



Checklist 3: Analyzing Trends To Identify Opportunities

Project Name: _____

Date: _____

Yes No

One of the key strategies in selecting a valuable domain name is being conversant with trending and viral news, stories, upcoming technologies, products and services in order to identify opportunities for a domain name that is valuable and has a higher resale value. More subtly, it is important to know what is currently trending, what is likely to continue trending in future, as well as the number of people interested in the current trends. Also, it is essential to analyze different markets and niches to identify what products and services people are currently interested in, as well as the products and services that are likely to increase in relevance in future. Here are helpful tips for conducting your market analytics in order to identify viable trends and opportunities for your domain name.

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|---|---|--------------------------|--------------------------|
| 1 | Select your niche of interest | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use Google trends to identify trending topics and keywords in your selected niche | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Use search engines to identify currently trending or soon to trend topics/terms | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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|----|---|--------------------------|--------------------------|
| 4 | Leverage tools such as Google keyword planner to identify trending terms in your selected niche | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Add multiple blogs within the selected niche to your RSS feed | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Regularly check your feed for updates, news or trends in your selected niches | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Check the traffic volume for the targeted trending keywords | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Closely watch and monitor any disruptive changes in business environments | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Leverage automated domain research tools (ADRT) to identify currently trending names | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Narrow down your trend watching activities to a few niches | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Be on the lookout for burgeoning technologies | <input type="checkbox"/> | <input type="checkbox"/> |

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- 12 Avoid being heavily invested in a single trend (some trends lose interest fast)
- 13 Be on the lookout for trends and topics/ideas that are futuristic
- 14 Read magazines to familiarize with pop culture
- 15 Analyze trends in evolving industries
- 16 Analyze the top selling domain names to identify opportunities and ideas
- 17 Analyze domain auctions to see what domain registrants are selling
- 18 Consider sourcing from domain brokers and name experts to identify what is relevant in the Domaining market

Notes:

- *When it comes to trend watching, avoid focusing on diverse industries. Rather, narrow down your focus to a few (two or three) niches*
- *Google Reader, Bloglines, and Newsgater are some of the popularly used feed readers for identification of new trends and technologies*

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