

ambition insight

ENTREPRENEURIAL DEVELOPMENT

Fort Lauderdale, Florida, USA

WordPress Development, Consulting & Online Media

Specializing in:

Website Development

Online Media & Publishing

WordPress Consulting & Training

Social Media Marketing

Search Engine Optimization (SEO)

WWW.AMBITIONINSIGHT.COM

The Big Picture – Start with One **How to Turn a Domain** **Name Into a Business**

Presented by:

BRETT NAPOLI

Internet Entrepreneur, WordPress Developer & Web Consultant
Founder & CEO of **Ambition Insight**
Founder & CEO of **thatDROP.com**

Background: Brett Napoli

- Founder/CEO of **Ambition Insight**, a Fort Lauderdale Florida based WordPress Development, Consulting and Media Company Founded in 2007
- Developing Websites & Online Brands for **13 years**
- Built **600+** WP sites, worked on **1000+**
- Developed social media following of **120K+ people**
- First WP blog once reached **987,000 PV** in 24 hrs
- Served over **Half a Billion** Ad Impressions Since 2012
- Dance Music Publication, **thatDROP.com**
 - Avg. **500K** Uniques & **1.2 Million** Pageviews per month
 - Avg. Social Reach of **1.5M** people per month

“We must learn what customers really want, not what they say they want or what we think they should want.”

–Eric Ries, author of The Lean Startup

“Be undeniably good. No marketing effort or social media buzzword can be a substitute for that.”

– Anthony Volodkin, Founder of Hype Machine

The Problems

- Too Many Domains
- Domains Not Generating Revenue
- Can't Sell or Don't Want to Sell
- Want to Maximize Value
- Looking for additional/improved income stream(s)

The Solutions

- **Drop the lowest value names**
 - Wasting time/money
 - Reinvest into development
- **Drop it even if it may be worth something, may not be worth time it takes to sell**
- **Difficult to create a passive income stream**
- **Develop**
 - Be prepared to work
 - Be prepared to invest
 - Be prepared to wait

Step 1: Narrow Domain List

- Start with complete list of domains
- Eliminate all but .com's and extremely valuable, category killing generics in legacy, short gTLD or Country Code Extensions
(coffee.club, hotels.club, carinsurance.net, florida.law)
- Identify creative, simple, brandable names
 - SandysCandies.com, InsuranceFinder.com
- Pick a niche where you have an advantage
- Pick a workflow you can be passionate about
- Pick something in an area you love

Primary Web Business Types

- **Lead Generation** – Sell Leads
- **Publishing** – Sell Advertising
- **eCommerce** – Sell Your Products
- **Affiliate** – Help Other People Sell Their Products
- **White-Label/Dropship** – Sell Other People's Products
- **Memberships/Clubs** – Sell Access to Products
- **Directory** – Sell Listings
- **Self-Promotion** – Benefit Existing Businesses or Creates a Business You Service Yourself
- ***Create Technology**

*usually doesn't *start* with turning a domain name into a business

Step 2: Self Awareness

- Identify what you can produce
 - Products, Content, People to Buy Leads
- Identify what type of business you want to run
 - How do you want to spend your time?
 - Who will you sell to?
- Pick Broad Mass Appeal or Very Niche
 - Car Insurance vs. Miami Plastic Surgeons
- How Much Are You Willing to Invest?
 - Time / Money

Step 3: Break Down the Domain

- Identify **Top 10** Domains Best Suited for that business
 - Put yourself in the eyes of the consumer
 - What matters? What creates value?
- Example: Local Business uses city/area in domain name
 - MiamiAttorneys.com vs. FloridaGyms.com
 - Both Lead-Gen or Directory, Not Publishing, eCom, Self Promo
- Type of Business in the name
 - MiamiPhotographer.com, GoldWatches.com
- Exact match phrases or generics
- Generic Words, Brandables
- Reduce Friction Points
 - Pick what is easy, simple & memorable
- Beware of Domain Limiting

Step 4: Avoid “Domain Limiting”

