



.Com Versus New gTLD Search Engine Marketing Study

Updated September 2015

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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's 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.

What 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: 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>

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 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

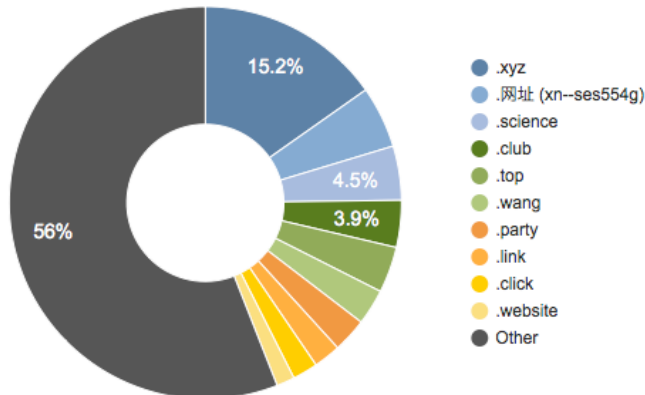
.xn—ses554g – 8.2 percent February 2015, 5.09 percent September 2015

.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.

New gTLD Market Share



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

The most popular domain name amongst 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, though. In March, 2012, Matt Cutts, from 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."

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, 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 (<https://globerunner.com/com-vs-new-gtld/>). The initial results revealed a lot of interesting data, which really 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. 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 just much higher than .COM. Conversions on .COM continue to deteriorate.

Effective CPM:

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

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.

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	May 2014 Conv. Rate	Jan 2015 Conv. Rate	Sept 2015 Conv. Rate
3CaratDiamonds.com	52%	32%	22%
3Carat.Diamonds	33%	29%	35%

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.

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: 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 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 are able to determine if it makes sense to use a .COM domain name or a new gTLD domain name.

So, 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

and 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.



A Beginner's Guide To Buying A Diamond


Things to consider when buying a diamond include...

- Color
- Clarity
- Cut
- Size

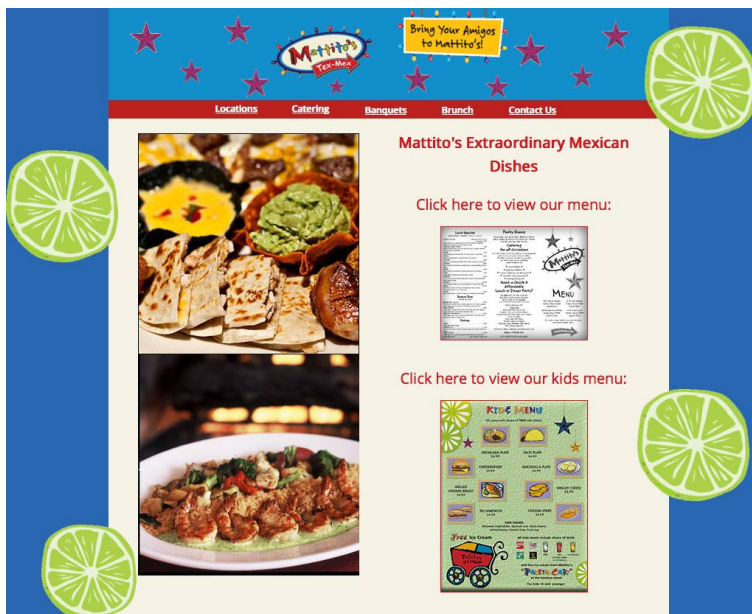
Question: Diamonds Are _____?

- A) Forever.
- B) A Girl's Best Friend
- C) One Of Nature's Hardest Materials
- D) All Of The Above

Download your FREE diamond size chart



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. 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.

The Tests

When we set out to start both of these tests in May 2014, we wanted to make sure that ultimately 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.

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 use 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.

