.3caratdiamonds.com) during our test period. And, on [Mattitos.Menu](http://www.mattitos.menu), we also used the same landing page as on [MattitosMenu.com](http://www.mattitosmenu.com). We used tracking parameters to help us determine where the clicks were coming from (which domain name) but as for the landing pages, they were no differences.

On the next page, you can see samples of the landing pages for reference.

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For the [Mattitos.menu](#) and [MattitosMenu.com](#) landing pages, the goal was to drive traffic to the main website, Mattitos.com. We wanted users to click on one of the links (Locations, Catering, Banquets, Brunch, or Contact Us) or view a menu. This was the “conversion” that we used, and we could see if the user then clicked on other pages on the main website.



For [3Carat.Diamonds](#) and for [3CaratDiamonds.com](#), we used the landing page above. We used two separate calls to action. One was to download a PDF file, and the other was to click on a “Shop Diamond Rings” button at the bottom of the page. The “Shop Diamond Rings” page took the users to an Engagement Rings page on The Sylvie Collection website in January 2015, and was changed to point visitors to The Diamond Broker’s website during testing in September 2015. While the destination of the Shop Diamond Rings button changed, the location, color, and text on that button did not change during any of our testing.

In light of the fact that diamonds are one of the most substantial investments you'll make in your life, there are several factors to consider while shopping. For example, a diamond's size can range anywhere from .03 to 20 carats (or 2mm-17.6mm); however, let's just assume you're in the market for a 3 carat diamond and focus on the three C's - Color, Clarity, and Cut

| Grade | Description | Characteristics |
|-------|---------------------|---|
| FL | FLAWLESS | No inclusions. Perfect. |
| IF | INTERNALLY FLAWLESS | There are no inclusions visible at 10x. |
| VVS1 | VVS2 | MINOR INCLUSIONS |
| VVS1 | VVS2 | |
| VS1 | VS2 | NOTICEABLE INCLUSIONS |
| VS1 | VS2 | |
| I1 | I2 | OBVIOUS INCLUSIONS |
| I1 | I2 | |

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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 .Com outperformed the .Diamonds domain name in certain key areas. However, in other key areas, the .Diamonds performed much better.

We also looked at the results for the test on [MattitosMenu.com](#) versus [Mattitos.Menu](#). These results were, in fact, quite different than what happened on the first test. Let's take a look at the test results first for the .Com versus the .Diamonds domain name, and then the results of the test for [MattitosMenu.com](#) versus [Mattitos.Menu](#).

.COM Versus .Diamonds Domain Name

Does Google AdWords Prefer a .COM or a .DIAMONDS Domain Name?

Based on the results of our test, it appears that Google prefers a .Diamonds domain name over a .COM when bidding on the same keywords with the same budget. However, it turned out that Google served up nearly twice as many impressions for the .Diamonds domain name then they did on the .COM. This never changed during our testing. It's about the same since May 2014.

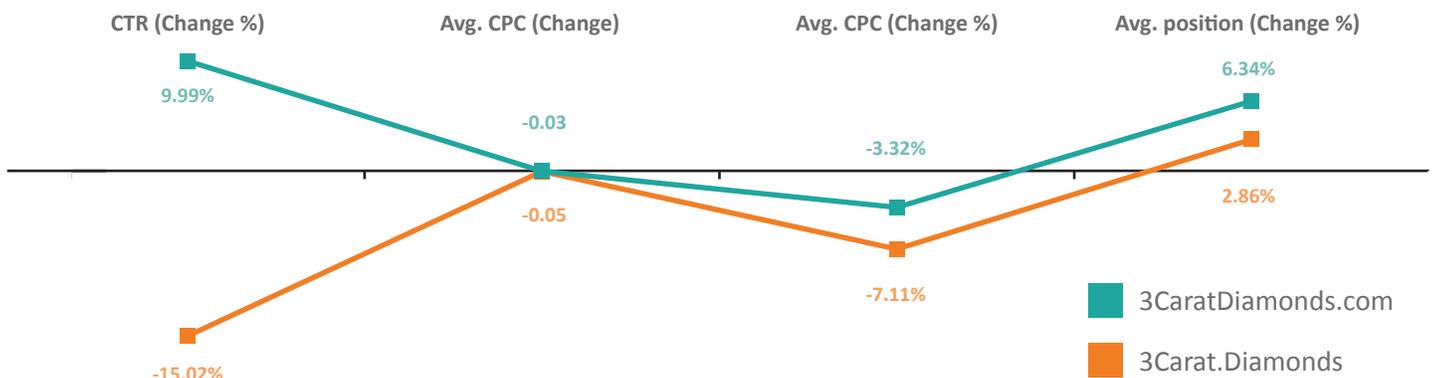
Comparing January 2015 Data with September 2015 Data

We compared January 2015 data with September 2015 data. Here is what we found:

- The average CTR (Clickthrough Rate) on the .COM went up 9.99 percent, and went down 15.02 percent on the .Diamonds TLD.
- The average CPC (Cost Per Click) didn't change too much, it went down .03 cents for the .COM and .05 cents on the .Diamonds TLD. The clicks got cheaper on both the .COM and the .Diamonds TLD.
- The Average CPC (Cost Per Click) across all keywords on the .COM campaign went down 3.32 percent, and went down 7.11 percent on the .Diamonds TLD. So, again, clicks got cheaper across the board.

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Campaign report (January 2015. Compare to: September, 2015.)



The Average Position went up 6.34 percent for the .COM and went up 2.86 percent for the .Diamonds ads. We suspect that the Average Position didn't go up as much for the .Diamonds ads because the Average Position for those ads was already pretty high, there wasn't much higher that it could go for those ads. The Average Position for the .COM ads has traditionally been lower, so it had much more that it could go.

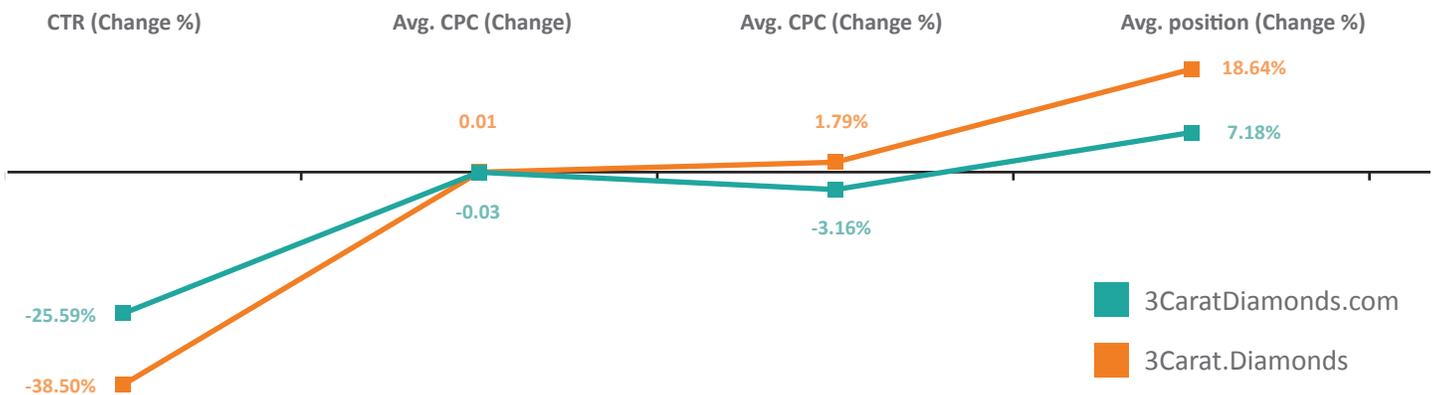
What Happened Since We Started?

We compared our January 2015 data with May 2014 data. This compares the data from when we first started testing and tracking the results, it has been over a year and a half.

- The average CTR (Clickthrough Rate) went down 25 percent for the .COM and went down even more for the .Diamonds TLD. Less people are clicking on ads since we first started tracking. But it doesn't look as good for the .Diamonds TLD.
- Since we started tracking, the Average CPC (Cost Per Click) really hasn't changed that much. The clicks, after a year and a half, have gotten cheaper on the .COM by 3 cents. They've increased by 1 penny for the .Diamonds TLD. Likewise, the Average CPC Change percentage has gone down 3 percent and up almost 2 percent.

