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Domain "love.nu"

Dear Mr. Forsman,

Thank you for ordering a domain appraisal from Sedo! I have attached a copy of the assessment in PDF format for your review. Please make sure that you have the latest version of Adobe's Acrobat Reader installed on your computer prior to viewing the report (a free copy of this software is available at www.adobe.com).

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Best Regards,

Your Sedo Team
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APPRAISAL FOR LOVE.NU

1. Top Level Domain

The Top Level Domain (TLD) or domain extension (e.g., .com, .net, .co.uk, etc.), has considerable influence upon the value of a domain name. However, not every TLD suits every term, nor does it suit every market.

The TLD is uncommon and would receive below-average assessments based on image and search engine friendliness.

Status of similar domain names

love.de is already registered
love.eu is already registered
love.mobi is already registered
love.at is already registered
love.ch is already registered
love.com is already registered
love.net is already registered
love.org is already registered
love.info is already registered
love.biz is already registered

2. Length and Retention

The domain name love.nu is short (4 letters). At 4 letters, your name is considered to be of an ideal length, and you should see a positive impact in the domain's value due to the length factor. Our research has shown that shorter domain names (from 2-7 letters) tend to be the most valuable, while domain names over 10 letters long are worth slightly less. Long names of more than 20 letters become unwieldy and are worth only a fraction of the value of a shorter name.

The term is easy to remember. The easiest domain names to remember tend to be those that consist of a single real word or a popularly-used expression. Because "love" is a common real term, this domain has the potential to capture user mindshare with only minimal marketing support.

3. Linguistic and Phonological Suitability

From a linguistic point of view, the domain name love.nu is considered valuable as it is a meaningful single word in the English language. Due to the inherently limited number of meaningful words in the English language, as well as the relatively advanced state of Internet development in the English-speaking economies, these tend to be the most valuable category of domain names.

4. Typing Error Sensitivity

Companies often have a range of domain names that they might use to establish their online presence. This is commonly referred to as a domain portfolio. As a result, a company should try to acquire all possible variations, spellings and combinations of its name and its products' names. In many instances however this has not been the case, and holes in domain portfolios have been tolerated. Not surprisingly, these holes can cause traffic diversion. In practice, companies which only register one variation of a name (as opposed to registering every variation possible) experience substantial loss of visitors due to users being lead to incorrect domain names.

The two primary reasons for traffic diversion are typos and use of the wrong TLD. To prevent the former, a domain should be easy to spell and be as short as possible. To prevent the latter type of traffic diversion, a domain should use the appropriate TLD for its target market. For example, a UK-based business should use the .co.uk extension and a German company a .de TLD.

In terms of love.nu, one reason for traffic diversion could be the wrong choice of TLD. Through this error, other domain names are often entered into the browser instead of those which the user originally intended (example domain.com instead of domain.tv).

5. Legal Situation

Legal requirements and jurisdiction have a deciding influence upon the registration and sale of domain names. As long as there are no current disputes over domains comprised of trademarked or fancifully-coined terms, legal problems do not usually occur.

If the ownership status of a domain name is under dispute due to potential trademark conflicts, this will have a severe and negative impact upon the domain name's value. Likewise, if the domain could be susceptible to future trademark disputes, or has been a subject of disputes in the past, this could also negatively impact the domain's value.

The domain name love.nu can be categorized as a generic or descriptive name. Because trademarks granted on generic terms are less restrictive than those granted on unique terms, generic domain names are generally less susceptible to ownership disputes arising from a trademark conflict than are brandable, non-generic domain names. However, problems have arisen in certain cases. Because of this, you should consider consulting a qualified trademark attorney if you are unable to determine definitively whether or not the domain infringes upon pre-existing trademarks.

6. International Usage

A domain's ability to be used internationally is a valuable asset. Though not imperative, it does considerably increase the value of a domain. Both language and TLD influence the suitability for international usage.

The domain name love.nu is not very suitable for international usage due to its "exotic" ending. This has a very negative effect on the price of the domain.

7. Search Engine Popularity

The appearance of popular search terms in domain names allows them to achieve higher positioning in search engine results. Search engine algorithms give higher placements to domain names that contain popular keywords. For example, upon entering the term "one" into a search engine like Google or Yahoo, the results will contain many domains that include this term. Some search-engines depend more heavily on keywords to determine relevancy, and so domain names can have a significant impact upon positioning within a given set of the results. Again, an example of this concept in practice would see websites like "one.com" and "one.co.uk" positioned towards the top of results generated for a search query "one."

According to our analysis, love.nu contains a highly popular search term. A query of the Yahoo search engine returns 635332 results for the term "love".

The overall value of the domain is increased by the term's exceptional search-popularity. This popularity also suggests that a website utilizing this domain would have a high probability of increasing its volume of traffic by capturing a larger portion of users searching for this keyword. Expanding the domain's keyword-popularity could likely be accomplished with only limited marketing and branding efforts, which adds a second level of value to the domain's overall worth (see next point).

8. Branding and Advertising Potential

Ideally, a domain name is identical to the brand or company name it represents in purely Internet-based businesses. Thus, for an Internet-based business, the domain name is especially important. The use of domain names by conventional companies also creates a positive image for the company and its products and/or services, as it implies the company is on the technological forefront. A strong brand identity helps to build a successful website. This applies to both internet-based businesses and conventionally-established companies.

Although opinions vary as to what makes a good brand name, many experts suggest considering the memorability of a name; phonological characteristics, different qualities the name can evoke, uniqueness, and easy spelling. In addition, a brand name can be valued highly if it uses a .com extension in the Internet.

