

A Great Domain Name Can Add Millions to Your Business – Here's How to Get One (Even If It's Already Taken)

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Your domain name does more than just direct people to your website – it's your digital first impression. It builds credibility, boosts search visibility and often becomes one of your strongest brand assets.

Let me show you what that looks like in the real world.

One of my clients runs a \$1 million e-commerce business. For years, they operated under a decent-but-forgettable domain. After a long negotiation, they bought the exact-match.com for \$150,000. Within a year, traffic rose 32%, conversions jumped 18% and revenue increased by nearly \$300,000. That single domain upgrade paid for itself.

In my own case, I've spent over \$1 million on a domain. It wasn't vanity – it was strategy. That investment returned many multiples in brand equity, inbound traffic and authority.

If you're serious about building a business, you need to treat your domain like an asset, not an afterthought. And if the name you want is already taken? There's a playbook for that.

Related: [8 Elements to Consider When Picking Your Domain Name](#)

Step 1: Figure out who owns it

Start with a WHOIS lookup using tools like ICANN Lookup or DomainTools. If it's public, you'll see the owner's info. If it's private, you'll often still be able to contact them through domain marketplaces or a broker.

Next, visit the domain:

- **If it's an active business site:** Expect a tougher negotiation.
- **If it's parked or covered in ads:** It's likely for sale.
- **If it redirects somewhere else:** That signals strategic value—possibly for branding or SEO.

Also, check for trademarks via USPTO or WIPO. Legal issues can derail even the best plans.

Step 2: Estimate the value

Domain prices vary wildly. Here's what impacts value most:

- **Top-level domain (TLD):** .com reigns supreme.
- **Keyword relevance:** Exact matches in competitive industries drive up price.
- **Age:** Older domains often carry SEO authority.
- **Traffic/backlinks:** Existing links or organic traffic make a domain more valuable.

Use tools like GoDaddy Appraisal, EstiBot, and NameBio for comps — but remember they're estimates. Real sales data is better.

Step 3: Reach out the right way

Keep your first message short and low-pressure:

Hi [Name],

I'm interested in acquiring [domain.com]. Would you be open to

discussing a potential sale?

Best,

[Your Name]

Avoid overselling your business or explaining why you want it – that just raises the price.

If you don't hear back, follow up in a week. Many domain owners simply miss your first email or filter unknown senders as spam.

Related: Do's and Don'ts of Securing a Domain Name

Step 4: Negotiate smart

Start below market, but not insultingly low. If a domain's value is around \$10,000, consider opening with \$3K–\$4K. Justify your offer with comparable sales or industry trends.

If the seller's number is high, explore options:

- **Installments:** Many owners are fine with payment plans.
- **Bundle:** Ask if they own related domains you can purchase together.
- **Quick-close bonus:** A small extra for faster transfer often sweetens the deal.

Step 5: Use a broker (when it makes sense)

If negotiations stall – or if the asking price is way outside your comfort zone – a broker can help.

A good broker keeps your identity anonymous, knows how to value domains, and often gets better pricing. They'll usually take a 10–20% cut, so weigh that against the time and effort you'd otherwise spend.

Step 6: Lock it down safely

Once you agree on a price, use a trusted escrow service like Escrow.com. They hold the funds until the domain is transferred to your registrar and in your name.

Verify the transfer is complete via WHOIS or your registrar dashboard before releasing payment.

What if it's not for sale?

If the owner won't sell, you're not out of options:

- **Set alerts** on marketplaces like GoDaddy Auctions.
- **Watch for expiration** – some domains drop when owners forget to renew.
- **Try alternate extensions** (.co, .io, etc.), but use with caution – especially if the .com is actively used.
- **Rebrand** creatively. Some of the strongest brands out there weren't obvious choices at first.

Final thoughts

Buying a domain – especially one that's taken – takes persistence, research and sometimes a chunk of cash. But when done right, it's one of the smartest long-term brand investments you can make.

I've bought domains for \$2,000 and \$1 million. In both cases, the return came from one thing: business impact.

Your domain isn't just a URL. It's your first impression, your brand foundation and a 24/7 trust signal.

Make it count.

<https://www.entrepreneur.com/starting-a-business/a-great-domain-name-can-add-millions-to-your-business/488443>