

Appraisal number: DA101362

TLD Ending	A	.Com		Y	D
Domain Length	C	.Net	-	N	R
Hyphen / Number	A	.Org	-	-	-
Word Count	B	.info	-	-	-
Ease of Recall	A	.Biz	-	-	-
Development Potential	A	.US	-	-	-
Keyword Strength	A	.ES	-	-	-
Industry Value	B	.co.uk	-	-	-
Search Engine Saturation	D	Status Key:			
Traffic Index	D	<i>D = Developed Website</i>		<i>P = Parked Page</i>	
<i>Quality Key: A = Highest E = Lowest</i>		<i>S = Sales Page</i>		<i>R = Redirected</i>	

Possible Interested Parties	Domain Name	AddictSupport.com	
		Euros	US\$
Recovery Connection	Minimum Value	5,600.00	7,500.00
Betty Ford Center	Median Value	9,000.00	12,000.00
Beating Addictions	Maximum Value	12,400.00	16,500.00
Addiction Advisor	Date of Valuation	December 14 2008	
	Appraisal Director	Adrian Elford	

Link Popularity / Search Engine Saturation		Related Domain Sales		
			Euros	US\$
	For Search Term: "Addict Support "			
Google	13,000 results	addictioncare.com	1,300.00	1,700.00
Yahoo	30,500 results			
MSN	14,000,000 results	thinksupport.com	1,350.00	1,800.00
	For Search Term: Addict Support			
Google	11,700,000 results	helpstation.com	3,600.00	4,800.00
Yahoo	133,000,000 results			
MSN	6,950,000 results	mediclab.com	3,000.00	4,000.00

Summary of expert Domain Panel suggestions and notes

We would recommend registering addictssupport.com, the plural, as a strategic defensive move. The site is also weak on the terms 'Addiction' and 'Addictive' across most search engines. Strategic placement of more of these terms, throughout the site and in the Meta Tags, might be of benefit to help catch the natural traffic that arises from potential customers using these terms.

Time should be spent building up quality incoming links. The site seems to suffer, relatively speaking, in the number or decent related links that point to it. Incoming links from similar sites, medical service and product sites and niche directories would be of great benefit. Two-way links are better than nothing but one-way links to the site are worth a lot more in search engine position evaluation. Low cost one way monthly links should be contemplated.

Some search engines (Not Google) seem to place a major emphasis on the home page. This might be a relative weak area in the overall search engine rankings and potential of the site. A more content rich portal type front page (similar to the sites mentioned in the report) could aid overall SE positioning.

There needs to be a clear way for Advertisers to see how placing an Advert on the site will benefit their own site, such as a specific Advertisers page which should be linked to from every page via a small text link at the footer of the site.

The website does very well for search terms 'Addict Support' including the first page of Google and MSN. Furthermore, the specific subpages also do well, if not better, than the home page. Particularly strong are the specific drug subpages within the site. This proves that a high level of depth and saturation within the major search engines exists with the domain name which is inherently valuable to prospective site purchasers. A great deal of time and money has obviously been spent on propagating these pages throughout the web and this hard work has paid off in terms of the website's reach to web visitors.

The domain name itself has an inherently strong value with both terms within the domain being Internationally recognized keywords for this sector. Their combination together in one domain gives the developed site real strength, integrity and will be easy to recall by all visitors for return visits. The website would be suitable for all regions of the English-speaking world.

The website is clear to navigate, is easy to use and is well designed and fit for purpose. A great deal of beneficial site design has been carefully thought about and there is little work needed to maintain it at this high level.

The website offers great potential to provide meaningful and regular income and is a bona fide investment. Income opportunities can be found and enhanced in all areas relating to this industry. On all pages there can be links to related book sales and pay-per-Click Ads such as Google AdSense. income can also be added via Video sales and Audio 'self-help' books.

There is also great potential for large income streams via a Paypal Donate button, the setting up of related Premium Phone lines on each sub page and perhaps scheduled private consultation with a professional in each area.

The most obvious avenue for increased revenue is to proactively seek out other websites who would benefit from placing an advertisement on the Addict Support website. This would be any other addiction service site, medically related product websites and health centers specifically related to addiction or care. The database of membership within a website can often be it's most valuable asset and other websites would benefit from this association.

Note: Domain valuations are purely subjective. Although valuations for NameAppraisal.org are carried out by several individuals and related to similar sales, the valuations cannot be held as a guarantee of future buying or selling prices.

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