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Campaign report (May 2014. Compare to: September, 2015.)



The Average Position of our ads has gone up only 7 percent for the .COM and has gone up over 18 percent for the .Diamonds since we started. Does this mean that the .Diamonds TLD has gotten more relevant over time? We certainly think so. Remember, we’re still using the same exact ad copy that we began with. We are bidding the same exact amount and bidding on the same keywords. This is a huge win for the .Diamonds TLD.

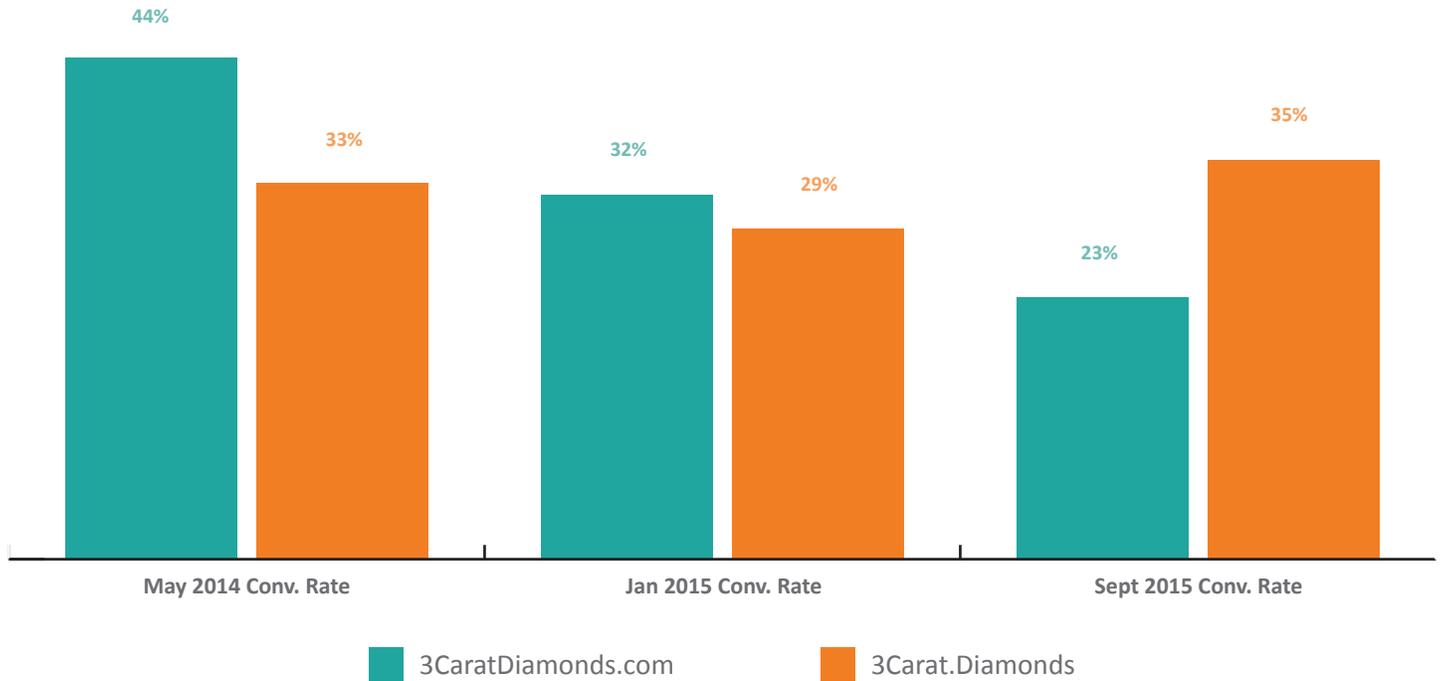
Conversion Rate Changes

We have been tracking our conversion rate this whole time. Ultimately, the decision as to whether or not you should use a .COM for your PPC efforts or use a New gTLD domain name should be based on the overall conversion rate and how much it costs you per conversion. In our testing, we used the same landing page for all tests, even since we started back in May 2014. Here’s what we found when it came to conversions:

- In May 2014, the conversion rate was 44 percent on the .COM. In September 2015, the conversion rate has gotten a lot worse for the .COM. It’s now at only 23 percent. It’s almost half of what it was in the beginning.
- In May 2014, the conversion rate was 33 percent on the .Diamonds. In September 2014, the conversion rate almost remained the same at 29 percent, and is now at 35 percent. In January 2015 it went down to 29 percent, but is back up to 35 percent.

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Domain Conversion Rate Comparison



The fact that the conversion rate for the .Diamonds hasn't changed much over a year and a half is surprising to us, especially since the conversion rate for the .COM has deteriorated over time. It was doing well back in May 2014 and now is down to 23 percent. Yet overall, the price has gone down 3 percent for the .COM. The .Diamonds clicks are costing us a little bit more now than they did back in May 2014, yet the conversion rate is the highest it's ever been.

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Google Analytics Data

Let's take a look at the Google Analytics data, and dive in depth into the conversions, and look at some keyword data.

Which keywords performed better? Can we see anything that guides us to want to use the 3CaratDiamonds.com domain name over the 3Carat.Diamonds domain name in future Google AdWords campaigns?

Let's look at the data from May 2014:

3caratdiamonds.com May 2014 Keywords Data

| Keywords | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Length | PDF Download | Conversions |
|--------------------------|----------|----------------|-----------|-------------|---------------|---------------------|--------------|-------------|
| diamond value | 9 | 100% | 9 | 22.22% | 1 | 66 | 66.67% | 6 |
| diamond chart | 13 | 100% | 13 | 69.23% | 1 | 28.08 | 30.77% | 4 |
| diamond carat size | 7 | 100% | 7 | 71.43% | 1 | 34.71 | 28.57% | 2 |
| diamond carat size chart | 4 | 100% | 4 | 25.00% | 1 | 45.75 | 50.00% | 2 |
| diamond grading | 4 | 75% | 3 | 50.00% | 1 | 336 | 50.00% | 2 |
| 3 carat diamond ring | 2 | 100% | 2 | 50.00% | 1 | 16.5 | 50.00% | 1 |
| diamond buyer guide | 2 | 50% | 1 | 50.00% | 1 | 2.5 | 50.00% | 1 |
| diamond color | 7 | 100% | 7 | 85.71% | 1 | 1.29 | 14.29% | 1 |
| diamond facts | 2 | 100% | 2 | 50.00% | 1 | 26 | 50.00% | 1 |
| diamond price | 4 | 100% | 4 | 25.00% | 1 | 145.25 | 25.00% | 1 |
| diamond prices | 2 | 100% | 2 | 0.00% | 1 | 109 | 50.00% | 1 |
| diamond quality | 3 | 100% | 3 | 66.67% | 1 | 69.33 | 33.33% | 1 |
| diamond sizes | 5 | 100% | 5 | 80.00% | 1 | 13.2 | 20.00% | 1 |

3carat.diamonds May 2014 Keywords Data

| Keywords | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Length | PDF Download | Conversions |
|--------------------|----------|----------------|-----------|-------------|---------------|---------------------|--------------|-------------|
| diamond value | 12 | 100.00% | 12 | 41.67% | 1 | 80.08 | 41.67% | 5 |
| diamond carat size | 6 | 100.00% | 6 | 50.00% | 1 | 34.5 | 50.00% | 3 |
| diamond prices | 6 | 100.00% | 6 | 33.33% | 1 | 76 | 33.33% | 2 |

.COM VERSUS NEW GTLD

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|--------------------------|----|---------|----|--------|------|-------|---------|---|
| diamond appraisal | 1 | 100.00% | 1 | 0.00% | 1 | 96 | 100.00% | 1 |
| diamond carat size chart | 3 | 100.00% | 3 | 66.67% | 1 | 52.33 | 33.33% | 1 |
| diamond chart | 14 | 92.86% | 13 | 78.57% | 1 | 11.21 | 7.14% | 1 |
| diamond clarity | 4 | 75.00% | 3 | 75.00% | 1 | 8.5 | 25.00% | 1 |
| diamond guide | 9 | 88.89% | 8 | 66.67% | 1.11 | 7.56 | 11.11% | 1 |
| diamond price chart | 4 | 75.00% | 3 | 75.00% | 1 | 2 | 25.00% | 1 |
| diamond quality | 4 | 75.00% | 3 | 50.00% | 1 | 91.5 | 25.00% | 1 |
| diamond sizes | 4 | 100.00% | 4 | 75.00% | 1 | 1.75 | 25.00% | 1 |

When we look at the data for the PDF Download conversion, we can see that “diamond value” was the clear winner here in May 2014, and the conversion rate for “diamond value” was better on the .Com domain name. But, let’s take a look at what it cost us during January 2015, and the other data for this keyword:

Here is a chart that shows all of the keyword data for our campaigns in May 2014.