- When a Domain Name Limits the Product/Services the Brand Can Sell (*In the eyes of the consumer*)
- Avoid developing “limiting” domains considering your business type:
 - WisconsinJetSkis.com
 - MiamiSnowTires.com
 - MensAthleticShoes.com
 - MiamiPatentAttorneys.com
 - Refrigerators.com, Coolers.com
- Build a brand with storytelling, marketing & creating value
 - Brand, Domain Name or Logo still won't do the work entirely.
- Domain names aren't meaningful until a story or demonstration of value is associated with it.
- **Best Product Wins.**

Step 5: Search for Gems

- Use Google AdWords: Keyword Planner
- Entire Your Entire Domain/Keyword List
- Looking for at least:
 - 1-10K search volume
 - \$1-2+ CPC
- Consider adding high search volume and high CPC to Top 10

Keyword Planner

Where would you like to start?

 Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category


Enter one or more of the following:


Your product or service

Your landing page


Your product category

Targeting

United States 

All languages 


Google 


Negative keywords 

Date range

Show avg. monthly searches
for: last 12 months 

Customize your search


Keyword filters 

Keyword options 

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include 

Get ideas

Keyword Planner
Add ideas to your plan

Your product or service

breakfast recipes, i love dogs, miami photographers, florida gym

Get ideas

Modify search

Targeting ?

United States

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.

10M – 100M

Ad group ideas

Keyword ideas

Columns

Download

Download

Add all (704)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
breakfast recipes	10K – 100K	Medium	\$2.07	–	»
i love dogs	1K – 10K	Medium	\$0.76	–	»
miami photographers	100 – 1K	Medium	\$4.30	–	»
florida gym	100 – 1K	Low	–	–	»

Show rows: 30 1 - 4 of 4 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
breakfast ideas	10K – 100K	Low	\$1.85	–	»
healthy breakfast recipes	10K – 100K	Medium	\$3.00	–	»
healthy breakfast	10K – 100K	Low	\$3.71	–	»
chili recipe	100K – 1M	Low	\$1.14	–	»
chocolate cake recipe	10K – 100K	Low	\$0.95	–	»

Step 6: Research

- **Google the phrase & related phrases**
- **Check plural, singular**
- **Add Words: Buy, Shop, New, Cheap, Best, Luxury, Free, Find, Reviews**
- **Identify Highest Value Strategies that Match Your Ideal Business Setup**

Step 7: Check for Advertisers

Meyer Circulon Infinite - amazon.co.uk

Ad www.amazon.co.uk/meyer+circulon+infinite ▼

Wide Selection on Meyer **Circulon Infinite** Free UK Delivery on Eligible Orders

[Deals & Offers](#)

[Large Appliances](#)

[Kitchen Appliances](#)

[Home Appliances](#)

Circulon at John Lewis

Ad www.johnlewis.com/Circulon ▼

4.2 ★★★★★ rating for johnlewis.com

Discover **Circulon** online today. Shop the range at John Lewis.

Never knowingly undersold · Free delivery over £50 · Next day Click & Collect

[Shop Lighting](#) - [Shop Glassware](#) - [Shop Bed Linen](#) - [Shop Cushions](#)

📍 10 Downing St, Cambridge - 01223 361292 - Open today · 9:00 am – 6:00 pm ▼

Meyer Circulon Sale - Selected Pans Only £25 each

Ad www.hartsofstur.com/Circulon-Infinite ▼

Free UK Delivery - Buy Today !

Price Match Offer · Customer Service Award · Family Run Since 1918

Step 8: Identify Three Valuable Keywords & Key Phrases

- These will be the complete summary of your business' primary revenue streams
- Consider Revenue Potential of Keywords
- Remember relevancy to business-type
- Use Google Keyword Planner
- Pick phrases of 2 or 3 keywords only

Step 9: Evaluate Business Model

- **The Idea** (*Solve Problems, Reduce Costs, Create Value*)
- **Primary Focus** → *Target Objectives/Revenue Centers*
- **Identify the Market** → *How/Why Are Others Making Money*
- **Differentiation from Competition**
- **Competitors** → *Where Successful / Where to Improve*
- **Future / Potential**
- **Timeline** → *Total Investment over 24 Months*

Finding the “Perfect Name”

“Stop worrying about coming up with the **perfect name**. Yes, a good name carries some marketing power, but at the end of the day if the product sucks, the name means nothing. If you have a clever name, people might stop and notice. If you don't, they really won't care. They're going to assign it meaning based on the experience they have with your brand. So please, stop worrying about your name and start worrying about your product.”

