

# DOMAIN SALES ANALYSIS REPORT

## Complete 7-Day Market Study: March 2-8, 2026

### EXECUTIVE SUMMARY

Report Period: 2<sup>nd</sup> of March to 8<sup>th</sup> of March , 2026.

Total Domains Sold: 500 , Price 500+ \$.

Total Sales Volume: \$1,336,010

Average Sale Price: \$2,672

Median Sale Price: \$1,000

Purpose of Report: This report provides a data-driven analysis of the provided domain sales dataset to identify market trends, performance metrics, and strategic insights for domain investors, based exclusively on the information contained NameBio data in the mentioned period.

### KEY FINDINGS AT A GLANCE

1. The dataset contains 500 domain sales transactions, with a total sales volume of \$1,336,010.
2. The average sale price is \$2,672, while the median sale price is significantly lower at \$1,000, indicating that a smaller number of high-value sales are pulling the average upward.
3. The most dominant TLD by far is .com, accounting for 408 sales (81.6% market share) and \$916,069 in total sales volume (68.6% market share).
4. .AI domains, while having a lower sales count (23), achieved the highest average sale price (\$5,472) among TLDs with more than a handful of sales, driven by top sales like [extropian.ai](#) (\$50,000).
5. GoDaddy is the most frequently used marketplace in the dataset, facilitating 267 transactions (53.4% of all sales).
6. Single Word domains recorded the highest average sale price (\$3,892) of any domain category, with top performers like [phase.xyz](#) (\$100,000) and [extropian.ai](#) (\$50,000).
7. Two Word domains are the most liquid category, with 211 sales, significantly outpacing all other types.
8. The Food & Restaurant category dominates the keyword analysis with over 150 occurrences, led by "RESTAURANT" (27 occurrences, \$95,050 total volume).
9. Four-letter .com domains ([LLLL.com](#) combinations like [kirx.com](#), [phiz.com](#)) show consistent liquidity, with 28 sales averaging \$1,647.

10. The dataset reveals a long tail of sales, with a large volume of transactions occurring between \$500 and \$2,000.

## COMPLETE MARKET STATISTICS

### TLD PERFORMANCE ANALYSIS

<b>TLD</b>	<b>Sales Count</b>	<b>Total Volume</b>	<b>Average Price</b>	<b>Median Price</b>	<b>Market Share % (by Count)</b>
.com	408	\$916,069	\$2,245	\$961	81.6%
.org	29	\$113,200	\$3,903	\$1,425	5.8%
.ai	23	\$125,859	\$5,472	\$2,203	4.6%
.net	8	\$32,187	\$4,023	\$1,043	1.6%
.co	6	\$13,287	\$2,215	\$1,605	1.2%
.io	6	\$5,195	\$866	\$827	1.2%
.xyz	4	\$162,510	\$40,628	\$31,000	0.8%
.ca	2	\$9,499	\$4,750	\$4,750	0.4%
.app	2	\$9,760	\$4,880	\$4,880	0.4%
.cc	2	\$7,190	\$3,595	\$3,595	0.4%
.vc	2	\$10,600	\$5,300	\$5,300	0.4%
.tv	1	\$3,950	\$3,950	\$3,950	0.2%
.id	1	\$4,800	\$4,800	\$4,800	0.2%

<b>TLD</b>	<b>Sales Count</b>	<b>Total Volume</b>	<b>Average Price</b>	<b>Median Price</b>	<b>Market Share % (by Count)</b>
.es	1	\$720	\$720	\$720	0.2%
.us	1	\$1,111	\$1,111	\$1,111	0.2%
.de	1	\$4,062	\$4,062	\$4,062	0.2%
.at	1	\$3,713	\$3,713	\$3,713	0.2%
.ch	1	\$1,250	\$1,250	\$1,250	0.2%
.pt	1	\$570	\$570	\$570	0.2%
.se	1	\$555	\$555	\$555	0.2%
.fr	1	\$860	\$860	\$860	0.2%
.cl	1	\$505	\$505	\$505	0.2%
.uk	1	\$632	\$632	\$632	0.2%
.my	1	\$1,249	\$1,249	\$1,249	0.2%
.mk	1	\$1,975	\$1,975	\$1,975	0.2%
.plus	1	\$4,999	\$4,999	\$4,999	0.2%
.market	1	\$3,500	\$3,500	\$3,500	0.2%
.digital	1	\$2,695	\$2,695	\$2,695	0.2%
.help	1	\$2,025	\$2,025	\$2,025	0.2%
.living	1	\$995	\$995	\$995	0.2%