When we look at the data for the PDF Download conversion, we can see that “diamond value” was the clear winner here in May 2014, and the conversion rate for “diamond value” was better on the .Com domain name. But, let’s take a look at what it cost us during January 2015, and the other data for this keyword:

Here is a chart that shows all of the keyword data for our campaigns in May 2014.

| Keyword | Campaign | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position |
|-----------------------|----------------|--------|-------------|--------|----------|--------|---------------|
| diamond buyer guide | 3CaratDiamonds | 2 | 5 | 40.00% | \$0.98 | \$1.96 | 8.6 |
| diamond clarity | 3CaratDiamonds | 0 | 851 | 0.00% | \$0.00 | \$0.00 | 5 |
| diamond grading | 3CaratDiamonds | 4 | 227 | 1.76% | \$0.86 | \$3.45 | 5.3 |
| diamond information | 3CaratDiamonds | 1 | 218 | 0.46% | \$0.75 | \$0.75 | 4 |
| diamond price | 3CaratDiamonds | 5 | 350 | 1.43% | \$0.91 | \$4.53 | 4.9 |
| diamond quality | 3CaratDiamonds | 3 | 412 | 0.73% | \$0.74 | \$2.21 | 5.1 |
| diamond appraisal | 3CaratDiamonds | 0 | 122 | 0.00% | \$0.00 | \$0.00 | 6.6 |
| diamond certification | 3CaratDiamonds | 1 | 458 | 0.22% | \$0.49 | \$0.49 | 5 |

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|----------------------------------|----------------|----|------|-------|--------|---------|-----|
| diamond ring prices | 3CaratDiamonds | 0 | 58 | 0.00% | \$0.00 | \$0.00 | 7.2 |
| diamond quality guide | 3CaratDiamonds | 0 | 61 | 0.00% | \$0.00 | \$0.00 | 5.8 |
| diamond rings for sale | 3CaratDiamonds | 0 | 102 | 0.00% | \$0.00 | \$0.00 | 5.5 |
| how to buy diamonds | 3CaratDiamonds | 0 | 203 | 0.00% | \$0.00 | \$0.00 | 6.3 |
| diamond buying guide | 3CaratDiamonds | 1 | 56 | 1.79% | \$0.73 | \$0.73 | 5.5 |
| diamond prices | 3CaratDiamonds | 2 | 486 | 0.41% | \$0.84 | \$1.69 | 5.4 |
| engagement ring buying guide | 3CaratDiamonds | 0 | 1 | 0.00% | \$0.00 | \$0.00 | 2 |
| diamond rating | 3CaratDiamonds | 0 | 91 | 0.00% | \$0.00 | \$0.00 | 5.2 |
| diamond guide | 3CaratDiamonds | 8 | 496 | 1.61% | \$0.78 | \$6.26 | 3.1 |
| diamond facts | 3CaratDiamonds | 2 | 99 | 2.02% | \$0.72 | \$1.44 | 3.4 |
| 3 carat diamond ring | 3CaratDiamonds | 2 | 133 | 1.50% | \$0.88 | \$1.76 | 4.6 |
| diamond ratings | 3CaratDiamonds | 1 | 244 | 0.41% | \$0.64 | \$0.64 | 4.9 |
| diamond color | 3CaratDiamonds | 7 | 1350 | 0.52% | \$0.90 | \$6.32 | 5.1 |
| diamond value | 3CaratDiamonds | 9 | 559 | 1.61% | \$0.88 | \$7.94 | 5.3 |
| how to buy a diamond | 3CaratDiamonds | 0 | 232 | 0.00% | \$0.00 | \$0.00 | 5.4 |
| diamond quality chart | 3CaratDiamonds | 0 | 123 | 0.00% | \$0.00 | \$0.00 | 5.4 |
| diamond sizes | 3CaratDiamonds | 5 | 370 | 1.35% | \$0.73 | \$3.63 | 3.5 |
| diamond grades | 3CaratDiamonds | 1 | 185 | 0.54% | \$0.83 | \$0.83 | 4.6 |
| diamond grade | 3CaratDiamonds | 1 | 191 | 0.52% | \$0.60 | \$0.60 | 4.2 |
| diamond shapes | 3CaratDiamonds | 1 | 257 | 0.39% | \$0.72 | \$0.72 | 4 |
| diamond buyers guide | 3CaratDiamonds | 0 | 10 | 0.00% | \$0.00 | \$0.00 | 7.4 |
| diamond ring guide | 3CaratDiamonds | 0 | 11 | 0.00% | \$0.00 | \$0.00 | 5.2 |
| information on diamonds | 3CaratDiamonds | 0 | 69 | 0.00% | \$0.00 | \$0.00 | 4.7 |
| diamond chart | 3CaratDiamonds | 14 | 395 | 3.54% | \$0.82 | \$11.50 | 3.7 |
| 3 stone diamond engagement rings | 3CaratDiamonds | 0 | 10 | 0.00% | \$0.00 | \$0.00 | 5.3 |
| diamond carat size | 3CaratDiamonds | 7 | 385 | 1.82% | \$0.67 | \$4.72 | 4 |
| diamond color chart | 3CaratDiamonds | 1 | 148 | 0.68% | \$0.74 | \$0.74 | 4.6 |
| 3 carat diamond engagement rings | 3CaratDiamonds | 1 | 89 | 1.12% | \$0.94 | \$0.94 | 4.1 |
| diamond color rating | 3CaratDiamonds | 0 | 53 | 0.00% | \$0.00 | \$0.00 | 5.6 |
| diamond price chart | 3CaratDiamonds | 1 | 53 | 1.89% | \$0.92 | \$0.92 | 6.3 |
| diamond grading chart | 3CaratDiamonds | 1 | 198 | 0.51% | \$0.99 | \$0.99 | 4.2 |
| types of diamonds | 3CaratDiamonds | 0 | 40 | 0.00% | \$0.00 | \$0.00 | 3.7 |
| diamond carat size chart | 3CaratDiamonds | 4 | 164 | 2.44% | \$0.76 | \$3.03 | 4.5 |
| types of diamond cuts | 3CaratDiamonds | 0 | 22 | 0.00% | \$0.00 | \$0.00 | 5.7 |