- *Gary Vaynerchuk*

Step 10: Pick One Name

1. Build Website
2. Optimize Website
3. Setup Revenue Stream
4. Establish Social Media Traffic Source
5. Create Content
6. Generate & Analyze Traffic
7. Optimize Revenue Stream(s)

Step 11: Build a Website

- **Build Your Website in WordPress**
- **WordPress works for likely all Primary Online Business Types but eCommerce over 100 products**
- **Popular, Simple, Scalable, Flexible, Open Source, Supported**
- **Focus on reiterating your 3 primary keywords in sections/pages**

Build a Non-WordPress Website

DIY Website Builders

- [Squarespace.com](https://www.squarespace.com)
- [Wix.com](https://www.wix.com)
- [Weebly.com](https://www.weebly.com)
- [GoDaddy.com](https://www.godaddy.com)
- [Web.com](https://www.web.com)

Other Non-WordPress CMS

- Joomla
- Drupal

Storefronts

- [Shopify.com](https://www.shopify.com)
- [Bigcommerce.com](https://www.bigcommerce.com)
- [Magento](https://www.magento.com)

Tickets / Events

- [Eventbrite.com](https://www.eventbrite.com)
- [Meetup.com](https://www.meetup.com)

Sell Products

- [PayPal.com](https://www.paypal.com)

Step 12: Create a Brand

Consistency

*Font, Colors, Look & Feel, Theme/Vibe, Ethos, Core Message
Across all Platforms / Always Targeting Your Market Sector*

Context

*Why should I care? What's in it for me? Easy to understand?
Quickly establish niche – Who are you selling to?*

Authenticity

*Be an expert. Storytelling establishes trust, appeals to the emotions & values
Heart → Brain → Wallet*

Perceived Value

*Does it appeal to the consumer's motives? Best, Cheapest, Fastest
Know the Consumer, What They're Looking For, What Provides Value*

Practical Value

*Business' Core Purpose: Entertainment or Utility
Does it create Real, Immediate, Quantifiable Value*

Step 13: Create a Social Presence

- You don't have to be everywhere
 - Facebook, YouTube, Instagram, Snapchat, Pinterest, Twitter
- Schedule Facebook Posts
- Post photos and memes, quotes, long-form text
- Your Original Videos
- Produce Raw/Authentic Original Content
- Repost Content
- Know Time of Day
- Hire Somebody
- Focus on **Quality** Attention

Step 14: Create Video Content

- **Livestream (Facebook, Periscope, YouTube, Twitch)**
- **You Talking (vlog)**
- **Document What's Happening**
- **Slideshows of Photos/Text/Voice/Music**
- **Turn Existing Content into Videos**
- **Guest Livestreams, Interviews**

Video Guidelines

1. Show Yourself or People, Faces
2. Showcase the Product
3. Be Authentic
4. Have Integrity
5. Don't Always Be Selling
6. Provide Value
7. Be Consistent
8. Quality of Context Most Important

Step 15: Market for the Year You're In

- Marketing Today/Future Fueled by Content Marketing & Trust Building
- Focusing on Where Attention Is & Providing Value to Target Consumer
- **Traffic** Driven by Original Content & Social Media
- Search Traffic Driven By Optimizing/Distributing Original Content
- Traffic = Attention. Commerce happens where the attention is.
- Don't Be Romantic About Yesterday's Marketing

Will you adapt to what's next?

Who has **Facebook**?

Step 16: Go Live

1. Open Facebook App
2. Click top of feed where it says “What’s on your mind”
3. Click “Go Live”
4. Type “This is crazy”
5. Click the Blue “Go Live” Button

10 Key Takeaways

- Market Where The Attention Is
- Pick One Domain and Build a **Real Business**
- Know Your Strengths, Develop Where You Can **Win**
- Forget the “Perfect Name” – **Execution is Everything**
- Avoid “Domain Limiting” – Opportunity to Pivot
- Make Social Media Work For You
- Focus on **Creating Value**
- Branding: Consistency, Context, Authenticity, Value
- Know Your Target Customer: Figure Out What They **Want**
- Do Something You **Love**.

Contact Me

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