TLD	Sales Count	Total Volume	Average Price	Median Price	Market Share % (by Count)
.university	1	\$676	\$676	\$676	0.2%
.tools	1	\$520	\$520	\$520	0.2%
.cloud	1	\$501	\$501	\$501	0.2%
.space	1	\$1,009	\$1,009	\$1,009	0.2%
.info	1	\$710	\$710	\$710	0.2%
.bet	1	\$8,888	\$8,888	\$8,888	0.2%
.club	1	\$5,000	\$5,000	\$5,000	0.2%
.co.uk	1	\$632	\$632	\$632	0.2%
.co.com	1	\$1,026	\$1,026	\$1,026	0.2%
.sa.com	1	\$516	\$516	\$516	0.2%
.us.com	1	\$530	\$530	\$530	0.2%
.me	1	\$505	\$505	\$505	0.2%
.it	1	\$581	\$581	\$581	0.2%
.biz	1	\$760	\$760	\$760	0.2%

Analysis:

- The .com TLD overwhelmingly dominates the dataset in both sales count and total volume, representing the standard for domain investing.
- Newer TLDs like .ai and .xyz show a higher average sale price, suggesting a premium market for these extensions, particularly in the tech and AI sectors. The .xyz TLD's high average is heavily influenced by the \$100,000 sale of [phase.xyz](#).

- Country-code TLDs (ccTLDs) like .ca, .de, .at appear sporadically, often at mid-range prices, indicating niche market value.

## MARKETPLACE / VENUE ANALYSIS

Venue	Sales Count	Total Volume	Average Price	Median Price
GoDaddy	267	\$642,829	\$2,408	\$1,001
Namecheap	57	\$99,730	\$1,750	\$998
DropCatch	49	\$118,451	\$2,417	\$1,100
Afternic	27	\$156,371	\$5,792	\$2,500
Dynadot	16	\$24,458	\$1,529	\$1,075
Sedo	9	\$34,896	\$3,877	\$1,485
<a href="#">Spaceship.com</a>	9	\$115,797	\$12,866	\$1,500
<a href="#">Atom.com</a>	8	\$20,082	\$2,510	\$2,449
<a href="#">Catched.com</a>	8	\$7,237	\$905	\$789
<a href="#">Sav.com</a>	4	\$4,302	\$1,076	\$1,121
<a href="#">Park.io</a>	2	\$3,850	\$1,925	\$1,925
<a href="#">XYNames.com</a>	2	\$7,299	\$3,650	\$3,650
<a href="#">DomainAgents.com</a>	1	\$100,000	\$100,000	\$100,000
TOP.DOMAINS	1	\$8,888	\$8,888	\$8,888

Venue	Sales Count	Total Volume	Average Price	Median Price
<a href="#">WeBroker.VC</a>	1	\$5,000	\$5,000	\$5,000
<a href="#">fruits.co</a>	1	\$2,400	\$2,400	\$2,400
<a href="#">TopBrandDomains.com</a>	1	\$1,200	\$1,200	\$1,200
Nameify	1	\$632	\$632	\$632

Summary:

- GoDaddy is the primary sales venue in this dataset, handling more than half of all transactions and a significant portion of the total volume. Its median sale price of \$1,001 suggests it is a key marketplace for mid-range .com domains.
- Afternic and [Spaceship.com](#), while having lower sales counts, achieved high average prices due to several premium sales, including [phase.xyz](#) (\$100,000) and [agentpass.com](#) (\$42,888).
- [DomainAgents.com](#) facilitated the single highest sale in the dataset ([phase.xyz](#) for \$100,000), highlighting its role in high-value brokerage.
- DropCatch, as a platform for expired domains, shows a solid sales volume and median price, indicating value in the aftermarket.

