A Distributed Cocreation Solution to Domain Name Development

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Monetizers need to move to a distributive cocreated-content mechanism, one that enhances shareholder value and creates a sustainable competitive advantage. The functional intent of the Web sites should focus on product awareness and information gathering.

Monetization service providers have traditionally boosted their revenue by redesigning landing pages, by automating, or by outsourcing Web site content development. However, the resulting cost and differentiation advantages have serious limitations and do not create a protectable competitive advantage.

Three development patterns have emerged: outsourcing, technology-intensive development, and reliance on individual niches. However, current technology alone cannot be relied on to generate user-friendly content, which is typically a nonoriginal mash-up of public information. Technology can take routine tasks off human hands, but it's also good for the larger and more important task of complementing and enabling human cocreation. On the other hand, the cost savings from outsourcing are only as great as the knowledge of the group being outsourced to, a group that does not necessarily capture the best available global talent for developing every key word. Yet, although individual developers have the best chances of superior long-term revenue creation, they are time constrained by the number of domain names that they can develop, by the developers' areas of interest, and by their expertise.

In contrast, a distributed cocreated-content mechanism allocates each domain name to the best available global talent for driving that name. Moreover, current developers can leverage their expertise and become an integral part of a cocreated domain-name development mechanism. Furthermore, the creation and management of such a mechanism provides the monetizer a protectable competitive advantage.

As for the type of site functionality, a recent McKinsey global survey indicates that most consumers are influenced by the Web during the first two stages of their decision-making process — product awareness and information gathering. Thus, the development should concentrate in these areas rather than, say, e-commerce and blogs. ■

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