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|------------------------------|----------------|----|------|-------|--------|--------|-----|
| diamond classification | 3CaratDiamonds | 0 | 20 | 0.00% | \$0.00 | \$0.00 | 4.2 |
| diamond value calculator | 3CaratDiamonds | 0 | 6 | 0.00% | \$0.00 | \$0.00 | 4.5 |
| the 4 c's of diamonds | 3CaratDiamonds | 0 | 20 | 0.00% | \$0.00 | \$0.00 | 4.4 |
| four c's of diamonds | 3CaratDiamonds | 0 | 9 | 0.00% | \$0.00 | \$0.00 | 3.2 |
| engagement rings guide | 3CaratDiamonds | 0 | 3 | 0.00% | \$0.00 | \$0.00 | 6.3 |
| diamond quality grading | 3CaratDiamonds | 0 | 16 | 0.00% | \$0.00 | \$0.00 | 5.1 |
| diamond clairty guide | 3CaratDiamonds | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| dimaond clarity rating | 3CaratDiamonds | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| diamond buyer guide | .Diamonds | 0 | 3 | 0.00% | \$0.00 | \$0.00 | 7.3 |
| diamond clarity | .Diamonds | 3 | 3457 | 0.09% | \$0.79 | \$2.37 | 4.5 |
| diamond grading | .Diamonds | 1 | 243 | 0.41% | \$0.64 | \$0.64 | 4.8 |
| diamond information | .Diamonds | 4 | 282 | 1.42% | \$0.66 | \$2.63 | 4.4 |
| diamond price | .Diamonds | 5 | 654 | 0.76% | \$0.70 | \$3.50 | 4.6 |
| diamond quality | .Diamonds | 5 | 657 | 0.76% | \$0.88 | \$4.39 | 5 |
| diamond appraisal | .Diamonds | 1 | 234 | 0.43% | \$0.90 | \$0.90 | 5.3 |
| diamond certification | .Diamonds | 0 | 890 | 0.00% | \$0.00 | \$0.00 | 4.7 |
| diamond ring prices | .Diamonds | 0 | 109 | 0.00% | \$0.00 | \$0.00 | 7.7 |
| diamond quality guide | .Diamonds | 0 | 22 | 0.00% | \$0.00 | \$0.00 | 6.2 |
| diamond rings for sale | .Diamonds | 0 | 273 | 0.00% | \$0.00 | \$0.00 | 6.3 |
| how to buy diamonds | .Diamonds | 1 | 219 | 0.46% | \$0.99 | \$0.99 | 5.6 |
| diamond buying guide | .Diamonds | 1 | 87 | 1.15% | \$0.63 | \$0.63 | 6.8 |
| diamond prices | .Diamonds | 5 | 479 | 1.04% | \$0.80 | \$3.98 | 4.7 |
| engagement ring buying guide | .Diamonds | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| diamond rating | .Diamonds | 0 | 77 | 0.00% | \$0.00 | \$0.00 | 3.8 |
| diamond guide | .Diamonds | 9 | 811 | 1.11% | \$0.71 | \$6.39 | 2.9 |
| diamond facts | .Diamonds | 2 | 135 | 1.48% | \$0.67 | \$1.34 | 3.4 |
| 3 carat diamond ring | .Diamonds | 1 | 269 | 0.37% | \$0.91 | \$0.91 | 5.3 |
| diamond ratings | .Diamonds | 1 | 222 | 0.45% | \$0.96 | \$0.96 | 4.6 |
| diamond color | .Diamonds | 1 | 2549 | 0.04% | \$0.99 | \$0.99 | 4.9 |
| diamond value | .Diamonds | 11 | 863 | 1.27% | \$0.83 | \$9.15 | 4.6 |
| how to buy a diamond | .Diamonds | 0 | 202 | 0.00% | \$0.00 | \$0.00 | 4.7 |
| diamond quality chart | .Diamonds | 2 | 66 | 3.03% | \$0.58 | \$1.15 | 5.4 |
| diamond sizes | .Diamonds | 4 | 674 | 0.59% | \$0.83 | \$3.32 | 3.9 |
| diamond grades | .Diamonds | 2 | 214 | 0.93% | \$0.76 | \$1.51 | 4.4 |
| diamond grade | .Diamonds | 1 | 344 | 0.29% | \$0.98 | \$0.98 | 3.8 |

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|----------------------------------|-----------|-----|-------|-------|--------|----------|-----|
| diamond shapes | .Diamonds | 0 | 619 | 0.00% | \$0.00 | \$0.00 | 4.1 |
| diamond buyers guide | .Diamonds | 0 | 10 | 0.00% | \$0.00 | \$0.00 | 7.4 |
| diamond ring guide | .Diamonds | 0 | 17 | 0.00% | \$0.00 | \$0.00 | 3.7 |
| information on diamonds | .Diamonds | 0 | 76 | 0.00% | \$0.00 | \$0.00 | 3.9 |
| diamond chart | .Diamonds | 15 | 432 | 3.47% | \$0.75 | \$11.29 | 4.1 |
| 3 stone diamond engagement rings | .Diamonds | 0 | 57 | 0.00% | \$0.00 | \$0.00 | 5.1 |
| diamond carat size | .Diamonds | 6 | 554 | 1.08% | \$0.78 | \$4.68 | 4.2 |
| diamond color chart | .Diamonds | 0 | 316 | 0.00% | \$0.00 | \$0.00 | 4 |
| 3 carat diamond engagement rings | .Diamonds | 0 | 83 | 0.00% | \$0.00 | \$0.00 | 5.2 |
| diamond color rating | .Diamonds | 0 | 52 | 0.00% | \$0.00 | \$0.00 | 6.1 |
| diamond price chart | .Diamonds | 3 | 44 | 6.82% | \$0.91 | \$2.73 | 5.2 |
| diamond grading chart | .Diamonds | 0 | 509 | 0.00% | \$0.00 | \$0.00 | 3.2 |
| types of diamonds | .Diamonds | 0 | 53 | 0.00% | \$0.00 | \$0.00 | 3.4 |
| diamond carat size chart | .Diamonds | 4 | 221 | 1.81% | \$0.54 | \$2.15 | 4 |
| types of diamond cuts | .Diamonds | 1 | 58 | 1.72% | \$0.78 | \$0.78 | 4.2 |
| diamond classification | .Diamonds | 0 | 36 | 0.00% | \$0.00 | \$0.00 | 4.3 |
| diamond value calculator | .Diamonds | 0 | 5 | 0.00% | \$0.00 | \$0.00 | 3.8 |
| the 4 c's of diamonds | .Diamonds | 0 | 18 | 0.00% | \$0.00 | \$0.00 | 4.2 |
| four c's of diamonds | .Diamonds | 0 | 18 | 0.00% | \$0.00 | \$0.00 | 3.2 |
| engagement rings guide | .Diamonds | 0 | 5 | 0.00% | \$0.00 | \$0.00 | 5.6 |
| diamond quality grading | .Diamonds | 0 | 11 | 0.00% | \$0.00 | \$0.00 | 4.5 |
| diamond clarity guide | .Diamonds | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| dimaond clarity rating | .Diamonds | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| Total | -- | 174 | 26890 | 0.65% | \$0.79 | \$137.15 | 4.6 |

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We ran the campaigns again in January 2015. Let's look at the corresponding data:

3CaratDiamonds.com

| Keywords | Max. CPC | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position |
|----------------------------------|----------|--------|-------------|-------|----------|--------|---------------|
| diamond value | \$1.00 | 13 | 554 | 2.35% | \$0.74 | \$9.63 | 4.9 |
| diamond guide | \$1.00 | 10 | 296 | 3.38% | \$0.82 | \$8.19 | 3.3 |
| diamond carat size | \$1.00 | 9 | 240 | 3.75% | \$0.75 | \$6.78 | 3.3 |
| diamond color | \$1.00 | 6 | 903 | 0.66% | \$0.91 | \$5.45 | 4.5 |
| diamond price chart | \$1.00 | 4 | 75 | 5.33% | \$0.77 | \$3.07 | 6 |
| diamond clarity | \$1.00 | 3 | 162 | 1.85% | \$0.98 | \$2.93 | 4.6 |
| diamond price | \$1.00 | 3 | 319 | 0.94% | \$0.91 | \$2.74 | 4.8 |
| diamond prices | \$1.00 | 3 | 412 | 0.73% | \$0.75 | \$2.26 | 4.6 |
| diamond rings for sale | \$1.00 | 2 | 118 | 1.69% | \$0.92 | \$1.85 | 7.8 |
| how to buy diamonds | \$1.00 | 2 | 126 | 1.59% | \$0.90 | \$1.81 | 5.6 |
| 3 carat diamond ring | \$1.00 | 2 | 154 | 1.30% | \$0.71 | \$1.42 | 3.8 |
| diamond ratings | \$1.00 | 2 | 285 | 0.70% | \$0.84 | \$1.69 | 5 |
| diamond sizes | \$1.00 | 2 | 201 | 1.00% | \$0.82 | \$1.65 | 3.4 |
| diamond chart | \$1.00 | 2 | 338 | 0.59% | \$0.81 | \$1.62 | 4.2 |
| types of diamond cuts | \$1.00 | 2 | 46 | 4.35% | \$0.80 | \$1.59 | 3.8 |
| diamond quality | \$1.00 | 1 | 94 | 1.06% | \$0.90 | \$0.90 | 5.6 |
| diamond grades | \$1.00 | 1 | 34 | 2.94% | \$0.53 | \$0.53 | 5.4 |
| diamond shapes | \$1.00 | 1 | 91 | 1.10% | \$0.58 | \$0.58 | 3.9 |
| diamond color chart | \$1.00 | 1 | 134 | 0.75% | \$0.97 | \$0.97 | 4.9 |
| 3 carat diamond engagement rings | \$1.00 | 1 | 115 | 0.87% | \$1.00 | \$1.00 | 4.3 |
| diamond color rating | \$1.00 | 1 | 58 | 1.72% | \$1.00 | \$1.00 | 5.7 |
| diamond grading chart | \$1.00 | 1 | 193 | 0.52% | \$0.74 | \$0.74 | 5.9 |
| diamond carat size chart | \$1.00 | 1 | 146 | 0.68% | \$0.95 | \$0.95 | 4.1 |
| diamond classification | \$1.00 | 1 | 18 | 5.56% | \$1.00 | \$1.00 | 5.2 |
| diamond buyer guide | \$1.00 | 0 | 1 | 0.00% | \$0.00 | \$0.00 | 5 |
| diamond grading | \$1.00 | 0 | 52 | 0.00% | \$0.00 | \$0.00 | 6.1 |
| diamond information | \$1.00 | 0 | 61 | 0.00% | \$0.00 | \$0.00 | 3.4 |
| diamond appraisal | \$1.00 | 0 | 106 | 0.00% | \$0.00 | \$0.00 | 5.5 |
| diamond certification | \$1.00 | 0 | 107 | 0.00% | \$0.00 | \$0.00 | 4.6 |

