

## PREMIUM DOMAIN NAME

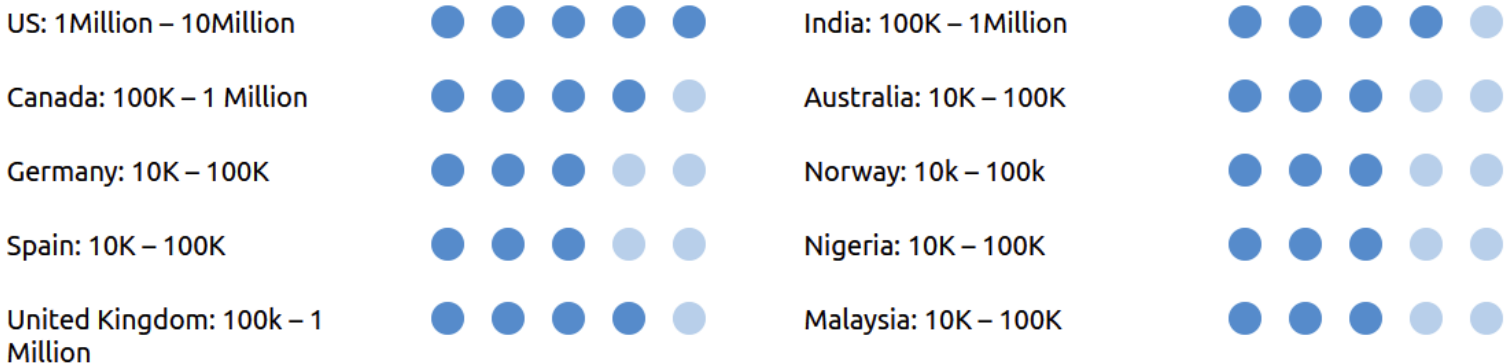
ZodiacSigns.com - An "Unforgettable" Domain Name!

- Is this a domain name, you can ever forget? An unforgettable domain IN ASTROLOGY SEGMENT.
- Let this sink in for a while..
- Once a user visits your website, he will never forget your domain name, a highly "memorable name" that gives you strong authority in the segment.
- Last Premium Astrology Domain Name For Sale!



ZodiacSigns.com  
on Sale

## "ZODIAC SIGNS" KEYWORD BASED MONTHLY USER DATA, SOURCE - GOOGLE



## WHY IS THIS IMPORTANT?

CPC (Cost Per Click): \$4.62 - As of 29th April, 2020 (U.S. Region)

Facts:

- Based on 'Google' for existing sites competing on search keyword 'Zodiac Signs', has 132 million google results.
- This competition makes it hard to stand out in the segment (SEO Difficulty: 83% for 'Zodiac Signs' as per SEMrush). THIS IS Where "ZodiacSigns.com" Domain Help YOU to Rank #1 on 'Google' and many other search engines!
- Examples: An Exact Match keyword help you RANK # 1, simply google "Astrology", You'll find "Astrology.com" as RANK # 1, Same for "Horoscope" search, you'll find "Horoscope.com" RANK # 1.
- ZodiacSigns.com can help YOU Rank #1 for keyword "Zodiac Signs".
- 33% of search traffic goes to rank # 1 website, The keyword search traffic data is shared above. (Source: <https://www.searchenginewatch.com/2013/06/20/no-1-position-in-google-gets-33-of-search-traffic-study/>)
- Evidence suggests that over 90% of adults know their Zodiac Signs. (source - <http://theconversation.com/how-many-people-actually-believe-in-astrology-71192>)

# ORGANIC TRAFFIC FOR SITE - RANKING #1 ON GOOGLE FOR 'ZODIAC SIGNS'

Monthly Data March, 2020 for U.S. Region Only

Source - SEMRush

Dashboard > Domain Overview

User manual Send feedback

## Domain Overview: astrology-zodiac-signs.com

PDF

Database: United States Device: Desktop Date: Apr 18, 2020 Currency: USD

Authority Score

57

SEMrush Rank

361 ↑

Organic Search Traffic

9.7M +2.9%

Premium Traffic Estimation (U.S. Only):

Monthly Traffic Cost:

9.7 Million x \$4.62 = \$42.82 Million/Per month

CPC (Cost Per Click): \$4.62 - As of 29th April, 2020 (U.S. Region)

CPC Data Source - Google Adwords

Get Traffic worth \$42.82 Millions Every Month

## DEMOGRAPHICS

### Gender Breakdown

75 percent of astrology consumers are women (based on past sales).

## MONETIZATION STRATEGIES

### Automated Astrology Reports

Automated Online Astrology/Horoscope reports

### Advertising

75 percent of astrology consumers are women (based on past sales). An estimated 80 percent of women make most of the household purchasing decisions (Harris Interactive 2000).

### Affiliate Sales

Selling products related to niche with banners and links

Google Trends Explore

zodiac signs  
Search term

+ Compare

Worldwide Past 5 years Arts & Entertainment Web Search

Interest over time



## AS AN INVESTMENT

### **Do you want to buy the domain and keep it?**

Reasons why it is a good investment for you.

#### **Internet Users**

Digital 2019 reports suggest that the internet is now growing at a rate of one billion new users every 2.7 years. Current Penetration. - 58.7 %

source - <https://thenextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/> -  
(source2 - <https://www.internetworldstats.com/stats.htm>)

#### **"ZodiacSigns" Search Term Increase**

Google updated Canada's, "Zodiac Signs" Search term from '10k-100k range' to '100k-1 Million' in April, 2020. Indian Market expected to expand further based on population and penetration rate (With untapped potential of \$10 Billion Horoscope Industry Size), Its increasing along with other countries.

Source 1: Google Adwords | Source2: [https://www.indiaabroad.com/business/indian-astrology-company-ganeshaspeaks-gaining-foothold-in-u-s-market/article\\_29bccbae-7054-11e8-b8fe-a3a1c2c0c618.html](https://www.indiaabroad.com/business/indian-astrology-company-ganeshaspeaks-gaining-foothold-in-u-s-market/article_29bccbae-7054-11e8-b8fe-a3a1c2c0c618.html)

#### **Current and Total Untapped Potential**

Current Online Industry Size - \$2.1 Billion Dollars. Total Untapped Potential in this sector - \$44 Billion Dollars.

source1: <https://www.independent.co.uk/life-style/horoscopes-astrology-industry-venture-capitalists-aquarius-a8886341.html> | source2: <http://www.stariq.com/Main/Articles/P0001962.htm>

#### **Hence the Domain value of 'ZodiacSigns.com' also keeps increasing with time!**

Its a good investment hence price is expected to go up when we get further updates.

*no domain price increase has been made after last update.*

## CONTACT

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