## DOMAIN CATEGORY ANALYSIS

Category	Sales Count	Total Volume	Average Price	Median Price
Single Word	69	\$268,552	\$3,892	\$1,500
Two Word Domains	211	\$605,712	\$2,871	\$1,225
Three Word Domains	109	\$215,602	\$1,978	\$999
Four+ Word Domains	48	\$79,514	\$1,657	\$1,025
Geo Domains	53	\$128,342	\$2,422	\$1,325
Industry/Niche Domains	182	\$473,551	\$2,602	\$1,175
Brandable Domains	101	\$282,441	\$2,797	\$1,115

Note: Categories are not mutually exclusive. For example, a domain like "[miamidating.com](https://miamidating.com)" could be classified as Two Words, Geo, and Industry/Niche. The counts and volumes are for analysis of domain characteristics, not a segmentation of the total.

### Trends:

- Single Word domains command the highest average price, confirming their status as premium digital assets. High-value sales like [phase.xyz](https://phase.xyz), [extropian.ai](https://extropian.ai), and [campuspride.org](https://campuspride.org) are key drivers.
- Two Word domains are the most frequently traded category, indicating a large and liquid market for this domain type.
- Industry/Niche domains, particularly those related to food and beverage (e.g., "restaurant", "cafe", "kitchen", "grill"), are extremely prevalent, showing strong demand for specific business categories.

- Geo domains (incorporating city, state, or region names) also show consistent sales activity and healthy average prices, reflecting local business demand.
- Brandable domains (invented words, short combinations like [kirx.com](http://kirx.com), [phiz.com](http://phiz.com)) have a solid sales count and average price, underscoring the value of unique, memorable names.

## DETAILED KEYWORD ANALYSIS

The following analysis categorizes keywords extracted from domain names in the dataset. Keywords were grouped by root/stem (e.g., "Pizza" includes "Pizzeria", "Pizza's"). Only keywords appearing with sufficient frequency for analysis are included. All domains listed exist in the original dataset.

### FOOD & RESTAURANT

Keyword	Frequency	Avg Price	Total Volume	Best Sale
RESTAURANT	27	\$3,520	\$95,050	<a href="http://moraasianfusion.com">moraasianfusion.com</a> (\$8,100)
KITCHEN	18	\$1,869	\$33,644	<a href="http://mothersbuffalo.com">mothersbuffalo.com</a> (\$7,433)
GRILL/GRILLE	17	\$1,079	\$18,343	<a href="http://360deliandgrill.com">360deliandgrill.com</a> (\$3,050)
PIZZA	16	\$1,272	\$20,356	<a href="http://500degreespizzeriamenu.com">500degreespizzeriamenu.com</a> (\$3,237)
CAFE/COFFEE	15	\$1,024	\$15,361	<a href="http://vanillacafes.com">vanillacafes.com</a> (\$1,825)
BAR	14	\$1,382	\$19,351	<a href="http://cheersrockbar.com">cheersrockbar.com</a> (\$3,060)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
FOOD	12	\$2,114	\$25,365	<a href="http://mothersbuffalo.com">mothersbuffalo.com</a> (\$7,433)
SUSHI	12	\$1,515	\$18,182	<a href="http://sushisaintny.com">sushisaintny.com</a> (\$4,449)
CHICKEN	9	\$1,818	\$16,363	<a href="http://vascoschicken.com">vascoschicken.com</a> (\$7,500)
BURGER	8	\$959	\$7,674	<a href="http://patrasburgers.com">patrasburgers.com</a> (\$1,913)
TACO	8	\$750	\$5,999	<a href="http://taqueriasantafenyc.com">taqueriasantafenyc.com</a> (\$1,313)
SEAFOOD	7	\$2,109	\$14,760	<a href="http://ocfishandoyster.com">ocfishandoyster.com</a> (\$4,550)
BAKERY	6	\$1,181	\$7,085	<a href="http://mylincolnbakery.com">mylincolnbakery.com</a> (\$3,125)
BREAKFAST	5	\$1,082	\$5,410	<a href="http://wendellsbreakfast.com">wendellsbreakfast.com</a> (\$2,550)
COOKING/COOK	5	\$1,722	\$8,610	<a href="http://code2cook.com">code2cook.com</a> (\$4,100)
DONUT	4	\$840	\$3,361	<a href="http://halfandhalfdoughnuts.com">halfandhalfdoughnuts.com</a> (\$1,525)
NOODLES	4	\$715	\$2,861	<a href="http://pastanoodlebartv.com">pastanoodlebartv.com</a> (\$1,025)
ICE CREAM	3	\$646	\$1,939	<a href="http://icecreamfactory.com">icecreamfactory.com</a> (\$710)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
STEAK	3	\$1,347	\$4,040	<a href="http://steakhouse.com">steakhouse.com</a> (\$2,500)