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|----------------------------------|--------|----|------|-------|--------|---------|-----|
| diamond ring prices | \$1.00 | 0 | 57 | 0.00% | \$0.00 | \$0.00 | 5.5 |
| diamond quality guide | \$1.00 | 0 | 77 | 0.00% | \$0.00 | \$0.00 | 5.6 |
| diamond buying guide | \$1.00 | 0 | 47 | 0.00% | \$0.00 | \$0.00 | 6.1 |
| engagement ring buying guide | \$1.00 | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| diamond rating | \$1.00 | 0 | 38 | 0.00% | \$0.00 | \$0.00 | 4.9 |
| diamond facts | \$1.00 | 0 | 40 | 0.00% | \$0.00 | \$0.00 | 5 |
| how to buy a diamond | \$1.00 | 0 | 73 | 0.00% | \$0.00 | \$0.00 | 5.6 |
| diamond quality chart | \$1.00 | 0 | 148 | 0.00% | \$0.00 | \$0.00 | 6 |
| diamond grade | \$1.00 | 0 | 115 | 0.00% | \$0.00 | \$0.00 | 4.8 |
| diamond buyers guide | \$1.00 | 0 | 10 | 0.00% | \$0.00 | \$0.00 | 7.1 |
| diamond ring guide | \$1.00 | 0 | 13 | 0.00% | \$0.00 | \$0.00 | 3.6 |
| information on diamonds | \$1.00 | 0 | 82 | 0.00% | \$0.00 | \$0.00 | 4.8 |
| 3 stone diamond engagement rings | \$1.00 | 0 | 17 | 0.00% | \$0.00 | \$0.00 | 4.6 |
| types of diamonds | \$1.00 | 0 | 31 | 0.00% | \$0.00 | \$0.00 | 2.9 |
| diamond value calculator | \$1.00 | 0 | 36 | 0.00% | \$0.00 | \$0.00 | 6.6 |
| the 4 c's of diamonds | \$1.00 | 0 | 29 | 0.00% | \$0.00 | \$0.00 | 5.4 |
| four c's of diamonds | \$1.00 | 0 | 10 | 0.00% | \$0.00 | \$0.00 | 3.9 |
| engagement rings guide | \$1.00 | 0 | 6 | 0.00% | \$0.00 | \$0.00 | 3.2 |
| diamond quality grading | \$1.00 | 0 | 6 | 0.00% | \$0.00 | \$0.00 | 5.5 |
| diamond clarity guide | \$1.00 | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| dimaond clarity rating | \$1.00 | 0 | 0 | 0.00% | \$0.00 | \$0.00 | 0 |
| Total | na | 74 | 6274 | 1.18% | \$0.82 | \$60.35 | 4.7 |

3Carat.Diamonds

| Keywords | Max. CPC | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position |
|--------------------------|----------|--------|-------------|-------|----------|--------|---------------|
| diamond value | \$1.00 | 9 | 473 | 1.90% | \$0.76 | \$6.84 | 4.1 |
| diamond guide | \$1.00 | 8 | 568 | 1.41% | \$0.61 | \$4.85 | 2.3 |
| diamond prices | \$1.00 | 7 | 481 | 1.46% | \$0.61 | \$4.27 | 3.4 |
| diamond carat size chart | \$1.00 | 7 | 112 | 6.25% | \$0.62 | \$4.31 | 2.9 |
| diamond clarity | \$1.00 | 4 | 436 | 0.92% | \$0.80 | \$3.20 | 4.1 |
| diamond grading | \$1.00 | 4 | 64 | 6.25% | \$0.70 | \$2.78 | 3.7 |
| diamond color | \$1.00 | 4 | 4142 | 0.10% | \$0.79 | \$3.15 | 4.4 |

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|-------------------------|--------|----|-------|-------|--------|---------|-----|
| diamond price | \$1.00 | 3 | 385 | 0.78% | \$0.68 | \$2.05 | 3.3 |
| 3 carat diamond ring | \$1.00 | 3 | 368 | 0.82% | \$0.52 | \$1.57 | 4.4 |
| diamond chart | \$1.00 | 3 | 337 | 0.89% | \$0.67 | \$2.02 | 3.2 |
| diamond carat size | \$1.00 | 3 | 377 | 0.80% | \$0.74 | \$2.23 | 3.3 |
| diamond grading chart | \$1.00 | 3 | 223 | 1.35% | \$0.74 | \$2.21 | 3.4 |
| diamond appraisal | \$1.00 | 2 | 253 | 0.79% | \$0.82 | \$1.63 | 5.1 |
| diamond ring prices | \$1.00 | 2 | 51 | 3.92% | \$0.88 | \$1.75 | 5.5 |
| diamond rating | \$1.00 | 2 | 26 | 7.69% | \$0.68 | \$1.35 | 4.2 |
| diamond ratings | \$1.00 | 2 | 319 | 0.63% | \$0.65 | \$1.30 | 2.8 |
| diamond grades | \$1.00 | 2 | 66 | 3.03% | \$0.80 | \$1.60 | 3.6 |
| diamond grade | \$1.00 | 2 | 220 | 0.91% | \$0.74 | \$1.49 | 3.2 |
| diamond shapes | \$1.00 | 2 | 832 | 0.24% | \$0.62 | \$1.23 | 3.4 |
| information on diamonds | \$1.00 | 2 | 89 | 2.25% | \$0.64 | \$1.29 | 2.8 |
| diamond price chart | \$1.00 | 2 | 70 | 2.86% | \$0.68 | \$1.35 | 4.1 |
| diamond certification | \$1.00 | 1 | 494 | 0.20% | \$0.57 | \$0.57 | 4.2 |
| how to buy diamonds | \$1.00 | 1 | 226 | 0.44% | \$0.54 | \$0.54 | 4.5 |
| diamond facts | \$1.00 | 1 | 96 | 1.04% | \$0.61 | \$0.61 | 2.8 |
| how to buy a diamond | \$1.00 | 1 | 108 | 0.93% | \$0.74 | \$0.74 | 4.9 |
| diamond quality chart | \$1.00 | 1 | 56 | 1.79% | \$0.62 | \$0.62 | 5.6 |
| diamond sizes | \$1.00 | 1 | 1703 | 0.06% | \$0.96 | \$0.96 | 3.5 |
| diamond ring guide | \$1.00 | 1 | 29 | 3.45% | \$0.63 | \$0.63 | 3.8 |
| diamond color chart | \$1.00 | 1 | 249 | 0.40% | \$0.82 | \$0.82 | 3.1 |
| diamond color rating | \$1.00 | 1 | 30 | 3.33% | \$0.71 | \$0.71 | 4 |
| types of diamonds | \$1.00 | 1 | 53 | 1.89% | \$0.73 | \$0.73 | 3.2 |
| types of diamond cuts | \$1.00 | 1 | 81 | 1.23% | \$0.85 | \$0.85 | 2.7 |
| diamond classification | \$1.00 | 1 | 14 | 7.14% | \$0.89 | \$0.89 | 2.8 |
| Total | na | 88 | 14177 | 0.62% | \$0.69 | \$61.14 | 4 |

* Note that in the above table we removed keywords in the list that had no clicks.