We have tested your domain name for its suitability for both types of businesses, and have determined that its advertising or branding potential could be negatively affected by its TLD. Non-.com domain names are worth more when the domain name and the TLD are appropriately matched, for example, tech.net or cancersupport.org.

9. Likelihood of a Successful Acquisition

We hope that this appraisal has effectively explained the major factors that impact domain valuation within the context of the secondary market. As with any successful Internet presence, premium domain names are a critical component, and anyone interested in purchasing them must be willing to pay a price equitable to the domain's market value.

For the domain name love.nu, the chances for a successful purchase at the assessed market value are average. The domain is currently registered to an individual owner who has no visible web presence. The domain name is not active as a website at this time. The only major obstacle



to a successful acquisition appears to be the establishment of initial contact with the current registrant. Fortunately, our brokerage team is available to work in overcoming this common issue.

10. Commerce Potential

An important factor in a domain name's value is the potential for online commerce in the domain's relevant subject area. First, we must consider which industries might effectively use the domain love.nu. Then, we need to answer the following questions:

- 1) How large is this industry, and how fast is it growing?
- 2) How well is this industry taking to the Internet?

For example, the construction industry is a huge global industry; however, very few construction firms are making large investments in developing an Internet presence. Similarly, a domain name geared towards a non-profit or purely informational site may attract considerable interest, but the potential buyers are not likely to be able to pay a large amount for the domain if the site has little commerce potential. On the other hand, in the travel, adult, gambling, and software industries, an online presence is considered de rigueur and is very profitable.

The domain love.nu boasts above-average online commerce potential. It is most identifiable with an industry that is well-known for its online presence, and can use this awareness to effectively generate revenue. The value of the name benefits significantly by its compatibility with this sector. As a result, love.nu would be a valuable asset for any business seeking to break into this field.

Another key component in determining the overall commerce potential of a domain name is the industry associated with the terms it contains. Some industries lend themselves easier to the online world than others, and have a reputation for using the Internet to promote their products and services. As a result, any domain name that contains similar or relevant terms known to these industries can benefit significantly from this association.

Your domain is most identifiable with the singles/matchmaking industry.

The industry is well-known for its online presence, often uses the Internet to maximize revenue, and is constantly evolving in the online world. This domain name has several possible applications and when properly marketed could generate significant revenue. Thus the value of the name benefits significantly by its compatibility with this sector.

11. Comparable Transactions

Here we have domain sales that fall into a similar domain-related category, and which could be placed in a similar price bracket as love.nu. These domain names were chosen because they share one or more of the following characteristics with love.nu: 1) Extension; 2) Number of words; 3) Comparable commercial potential.

Please remember that past domain sales are not necessarily indicative of future sales potential.



iloveyou.eu	5,000 €
love.mobi	12,750 \$US
phone.nu	3,100 €
shop.nu	6,600 €

The fact that domains similar to love.nu have been sold is generally positive for the domain appraisal, and the chances of a sale being made are greatly improved. However, it may be that at the time of sale there was a special interest in these domains, and so we may not be able to generalize from this entirely.

12. Estimated Value

Based on our analysis of this domain, we conclude the following: the estimated value of love.nu is:

€ 5,500

The estimated figure is based on factor analysis, and it is the value which we consider to be a fair price for both buyers and sellers. This price is subject to market conditions, negotiations and legal issues such as trademark rights. The value of this domain name, including its ability to be marketed effectively, may be increased by following the guidelines for positive domain valuation as specified in this report.

Overture Results

635332 love
288395 love poem
240582 love quote
149551 runaway love
139289 jennifer love hewitt
139173 i love new york
136058 body body clutter love love yourself
84466 i wanna love you
67355 love song
65236 the flavor of love
63940 i love you

56598 making love
55327 love calculator
44276 love letter
44200 love spells
44179 lock of love
41878 love sex marriage
41527 love hate
39591 run away love
39029 love lyric
38545 i love new vh1 york
36950 book of love
35454 five love language
35071 love story
33783 science of love
30415 love icon
30264 layout love myspace
30072 cute love quote
29485 love poetry
27173 love toby
26443 how to make love like a porn star a cautionary tale
26284 love horoscope
25784 courtney love
25277 love quiz
24728 best love poem
23483 my love
22677 free love poem
22527 i love lucy
22254 make love
22023 love romance poem
21648 shy love
20810 boy love
20608 how to make love like a porn star
20439 love actually
20244 true love
19566 love song lyric
19504 everybody love raymond
19106 young love
19055 runaway love lyric
18835 life loss love mix one song tape time
18487 love test
18356 love hina
17883 love sex
17614 blonde courtney diary dirty love
16243 johnny my true love
16222 sexy love
15760 2 flavor love
15436 beatles love
15173 lyric love justin timberlake
14878 famous love quote
14767 sad love quote



14735 five minutes to orgasm every time you make love female orgasm made simple
14537 love match
14240 pure 80s love the 1 hit
13859 g love
13785 i love
13539 love note
13352 love doll
13197 love picture
13162 i love your way
13114 sad love poem
12819 short love poem
12786 big love
12674 love romance
12302 g love and special sauce
12277 lesbian love
12138 love card
12080 love survival
11838 i love new york show
11748 bubba the love sponge
11527 love game
11511 romantic love poem
11405 love song mp3
11389 akon i love lyric wanna
11336 jennifer love hewitt nude
11294 book guide like love people reading them those want who who write writer
11147 cute flickr isa love search
10990 confession hate look love people shirt striped
10978 i love you poem
10860 in love
10832 akon i love wanna
10754 graphic love myspace
10751 baghdad dog from lava love marine named war
10741 god love
10555 love sms
10541 love you
10533 love relationship
10376 love life
10369 i love new show vh1 york
10300 justin timberlake love