Here are the ads that we used for the **3Carat.Diamonds** Google AdWords campaign:

<p>Beginner's Diamond Guide Download Your Free Carat Size Chart & Learn the 4C's of Diamond Buying! 3Carat.Diamonds</p>	<p>Beginner's Diamond Guide Valuable Diamond Buying Information Download A Free Carat Size Chart! 3Carat.Diamonds</p>
<p>Diamond Buying Guide Download Your Free Carat Size Chart & Learn the 4C's of Diamond Buying! 3Carat.Diamonds</p>	<p>Diamond Buying Guide Valuable Diamond Buying Information Download A Free Carat Size Chart! 3Carat.Diamonds</p>

Here are the ads we used in the **3CaratDiamonds.com** ads:

<p>Beginner's Diamond Guide Download Your Free Carat Size Chart & Learn the 4C's of Diamond Buying! 3CaratDiamonds.com</p>	<p>Beginner's Diamond Guide Valuable Diamond Buying Information Download A Free Carat Size Chart! 3CaratDiamonds.com</p>
<p>Diamond Buying Guide Download Your Free Carat Size Chart</p>	<p>Diamond Buying Guide Valuable Diamond Buying Information</p>

<p>& Learn the 4C's of Diamond Buying! 3CaratDiamonds.com</p>	<p>Download A Free Carat Size Chart! 3CaratDiamonds.com</p>
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Again, as we 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, so we could 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.

<p>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</p>	<p>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</p>	<p>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</p>
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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

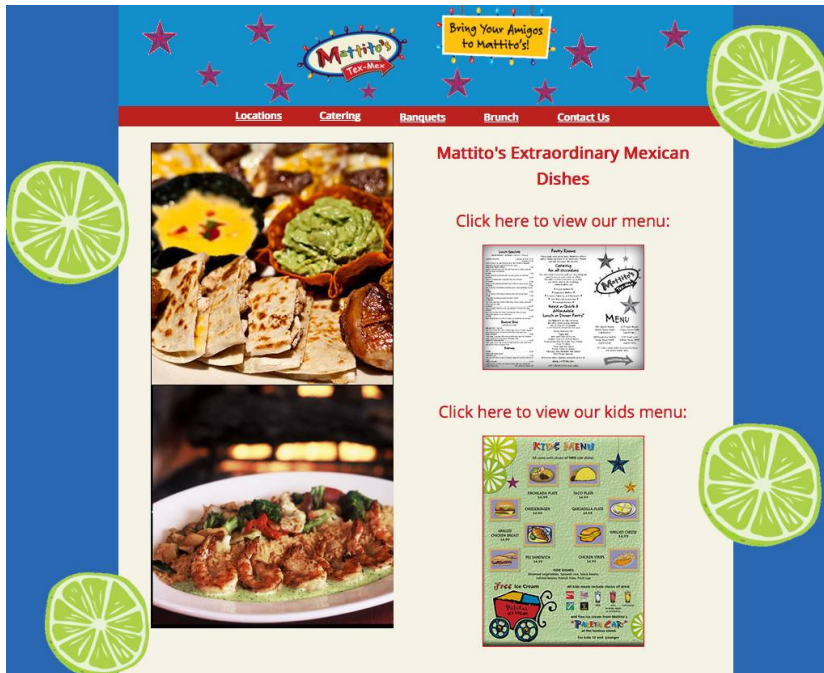
As you can see, each of these ads sent traffic to their respective domain names (either the .com domain name or the new gTLD domain name). Each of these landing pages are still "live", so you can go to these sites and see the landing pages.

<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 was the same as it was on 3caratdiamonds.com during our test period. And, on Mattitos.Menu, we also used the same landing page as on 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.

Below, you can see samples of the landing pages for reference.



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.



A Beginner's Guide To Buying A Diamond


Things to consider when buying a diamond include...

Question: Diamonds Are _____?

A) Forever.
 B) A Girl's Best Friend
 C) One Of Nature's Hardest Materials
 D) All Of The Above

There's really no wrong answer! These semi-precious stones are both iconic and scientifically fascinating. And, thanks to their wide variance, each gem is highly unique.


[Download your FREE diamond size chart](#)


[Diamond Size Chart](#)

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

Color

While diamonds come in a variety of colors including blue, yellow and pink. Color generally refers to where "white" stones fall on the GIA's diamond color chart. Here, diamonds receive color grades characterized and categorized as on the following: Colorless (D-F), Near Colorless (G-J), Faint Color (K-M), Very Light Color (N-R), or Light Color (S-Z). As a general rule, ideal diamonds are colorless and lose value the further down the color scale they go.