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Here is the data from September 2015 that we pulled directly from Google AdWords. Note that “diamond chart” had the most clicks and had a 5.41 percent CTR. Later in the data, you’ll see that it had a 47 percent conversion rate for us, which is outstanding.

| Keyword | Campaign | Max. CPC | Campaign type | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position |
|----------------------------------|----------------|----------|---------------|--------|-------------|-------|----------|---------|---------------|
| diamond shapes | .Diamonds | \$1.00 | Search Only | 4 | 879 | 0.46% | \$0.90 | \$3.58 | 3.3 |
| diamond classification | .Diamonds | \$1.00 | Search Only | 0 | 987 | 0.00% | \$- | \$- | 3 |
| dimaond clarity rating | 3CaratDiamonds | \$1.00 | Search Only | 0 | 0 | 0.00% | \$- | \$- | 0 |
| how to buy diamonds | 3CaratDiamonds | \$1.00 | Search Only | 3 | 149 | 2.01% | \$0.69 | \$2.07 | 4.2 |
| diamond ring guide | .Diamonds | \$1.00 | Search Only | 0 | 50 | 0.00% | \$- | \$- | 2.5 |
| diamond sizes | .Diamonds | \$1.00 | Search Only | 3 | 725 | 0.41% | \$0.89 | \$2.68 | 3.6 |
| diamond quality grading | 3CaratDiamonds | \$1.00 | Search Only | 0 | 31 | 0.00% | \$- | \$- | 4.6 |
| diamond chart | 3CaratDiamonds | \$1.00 | Search Only | 17 | 314 | 5.41% | \$0.84 | \$14.33 | 3.1 |
| diamond value calculator | 3CaratDiamonds | \$1.00 | Search Only | 0 | 63 | 0.00% | \$- | \$- | 6.7 |
| diamond sizes | 3CaratDiamonds | \$1.00 | Search Only | 6 | 292 | 2.05% | \$0.74 | \$4.46 | 3.6 |
| engagement rings guide | .Diamonds | \$1.00 | Search Only | 0 | 119 | 0.00% | \$- | \$- | 3.3 |
| diamond quality chart | 3CaratDiamonds | \$1.00 | Search Only | 0 | 10 | 0.00% | \$- | \$- | 5.5 |
| types of diamond cuts | .Diamonds | \$1.00 | Search Only | 5 | 90 | 5.56% | \$0.72 | \$3.59 | 2.9 |
| diamond grading | 3CaratDiamonds | \$1.00 | Search Only | 0 | 17 | 0.00% | \$- | \$- | 5.6 |
| diamond ring prices | .Diamonds | \$1.00 | Search Only | 4 | 1064 | 0.38% | \$0.72 | \$2.88 | 4.6 |
| diamond ring guide | 3CaratDiamonds | \$1.00 | Search Only | 1 | 72 | 1.39% | \$0.58 | \$0.58 | 2.8 |
| diamond color | .Diamonds | \$1.00 | Search Only | 1 | 1341 | 0.07% | \$0.63 | \$0.63 | 3.7 |
| diamond grading chart | .Diamonds | \$1.00 | Search Only | 3 | 102 | 2.94% | \$0.87 | \$2.62 | 3.7 |
| four c’s of diamonds | .Diamonds | \$1.00 | Search Only | 0 | 13 | 0.00% | \$- | \$- | 2.8 |
| diamond rings for sale | .Diamonds | \$1.00 | Search Only | 2 | 315 | 0.63% | \$0.94 | \$1.88 | 6.8 |
| information on diamonds | 3CaratDiamonds | \$1.00 | Search Only | 0 | 60 | 0.00% | \$- | \$- | 3.7 |
| 3 carat diamond engagement rings | 3CaratDiamonds | \$1.00 | Search Only | 1 | 189 | 0.53% | \$0.89 | \$0.89 | 4.8 |
| diamond buyer guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 14 | 0.00% | \$- | \$- | 3.9 |
| diamond grading | .Diamonds | \$1.00 | Search Only | 0 | 10 | 0.00% | \$- | \$- | 4.6 |
| diamond price chart | .Diamonds | \$1.00 | Search Only | 3 | 150 | 2.00% | \$0.66 | \$1.97 | 3.8 |
| diamond price | 3CaratDiamonds | \$1.00 | Search Only | 0 | 27 | 0.00% | \$- | \$- | 4.8 |
| diamond guide | 3CaratDiamonds | \$1.00 | Search Only | 4 | 204 | 1.96% | \$0.60 | \$2.39 | 2.6 |

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|----------------------------------|----------------|--------|-------------|----|------|-------|--------|---------|------|
| diamond information | 3CaratDiamonds | \$1.00 | Search Only | 1 | 82 | 1.22% | \$0.78 | \$0.78 | 3.3 |
| diamond quality | .Diamonds | \$1.00 | Search Only | 0 | 62 | 0.00% | \$- | \$- | 3.9 |
| diamond prices | .Diamonds | \$1.00 | Search Only | 14 | 3268 | 0.43% | \$0.80 | \$11.17 | 4.6 |
| information on diamonds | .Diamonds | \$1.00 | Search Only | 0 | 45 | 0.00% | \$- | \$- | 2.7 |
| diamond prices | 3CaratDiamonds | \$1.00 | Search Only | 12 | 1635 | 0.73% | \$0.87 | \$10.39 | 5.5 |
| 3 carat diamond ring | 3CaratDiamonds | \$1.00 | Search Only | 1 | 275 | 0.36% | \$0.57 | \$0.57 | 5.1 |
| diamond carat size chart | 3CaratDiamonds | \$1.00 | Search Only | 3 | 67 | 4.48% | \$0.72 | \$2.15 | 3.4 |
| diamond price | .Diamonds | \$1.00 | Search Only | 0 | 40 | 0.00% | \$- | \$- | 5.6 |
| diamond color | 3CaratDiamonds | \$1.00 | Search Only | 2 | 330 | 0.61% | \$0.60 | \$1.21 | 4.5 |
| diamond price chart | 3CaratDiamonds | \$1.00 | Search Only | 2 | 149 | 1.34% | \$0.98 | \$1.95 | 5.5 |
| diamond clarity | .Diamonds | \$1.00 | Search Only | 0 | 250 | 0.00% | \$- | \$- | 3.9 |
| diamond grade | 3CaratDiamonds | \$1.00 | Search Only | 0 | 90 | 0.00% | \$- | \$- | 5.6 |
| 3 stone diamond engagement rings | 3CaratDiamonds | \$1.00 | Search Only | 0 | 76 | 0.00% | \$- | \$- | 10.3 |
| diamond color chart | .Diamonds | \$1.00 | Search Only | 1 | 183 | 0.55% | \$0.77 | \$0.77 | 2.8 |
| the 4 c's of diamonds | .Diamonds | \$1.00 | Search Only | 0 | 39 | 0.00% | \$- | \$- | 4.1 |
| diamond facts | 3CaratDiamonds | \$1.00 | Search Only | 2 | 53 | 3.77% | \$0.86 | \$1.71 | 3.9 |
| diamond carat size | .Diamonds | \$1.00 | Search Only | 5 | 292 | 1.71% | \$0.73 | \$3.67 | 3.2 |
| types of diamonds | .Diamonds | \$1.00 | Search Only | 0 | 44 | 0.00% | \$- | \$- | 2.6 |
| diamond buying guide | .Diamonds | \$1.00 | Search Only | 0 | 28 | 0.00% | \$- | \$- | 3.4 |
| diamond grading chart | 3CaratDiamonds | \$1.00 | Search Only | 0 | 100 | 0.00% | \$- | \$- | 5 |
| diamond color rating | 3CaratDiamonds | \$1.00 | Search Only | 0 | 50 | 0.00% | \$- | \$- | 5.1 |
| diamond buyers guide | .Diamonds | \$1.00 | Search Only | 0 | 13 | 0.00% | \$- | \$- | 4.5 |
| engagement rings guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 50 | 0.00% | \$- | \$- | 4.4 |
| diamond chart | .Diamonds | \$1.00 | Search Only | 16 | 603 | 2.65% | \$0.84 | \$13.36 | 3.3 |
| the 4 c's of diamonds | 3CaratDiamonds | \$1.00 | Search Only | 0 | 77 | 0.00% | \$- | \$- | 5.1 |
| diamond grade | .Diamonds | \$1.00 | Search Only | 1 | 131 | 0.76% | \$0.73 | \$0.73 | 3.8 |
| diamond grades | 3CaratDiamonds | \$1.00 | Search Only | 8 | 250 | 3.20% | \$0.84 | \$6.73 | 3.6 |
| how to buy diamonds | .Diamonds | \$1.00 | Search Only | 4 | 180 | 2.22% | \$0.48 | \$1.94 | 2.1 |
| diamond carat size | 3CaratDiamonds | \$1.00 | Search Only | 3 | 189 | 1.59% | \$0.86 | \$2.59 | 3.4 |
| 3 stone diamond engagement rings | .Diamonds | \$1.00 | Search Only | 0 | 51 | 0.00% | \$- | \$- | 4.9 |
| diamond shapes | 3CaratDiamonds | \$1.00 | Search Only | 2 | 275 | 0.73% | \$0.98 | \$1.96 | 3.5 |
| diamond facts | .Diamonds | \$1.00 | Search Only | 0 | 78 | 0.00% | \$- | \$- | 3.7 |
| engagement ring buying guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 3 | 0.00% | \$- | \$- | 4.3 |

