

# Sedo Case Study | Furniture.co.uk

## Premium Domains – Instant Authority in Competitive Industries



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# Furniture.co.uk

Selecting a domain with authority gives businesses a leg up in highly competitive industries like furniture retailers.

British Businessman Graham Haynes has been a full time business owner since the early 90's and a part time domainer since 2000. His career began in the furniture business and he has since gone on to own several companies. The purchase of **furniture.co.uk** compliments his 2009 purchase of BedroomFurniture.co.uk.

The goal of purchasing **furniture.co.uk** was to capitalize on the domain's authority within online search results. **"We believe potential customers make a split second decision on which links to click on and will select links that resonate most with the search term,"** says Haynes. He added, **"The instantaneous authority of furniture.co.uk made it very appealing along with the increased click through rate of a .co.uk name."** This extension has 70% more clicks than a .com name which is seen as US centric, as shown by research conducted by nominet.

This acquisition was important because Haynes is operating a SME company whose competition is billion dollar companies, such as Wayfair, OakFurniture Land, John Lewis and etc. And as such he felt he couldn't compete in the traditional SEO wars and instead sought out guerilla marketing

tactics like using bold statements such as, **"Furniture shops are greedy, find out why at furniture.co.uk"**.

Haynes believes the key is to use short, direct messaging like this. Not to mention there are minimal costs involved in placing these types of slogans on the company's delivery vans or on flyers and banner advertising. Haynes states, **"If you were considering purchasing furniture, taglines like this draw customers in and many would click through. This could be labeled as click bait but could also be really effective with the right domain."**

Haynes stresses how important domains are for driving a business' success, **"For SMEs, it's all about credibility and making the best first impression. Customers have little to go off of before clicking through and as a result we believe the domain name is the most important facet of the search results."**

And there has already been a small uptick in results since purchasing and beginning to use this domain. **"The redirect has increased sales by 5% which is a small but nevertheless good result for having not utilized it fully**

**yet. For us, this is a long term investment spanning 20-25 years and a defensive purchase in that our competitors will be able to use it,"** explains Haynes. He went on to say, **"With this domain we intend to show the furniture retailer market how these names should be used."**

His domain name portfolio also includes BedroomFurniture.co.uk, DesignerFurniture.co.uk (both purchased through Sedo) as well as AntiqueFurniture.com.

Haynes has been involved in domains since 1999. He shared that during this time he has witnessed Sedo grow to become the premium aftermarket for domains and has made many successful purchases on the Sedo platform. **"I could not have obtained furniture.co.uk without Sedo because they were in direct contact with the seller who was notorious for not selling. Our dedicated broker managed the negotiations with the patience and sensitivity required for this purchase,"** Haynes tells us.

**"And to be honest, I would have paid up to £1million! I wanted**

**the name at any cost but of course sought to get it at the lowest price possible,"** adds Haynes. He concluded that as a domain investor, what was paid could be viewed as an exorbitant amount, but as an end user with a definitive plan for its use, he is extremely happy with the price.

Haynes went on to convey that he feels this purchase is a best case scenario for a long term investment and it has already provided instant payoffs. He enthusiastically added, **"The purchase of furniture.co.uk was a no brainer for us and fits perfectly with how we want to grow the business and compete with big players in our industry."**

This sale personifies how Sedo's knowledgeable and experienced brokers can produce a desired name even in the wake of a resistant seller. Our brokerage team aligns perfectly with Sedo's user-friendly online marketplace and full suite of domain support services. We are a one-stop shop domain solution provider with the highest quality domains to achieve online success for commercial or personal websites.

To create the most engaging internet presence for your business or online platform from the beginning like Graham, you must first invest in a high quality domain name. For information on our domain brokerage services please [click here!](#)



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