Clarity

Just like humans, it's not uncharacteristic for diamonds to emerge from deep in the earth with "birthmarks". Generally, these imperfections take the form of small inclusions or blemishes which affect the gem's brilliance. Using the 11 point diamond clarity scale created by the GIA, grades are based on the number, size, color, reflectivity, and position of visible flaws under magnification with a loop. The closer a stone is graded to Flawless (FL), the more expensive. However, this is exceptionally rare with only 1 in 5,000 making the cut.

DIAMOND CLARITY SCALE	
FL	FLAWLESS No inclusions. Perfect.
IF	INTERNALLY FLAWLESS There are no inclusions visible at 10x.
VVS1 VVS2 VS1 VS2	MINOR INCLUSIONS Difficult for a trained grader to see under 10x magnification.
SI1 SI2	NOTICEABLE INCLUSIONS Easy for a trained grader to see under 10x magnification.
I1 I2 I3	OBVIOUS INCLUSIONS Very easy to see even with the unaided eye.

Cut

Once you've decided on the size, color, and clarity you prefer, your budget is pretty much set. However, the cut you choose is the most personal, and is arguably the most important, decision you'll need to make. There are close to a dozen options in all shapes all the way from geometric cuts such as round, oval, and princess, to the more elaborate pear, marquise, and cushion cuts.



Now that you're a diamond expert, it's time to find your dream ring!

[Shop Diamond Rings](#)

For 3Carat.Diamonds.com 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.

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.

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

Campaign	CTR (Change %)	Avg. CPC (Change)	Avg. CPC (Change %)	Avg. position (Change %)
3CaratDiamonds.com	9.99%	-0.03	-3.32%	6.34%
3Carat.Diamonds	-15.02%	-0.05	-7.11%	2.86%

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.

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

Campaign	CTR (Change %)	Avg. CPC (Change)	Avg. CPC (Change %)	Avg. position (Change %)
3CaratDiamonds.com	-25.59%	-0.03	-3.16%	7.18%
3Carat.Diamonds	-38.50%	0.01	1.79%	18.64%

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.

Domain	May 2014 Conv. Rate	Jan 2015 Conv Rate	Sept 2015 Conv Rate
3CaratDiamonds.com	44%	32%	23%
3Carat.Diamonds	33%	29%	35%

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 so 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.

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:

Keyword - 3caratdiamonds.com	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Length	PDF Download	Conversions
diamond value	9	100.00%	9	22.22%	1.00	66.00	66.67%	6
diamond chart	13	100.00%	13	69.23%	1.00	28.08	30.77%	4
diamond carat size	7	100.00%	7	71.43%	1.00	34.71	28.57%	2
diamond carat size chart	4	100.00%	4	25.00%	1.00	45.75	50.00%	2
diamond grading	4	75.00%	3	50.00%	1.00	336.00	50.00%	2
3 carat diamond ring	2	100.00%	2	50.00%	1.00	16.50	50.00%	1

diamond buyer guide	2	50.00%	1	50.00%	1.00	2.50	50.00%	1
diamond color	7	100.00%	7	85.71%	1.00	1.29	14.29%	1
diamond facts	2	100.00%	2	50.00%	1.00	26.00	50.00%	1
diamond price	4	100.00%	4	25.00%	1.00	145.25	25.00%	1
diamond prices	2	100.00%	2	0.00%	1.00	109.00	50.00%	1
diamond quality	3	100.00%	3	66.67%	1.00	69.33	33.33%	1
diamond sizes	5	100.00%	5	80.00%	1.00	13.20	20.00%	1
Keyword - 3carat.diamonds	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Length	PDF Download	Conversions
diamond value	12	100.00%	12	41.67%	1.00	80.08	41.67%	5
diamond carat size	6	100.00%	6	50.00%	1.00	34.50	50.00%	3
diamond prices	6	100.00%	6	33.33%	1.00	76.00	33.33%	2
diamond appraisal	1	100.00%	1	0.00%	1.00	96.00	100.00%	1
diamond carat size chart	3	100.00%	3	66.67%	1.00	52.33	33.33%	1
diamond chart	14	92.86%	13	78.57%	1.00	11.21	7.14%	1
diamond clarity	4	75.00%	3	75.00%	1.00	8.50	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%	1.00	2.00	25.00%	1
diamond quality	4	75.00%	3	50.00%	1.00	91.50	25.00%	1
diamond sizes	4	100.00%	4	75.00%	1.00	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.

