

One Domain Name Is Never Enough

AirFreight.com owner Dan Boaz was interviewed about his business and web domains by Larry Myler for Forbes.com

When starting a new business, most entrepreneurs will reserve a domain name and URL for their new venture...and then move on to printing business cards. Not Dan Boaz, Founder and President of AirFreight.com. Dan has amassed over 1,000 domains related to transportation, and he is working on a very deliberate strategy to dominate the shipping industry by directing web traffic to his expedited shipping companies.

Is his plan working? You be the judge. Right now, AirFreight.com shows up on page one of a web search—above UPS, FedEx, and DHL. Among his prized domain trophies, you will find ExpeditedFreight.com, FullTruckload.com, HotshotTrucking.com and SameDayDelivery.com. If you try to reserve any logical domain name in the transportation industry, you may be surprised to find that most, if not all, of your favorite picks are already tied up by Dan. To date his collection has grown to an appraised value of over \$10M, but he's not selling. Each new addition only helps keep competition at bay, while directing customers his way. So how has he succeeded in such a remarkable way, and how could you do likewise for your business? The answer is *consistency*.



“I spend a lot of time online, pursuing domains that will help my companies now and in the future,” explains Dan. “I try to see where the transportation market is going and how customers might buy these services differently.” Dan also picks up certain names when they expire, or buys them if the price is right.

Dan’s advice to would-be *domainers*:

- 1. Get specific.** “Broad domains (such as AirFreight.com) are powerful, but more specific domains (SameDayDelivery.com) can resonate with buyers who are looking to purchase your services right now.”
- 2. Be vigilant.** “Keep your eyes open for any domain that will help your business, either defensively or offensively.”
- 3. Don’t try to maintain too many websites at the same time.** “I once had as many as 15 sites up at one time. That was too many.”

The infographic has a blue background with a globe in the upper right. Four white arrows point towards the globe, each containing a URL: 'https://www', 'https://www', 'http://www', and 'http://www'. On the left, a cartoon illustration of Dan Boaz, a man with dark hair wearing a blue polo shirt with 'AIR FREIGHT' on it, is shown from the chest up. To his right, text reads: 'Meet Dan Boaz, the entrepreneur who has purchased **over 1,000** transportation-related domain names, all in an effort to completely control the expedited freight market online.' Below this text are five browser window icons, each displaying a different domain logo: 'SAMEDAY DELIVERY.COM', 'FullTruckload.com', 'AIR FREIGHT.com', 'Hot Shot TRUCKING', and 'Expedited FREIGHT'.

Take a good look at your own domain management strategy. Can you expand your coverage? Are you dominant in all of the key word searches your customers might use to find you? Are you creating a competitive advantage via your online footprint? Dan is. But most entrepreneurs need to work harder and smarter in this area.

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Original article link <http://www.forbes.com/sites/larrymyler/2015/02/23/one-domain-name-is-never-enough/>

Infographics used in the article;

[Fun Facts about Web Domains](#)

[How many domains do you need to succeed?](#)