



Domain Name Appraisal Report – domain only

YourDomain.com

US\$255,115

Note: DomainSystems, Inc. has prepared this analysis based on seven years of industry experience and knowledge of the domain name industry. Although we are confident in our ability to appropriately evaluate domain names, it should be noted that several of the appraisal criteria are quite subjective to appraiser interpretation.

Besides the above criteria, the following may be used to evaluate this domain:

TLD Value: Value of the TLD

Length: Value based on length

Hyphen: Value based on number of hyphens

NumPhrases: Number of Phrases Detected

Zone Taken: Value based on availability of domain name in zone file

WebFreq: Value based on Web Frequency

SearchFreq: Value based on search Frequency

Industry Value: Value based on Industry

Industry:

NumTerms: Value based on number of terms that appear

ZoneFreq: How often the name appear in zone file

ProductPct: E-commerce value/ how well it could be used in commerce

TermWebFreq: Value of individual term in web frequency

TermSearchFreq: Value of individual term in search frequency

TermZoneTaken: Value of individual term in zone file

TermProductPct: Value of individual term in e-commerce

TermInstancePct: Percentage time this term used as a trademark

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 - ✓ **Register and renew your domain names for as low as \$6.95 per year. Contact Sales@Moniker.com or visit www.Moniker.com today!**

Appraisal Date: 3/3/2005
Sample Collection Period: Trailing 90 days
Domain Sales and Appraisal Sample Size: 1,655

Domain Constructs

Word Count: 3
Extension: *com*
Letter Count: 22
Presence of Suffix: *No*
(Whether there are any of the following prefixes or suffixes: internet, dot, online, new, the, my, and, u, a, v, e, l, ive, web)

Plural: *No*
Number Count: *0*
Hyphen Count: *0*
Presence of Prefix: *No*

Incoming Links

Total: 8
All The Web: *0*
Yahoo Search: *0*

Alexa: 5
AltaVista: *0*
Google: *0*
MSN: 3

Directory Listings

Yahoo: *Yes*
Open Directory: *No*

Market Metrics

English Language Frequency: *303/100*
(The English spoken and written frequency of the words and phrases within your domain name are indexed against the average for all domain names sold during the collection period.)

Pay Per Click Ad Value: *200/100*

(Various methods are used to calculate the pay per click or cost per click advertising value of the phrase within your domain name; it is then indexed against the pay per click value of domain names sold during the collection period.)

Search Term Popularity: *0/100*

(The search engine keyword popularity of the keywords in your domain name is measured using top internet search terms, weighted against the average of all domain names sold during the collection period.)

Daily Visitors: *334000/100*

(An estimate of your domain name's daily visitors is indexed against the average unique daily visitors of domain names sold during the collection period.)

Google PageRank: *0/10*

Trademark Competitiveness: *High*

(Competitive intensity for trademarking the domain name phrase. Low indicates there are no current trademark matches; Medium indicates there is exactly one possible existing match, which could belong to this domain name; High indicates there is more than one possible trademark match regardless of classification, any of which could belong to this domain name.)

Alexa Rank: *2069420*