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|----------------------------------|----------------|--------|-------------|----|-----|-------|--------|--------|-----|
| diamond rating | .Diamonds | \$1.00 | Search Only | 0 | 22 | 0.00% | \$- | \$- | 2.5 |
| diamond clarity | 3CaratDiamonds | \$1.00 | Search Only | 3 | 169 | 1.78% | \$0.92 | \$2.77 | 3.8 |
| diamond ratings | .Diamonds | \$1.00 | Search Only | 1 | 162 | 0.62% | \$0.83 | \$0.83 | 3.5 |
| diamond rating | 3CaratDiamonds | \$1.00 | Search Only | 0 | 29 | 0.00% | \$- | \$- | 4 |
| diamond clarity guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 0 | 0.00% | \$- | \$- | 0 |
| diamond buyers guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 28 | 0.00% | \$- | \$- | 5.4 |
| diamond value calculator | .Diamonds | \$1.00 | Search Only | 2 | 28 | 7.14% | \$0.48 | \$0.96 | 5.1 |
| diamond value | 3CaratDiamonds | \$1.00 | Search Only | 11 | 404 | 2.72% | \$0.87 | \$9.59 | 3.8 |
| diamond information | .Diamonds | \$1.00 | Search Only | 0 | 84 | 0.00% | \$- | \$- | 3.2 |
| diamond appraisal | .Diamonds | \$1.00 | Search Only | 0 | 43 | 0.00% | \$- | \$- | 5.4 |
| diamond guide | .Diamonds | \$1.00 | Search Only | 6 | 274 | 2.19% | \$0.61 | \$3.68 | 2 |
| diamond quality | 3CaratDiamonds | \$1.00 | Search Only | 2 | 64 | 3.12% | \$0.98 | \$1.96 | 4.4 |
| diamond rings for sale | 3CaratDiamonds | \$1.00 | Search Only | 2 | 217 | 0.92% | \$0.68 | \$1.36 | 6.6 |
| diamond buyer guide | .Diamonds | \$1.00 | Search Only | 0 | 2 | 0.00% | \$- | \$- | 4 |
| diamond quality chart | .Diamonds | \$1.00 | Search Only | 0 | 18 | 0.00% | \$- | \$- | 5.7 |
| diamond appraisal | 3CaratDiamonds | \$1.00 | Search Only | 0 | 74 | 0.00% | \$- | \$- | 7.3 |
| 3 carat diamond engagement rings | .Diamonds | \$1.00 | Search Only | 0 | 398 | 0.00% | \$- | \$- | 3.8 |
| diamond clarity guide | .Diamonds | \$1.00 | Search Only | 0 | 0 | 0.00% | \$- | \$- | 0 |
| diamond classification | 3CaratDiamonds | \$1.00 | Search Only | 0 | 604 | 0.00% | \$- | \$- | 3.2 |
| diamond color rating | .Diamonds | \$1.00 | Search Only | 1 | 26 | 3.85% | \$0.84 | \$0.84 | 3.6 |
| types of diamond cuts | 3CaratDiamonds | \$1.00 | Search Only | 1 | 54 | 1.85% | \$0.59 | \$0.59 | 3.3 |
| diamond certification | 3CaratDiamonds | \$1.00 | Search Only | 1 | 91 | 1.10% | \$0.88 | \$0.88 | 4.9 |
| how to buy a diamond | 3CaratDiamonds | \$1.00 | Search Only | 5 | 136 | 3.68% | \$0.87 | \$4.35 | 4.7 |
| diamond value | .Diamonds | \$1.00 | Search Only | 7 | 344 | 2.03% | \$0.89 | \$6.23 | 3.4 |
| diamond buying guide | 3CaratDiamonds | \$1.00 | Search Only | 0 | 42 | 0.00% | \$- | \$- | 3.9 |
| how to buy a diamond | .Diamonds | \$1.00 | Search Only | 2 | 83 | 2.41% | \$0.77 | \$1.54 | 3.5 |
| diamond clarity rating | .Diamonds | \$1.00 | Search Only | 0 | 0 | 0.00% | \$- | \$- | 0 |
| diamond quality guide | 3CaratDiamonds | \$1.00 | Search Only | 1 | 22 | 4.55% | \$0.79 | \$0.79 | 4.9 |
| four c's of diamonds | 3CaratDiamonds | \$1.00 | Search Only | 0 | 5 | 0.00% | \$- | \$- | 2.6 |
| diamond certification | .Diamonds | \$1.00 | Search Only | 0 | 349 | 0.00% | \$- | \$- | 3.9 |
| types of diamonds | 3CaratDiamonds | \$1.00 | Search Only | 0 | 45 | 0.00% | \$- | \$- | 3.4 |
| diamond ring prices | 3CaratDiamonds | \$1.00 | Search Only | 7 | 839 | 0.83% | \$0.93 | \$6.51 | 5.2 |
| diamond color chart | 3CaratDiamonds | \$1.00 | Search Only | 1 | 59 | 1.69% | \$0.96 | \$0.96 | 3.3 |
| diamond quality grading | .Diamonds | \$1.00 | Search Only | 0 | 11 | 0.00% | \$- | \$- | 4.9 |

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|------------------------------|----------------|--------|-------------|---|-----|-------|--------|--------|-----|
| 3 carat diamond ring | .Diamonds | \$1.00 | Search Only | 4 | 408 | 0.98% | \$0.78 | \$3.14 | 4.1 |
| diamond ratings | 3CaratDiamonds | \$1.00 | Search Only | 1 | 273 | 0.37% | \$1.00 | \$1.00 | 4.7 |
| engagement ring buying guide | .Diamonds | \$1.00 | Search Only | 0 | 9 | 0.00% | \$- | \$- | 3.1 |
| diamond quality guide | .Diamonds | \$1.00 | Search Only | 0 | 8 | 0.00% | \$- | \$- | 4.4 |
| diamond grades | .Diamonds | \$1.00 | Search Only | 2 | 399 | 0.50% | \$0.48 | \$0.95 | 3.3 |
| diamond carat size chart | .Diamonds | \$1.00 | Search Only | 3 | 88 | 3.41% | \$0.81 | \$2.43 | 2.4 |

