



Optimizing Ad and Domain Name Keyword Suggestion Tool

Alex Tajirian

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Outline

- Objective of ad keywords
- Objective of domain name keywords
- Existing tools for domain names
- Limitation of existing tools for domain names
- Overcoming limitations
- Value of clustering techniques

Objective of Ad Keywords

- Blanket all value adding keywords
 - Minimize cost of traffic overlap

Objective of Domain Name Keywords

- Generate “similar” domain names
 - Traffic
 - TLD signal
 - Brand

Existing Tools for Domain Names

- Keywords generation methods
 - Competitor meta tags ([wordtracker.Com](http://wordtracker.com))
 - Domain hacks ([xona.Com](http://xona.com))
 - Semantic
 - PPC suggestion tools
 - Other

Existing Tools for Domain Names (Cont'd)

- A **standard menu** of possible extensions
- Ability to select registrations

Limitation of Existing Tools for Domain Names

- Do not provide selection guide to users
- Are not based on criteria for suggesting “similar”
- Cannot be used to determine which keyword generation method is superior

Overcoming Limitations

- Use statistical clustering techniques to quantify “similar”
- Integrate with user objectives

Value of Clustering Techniques

- Enhance value of service
 - Provide a guide to refining the keyword generation model
 - Increase chance of purchase

Value of Clustering Techniques (Cont'd)

- For the user
 - Increase confidence in results
 - Reduce search time
 - Reduce registration cost



Thank You!