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
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
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 clarity guide	3CaratDiamonds	0	0	0.00%	\$0.00	\$0.00	0
diamond 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
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
diamond clarity rating	.Diamonds	0	0	0.00%	\$0.00	\$0.00	0
Total	--	174	26890	0.65%	\$0.79	\$137.15	4.6

We ran the campaigns again in January 2015, so let's look at the data from January 2015:

Keyword - 3CaratDiamonds.com	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
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
diamond 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
Keyword - 3carat.diamonds	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
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.

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
diamond 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
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
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
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%	1.00	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%	1.00	33.33%	2
diamond value	18	15.82	0.88	8	75.00%	1.00	25.00%	2
diamond certification	1	0.88	0.88	1	0.00%	1.00	100.00%	1
diamond chart	33	27.69	0.84	14	92.86%	1.00	7.14%	1
diamond guide	10	6.07	0.61	3	66.67%	1.00	33.33%	1
diamond price chart	5	3.92	0.78	2	50.00%	1.00	50.00%	1
diamond quality guide	1	0.79	0.79	1	0.00%	1.00	100.00%	1
3 carat diamond engagement rings	1	0.89	0.89	1	100.00%	1.00	0.00%	0
3 carat diamond ring	5	3.71	0.74	1	100.00%	1.00	0.00%	0
diamond carat size	8	6.26	0.78	3	100.00%	1.00	0.00%	0
diamond clarity	3	2.77	0.92	3	100.00%	1.00	0.00%	0
diamond color	3	1.84	0.61	2	100.00%	1.00	0.00%	0
diamond color chart	2	1.73	0.87	0	0.00%	0.00	0.00%	0
diamond color rating	1	0.84	0.84	0	0.00%	0.00	0.00%	0
diamond facts	2	1.71	0.86	1	100.00%	1.00	0.00%	0
diamond grade	1	0.73	0.73	0	0.00%	0.00	0.00%	0
diamond grading chart	3	2.62	0.87	0	0.00%	0.00	0.00%	0
diamond information	1	0.78	0.78	1	100.00%	1.00	0.00%	0
diamond quality	2	1.96	0.98	1	0.00%	2.00	0.00%	0
diamond ratings	2	1.83	0.92	1	100.00%	1.00	0.00%	0