Here is the data from the .COM domain, from Google Analytics, for September 2015:

| Keyword | Clicks | Cost | CPC | Sessions | Bounce Rate | Pages/Session | Goal Conversion Rate | Goal Completions |
|----------------------------------|--------|-------|------|----------|-------------|---------------|----------------------|------------------|
| diamond carat size chart | 6 | 4.58 | 0.76 | 4 | 50.00% | 1 | 75.00% | 3 |
| diamond prices | 26 | 21.56 | 0.83 | 8 | 50.00% | 1.13 | 37.50% | 3 |
| how to buy a diamond | 7 | 5.89 | 0.84 | 4 | 50.00% | 1.25 | 75.00% | 3 |
| diamond grades | 10 | 7.68 | 0.77 | 6 | 66.67% | 1 | 33.33% | 2 |
| diamond value | 18 | 15.82 | 0.88 | 8 | 75.00% | 1 | 25.00% | 2 |
| diamond certification | 1 | 0.88 | 0.88 | 1 | 0.00% | 1 | 100.00% | 1 |
| diamond chart | 33 | 27.69 | 0.84 | 14 | 92.86% | 1 | 7.14% | 1 |
| diamond guide | 10 | 6.07 | 0.61 | 3 | 66.67% | 1 | 33.33% | 1 |
| diamond price chart | 5 | 3.92 | 0.78 | 2 | 50.00% | 1 | 50.00% | 1 |
| diamond quality guide | 1 | 0.79 | 0.79 | 1 | 0.00% | 1 | 100.00% | 1 |
| 3 carat diamond engagement rings | 1 | 0.89 | 0.89 | 1 | 100.00% | 1 | 0.00% | 0 |
| 3 carat diamond ring | 5 | 3.71 | 0.74 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond carat size | 8 | 6.26 | 0.78 | 3 | 100.00% | 1 | 0.00% | 0 |
| diamond clarity | 3 | 2.77 | 0.92 | 3 | 100.00% | 1 | 0.00% | 0 |
| diamond color | 3 | 1.84 | 0.61 | 2 | 100.00% | 1 | 0.00% | 0 |
| diamond color chart | 2 | 1.73 | 0.87 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond color rating | 1 | 0.84 | 0.84 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond facts | 2 | 1.71 | 0.86 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond grade | 1 | 0.73 | 0.73 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond grading chart | 3 | 2.62 | 0.87 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond information | 1 | 0.78 | 0.78 | 1 | 100.00% | 1 | 0.00% | 0 |

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|--------------------------|----|------|------|---|---------|-----|-------|---|
| diamond quality | 2 | 1.96 | 0.98 | 1 | 0.00% | 2 | 0.00% | 0 |
| diamond ratings | 2 | 1.83 | 0.92 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond ring guide | 1 | 0.58 | 0.58 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond ring prices | 11 | 9.39 | 0.85 | 4 | 100.00% | 1 | 0.00% | 0 |
| diamond rings for sale | 4 | 3.24 | 0.81 | 2 | 100.00% | 1 | 0.00% | 0 |
| diamond shapes | 6 | 5.54 | 0.92 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond sizes | 9 | 7.14 | 0.79 | 5 | 80.00% | 1.2 | 0.00% | 0 |
| diamond value calculator | 2 | 0.96 | 0.48 | 0 | 0.00% | 0 | 0.00% | 0 |
| how to buy diamonds | 7 | 4.01 | 0.57 | 2 | 100.00% | 1 | 0.00% | 0 |
| types of diamond cuts | 6 | 4.18 | 0.7 | 1 | 100.00% | 1 | 0.00% | 0 |

Data from Google Analytics for the .Diamonds domain name for September 2015:

| Keyword | Clicks | Cost | CPC | Sessions | Bounce Rate | Pages / Session | Goal Conversion Rate | Goal Completions |
|----------------------------------|--------|-------|------|----------|-------------|-----------------|----------------------|------------------|
| diamond chart | 33 | 27.69 | 0.84 | 17 | 52.94% | 1.18 | 47.06% | 8 |
| diamond prices | 26 | 21.56 | 0.83 | 14 | 57.14% | 1 | 42.86% | 6 |
| diamond value | 18 | 15.82 | 0.88 | 7 | 57.14% | 1 | 42.86% | 3 |
| diamond carat size | 8 | 6.26 | 0.78 | 4 | 50.00% | 1 | 50.00% | 2 |
| diamond carat size chart | 6 | 4.58 | 0.76 | 2 | 0.00% | 1 | 100.00% | 2 |
| diamond price chart | 5 | 3.92 | 0.78 | 3 | 33.33% | 1 | 66.67% | 2 |
| diamond ring prices | 11 | 9.39 | 0.85 | 5 | 80.00% | 1 | 40.00% | 2 |
| diamond value calculator | 2 | 0.96 | 0.48 | 3 | 66.67% | 1 | 66.67% | 2 |
| 3 carat diamond ring | 5 | 3.71 | 0.74 | 5 | 80.00% | 1 | 20.00% | 1 |
| diamond color rating | 1 | 0.84 | 0.84 | 1 | 0.00% | 1 | 100.00% | 1 |
| diamond grade | 1 | 0.73 | 0.73 | 1 | 0.00% | 1 | 100.00% | 1 |
| diamond grading chart | 3 | 2.62 | 0.87 | 3 | 66.67% | 1 | 33.33% | 1 |
| diamond ratings | 2 | 1.83 | 0.92 | 1 | 0.00% | 1 | 100.00% | 1 |
| diamond sizes | 9 | 7.14 | 0.79 | 3 | 66.67% | 1 | 33.33% | 1 |
| types of diamond cuts | 6 | 4.18 | 0.7 | 5 | 80.00% | 1 | 20.00% | 1 |
| 3 carat diamond engagement rings | 1 | 0.89 | 0.89 | 0 | 0.00% | 0 | 0.00% | 0 |

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|------------------------|----|------|------|---|---------|---|-------|---|
| diamond buying guide | 0 | 0 | 0 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond certification | 1 | 0.88 | 0.88 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond clarity | 3 | 2.77 | 0.92 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond color | 3 | 1.84 | 0.61 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond color chart | 2 | 1.73 | 0.87 | 1 | 100.00% | 1 | 0.00% | 0 |
| diamond facts | 2 | 1.71 | 0.86 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond grades | 10 | 7.68 | 0.77 | 2 | 100.00% | 1 | 0.00% | 0 |
| diamond guide | 10 | 6.07 | 0.61 | 7 | 100.00% | 1 | 0.00% | 0 |
| diamond information | 1 | 0.78 | 0.78 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond quality | 2 | 1.96 | 0.98 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond quality guide | 1 | 0.79 | 0.79 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond ring guide | 1 | 0.58 | 0.58 | 0 | 0.00% | 0 | 0.00% | 0 |
| diamond rings for sale | 4 | 3.24 | 0.81 | 2 | 100.00% | 1 | 0.00% | 0 |
| diamond shapes | 6 | 5.54 | 0.92 | 4 | 100.00% | 1 | 0.00% | 0 |
| how to buy a diamond | 7 | 5.89 | 0.84 | 2 | 100.00% | 1 | 0.00% | 0 |
| how to buy diamonds | 7 | 4.01 | 0.57 | 3 | 100.00% | 1 | 0.00% | 0 |

And finally, an overview of all of our data that we've compiled from May 2014 to September 2015:

| TLD and Date | Cost | Effective CPM | Avg. Position | Impressions | CTR | CPC | Bounce Rate | Conversion Rate | Goal Completions |
|--------------------------|---------|---------------|---------------|-------------|-------|------|-------------|-----------------|------------------|
| .com May 2014 | \$68.59 | \$7.13 | 4.8 | 9,617 | 0.87% | 0.82 | 60.98% | 43.90% | 36 |
| .diamonds May 2014 | \$68.17 | \$4.00 | 4.5 | 17,011 | 0.52% | 0.77 | 68.18% | 32.95% | 29 |
| .com January 2015 | \$48.91 | \$8.31 | 4.7 | 5,882 | 1.22% | 0.82 | 72.94% | 31.76% | 27 |
| .diamonds January 2015 | \$52.31 | \$3.88 | 3.9 | 13,462 | 0.60% | 0.7 | 68.35% | 29.11% | 23 |
| .com September 2015 | \$53.12 | \$9.89 | 4.6 | 5,367 | 1.23% | 0.83 | 76.25% | 22.50% | 18 |
| .diamonds September 2015 | \$53.27 | \$6.40 | 3.9 | 8,322 | 0.68% | 0.77 | 67.01% | 35.05% | 34 |



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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.

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