diamond ring guide	1	0.58	0.58	1	100.00%	1.00	0.00%	0
diamond ring prices	11	9.39	0.85	4	100.00%	1.00	0.00%	0
diamond rings for sale	4	3.24	0.81	2	100.00%	1.00	0.00%	0
diamond shapes	6	5.54	0.92	0	0.00%	0.00	0.00%	0
diamond sizes	9	7.14	0.79	5	80.00%	1.20	0.00%	0
diamond value calculator	2	0.96	0.48	0	0.00%	0.00	0.00%	0
how to buy diamonds	7	4.01	0.57	2	100.00%	1.00	0.00%	0
types of diamond cuts	6	4.18	0.70	1	100.00%	1.00	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%	1.00	42.86%	6
diamond value	18	15.82	0.88	7	57.14%	1.00	42.86%	3
diamond carat size	8	6.26	0.78	4	50.00%	1.00	50.00%	2
diamond carat size chart	6	4.58	0.76	2	0.00%	1.00	100.00%	2
diamond price chart	5	3.92	0.78	3	33.33%	1.00	66.67%	2
diamond ring prices	11	9.39	0.85	5	80.00%	1.00	40.00%	2
diamond value calculator	2	0.96	0.48	3	66.67%	1.00	66.67%	2
3 carat diamond ring	5	3.71	0.74	5	80.00%	1.00	20.00%	1
diamond color rating	1	0.84	0.84	1	0.00%	1.00	100.00%	1
diamond grade	1	0.73	0.73	1	0.00%	1.00	100.00%	1
diamond grading chart	3	2.62	0.87	3	66.67%	1.00	33.33%	1
diamond ratings	2	1.83	0.92	1	0.00%	1.00	100.00%	1
diamond sizes	9	7.14	0.79	3	66.67%	1.00	33.33%	1
types of diamond cuts	6	4.18	0.70	5	80.00%	1.00	20.00%	1
3 carat diamond engagement rings	1	0.89	0.89	0	0.00%	0.00	0.00%	0
diamond buying guide	0	0.00	0.00	1	100.00%	1.00	0.00%	0
diamond certification	1	0.88	0.88	0	0.00%	0.00	0.00%	0
diamond clarity	3	2.77	0.92	0	0.00%	0.00	0.00%	0
diamond color	3	1.84	0.61	1	100.00%	1.00	0.00%	0
diamond color chart	2	1.73	0.87	1	100.00%	1.00	0.00%	0
diamond facts	2	1.71	0.86	0	0.00%	0.00	0.00%	0
diamond grades	10	7.68	0.77	2	100.00%	1.00	0.00%	0
diamond guide	10	6.07	0.61	7	100.00%	1.00	0.00%	0
diamond information	1	0.78	0.78	0	0.00%	0.00	0.00%	0
diamond quality	2	1.96	0.98	0	0.00%	0.00	0.00%	0
diamond quality guide	1	0.79	0.79	0	0.00%	0.00	0.00%	0
diamond ring guide	1	0.58	0.58	0	0.00%	0.00	0.00%	0
diamond rings for sale	4	3.24	0.81	2	100.00%	1.00	0.00%	0

diamond shapes	6	5.54	0.92	4	100.00%	1.00	0.00%	0
how to buy a diamond	7	5.89	0.84	2	100.00%	1.00	0.00%	0
how to buy diamonds	7	4.01	0.57	3	100.00%	1.00	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%	0.70	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

Final Thoughts

Our overall goal when setting up these tests was ultimately to determine whether using a .Com domain name or a new gTLD domain name is better when it comes to search engine marketing and Google AdWords. Back in January 2015 we were not totally convinced that one is necessarily “better” than the other. However, our view of this, after over a year and a half of looking at the data and running test, we have changed our tune.

Ultimately, if we had to decide whether to use a New gTLD domain name extension or a .COM domain name for our Google AdWords campaigns, we would choose to use a New gTLD domain. The prices for clicks (CPC) haven't changed much over time. They remain fairly consistent. However, it appears that the overall relevance for the .Diamonds TLD has gotten better: we're seeing a better Average Position than what we did back in May 2014: an 18 percent increase! This could be because Google has 'tweaked' something in the back-end that makes .Diamonds domains more relevant because the keyword is in the domain name extension, but we can only speculate.

The overall conversion rate of the .COM domain has deteriorated significantly over time. The conversion rate of the .Diamonds domain has remained fairly consistent, meaning that people still trust .Diamonds domains (and even less trust is occurring with the .COM domain). If it's going to cost us about the same for the clicks, we're going to get a better Average Position, and it's going to convert better, than the clear winner here is the .Diamonds TLD.

Over time, the Effective CPM (how much it costs to display our ad) has traditionally been about half of what it costs for the .COM ads. Why it costs twice as much to run .COM ads than .Diamonds ads is mind boggling to us. The ad copy, the landing pages, the bid prices, the keywords are exactly the same: so why does it cost us half as much on a .COM than it does on a .Diamonds TLD? Is Google AdWords currently biased towards new domain name extensions? We can only speculate. But given the fact that it's ultimately costs us half as much, we're happy to continue using and recommending that a New gTLD domain name extension be used for Google AdWords advertising, especially because now they're converting so much better than a .COM domain.

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>)

Effective CPM - CPM is the cost per 1,000 impressions. For example, a \$1 CPM means \$1 for 1000 ad views. For the purpose of ad serving, it is the cost to serve 1,000 ad impressions. See http://en.wikipedia.org/wiki/Cost_per_impression.

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>

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