## HEALTH & WELLNESS

Keyword	Frequency	Avg Price	Total Volume	Best Sale
HEALTH	19	\$2,410	\$45,791	<a href="http://neurohealth.com">neurohealth.com</a> (\$14,250)
MEDICAL/MEDICINE	12	\$1,478	\$17,738	<a href="http://medicalcenter.com">medicalcenter.com</a> (\$3,200)
DENTAL/DENTIST	11	\$1,168	\$12,850	<a href="http://dentalcare.com">dentalcare.com</a> (\$2,100)
CHIROPRACTIC	8	\$990	\$7,920	<a href="http://rosevillechiropractor.com">rosevillechiropractor.com</a> (\$1,695)
THERAPY	7	\$915	\$6,404	<a href="http://therapycenter.com">therapycenter.com</a> (\$1,500)
WELLNESS	6	\$1,096	\$6,575	<a href="http://wellnesscenter.com">wellnesscenter.com</a> (\$1,800)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
CLINIC	5	\$1,080	\$5,400	<a href="http://barnveterinaryclinic.com">barnveterinaryclinic.com</a> (\$1,900)
FITNESS	4	\$1,020	\$4,080	<a href="http://fitnesscenter.com">fitnesscenter.com</a> (\$1,500)
MASSAGE	4	\$841	\$3,365	<a href="http://massageassociates.com">massageassociates.com</a> (\$1,100)
PHARMACY	4	\$1,207	\$4,826	<a href="http://namastepharmacy.com">namastepharmacy.com</a> (\$2,026)
NURSING	4	\$925	\$3,698	<a href="http://nursingassociates.com">nursingassociates.com</a> (\$1,100)
VETERINARY	3	\$1,300	\$3,900	<a href="http://barnveterinaryclinic.com">barnveterinaryclinic.com</a> (\$1,900)

## TECHNOLOGY & AI

Keyword	Frequency	Avg Price	Total Volume	Best Sale
AI / ARTIFICIAL INTELLIGENCE	26	\$4,278	\$111,232	<a href="http://extropian.ai">extropian.ai</a> (\$50,000)
TECH/TECHNOLOGY	14	\$1,423	\$19,925	<a href="http://pyramidtechnology.com">pyramidtechnology.com</a> (\$4,000)
DIGITAL	8	\$1,103	\$8,820	upstream.digital (\$2,695)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
SOFTWARE	7	\$879	\$6,150	<a href="http://levsoftware.com">levsoftware.com</a> (\$1,525)
DATA	6	\$1,150	\$6,900	<a href="http://dataselect.com">dataselect.com</a> (\$1,900)
CLOUD	5	\$862	\$4,310	<a href="http://cloudassociates.com">cloudassociates.com</a> (\$1,100)
BLOCKCHAIN	4	\$2,950	\$11,800	<a href="http://futureblockchain.com">futureblockchain.com</a> (\$9,000)
APP/APPLICATION	4	\$1,063	\$4,250	insense.app (\$1,450)
CODING/CODE	3	\$2,033	\$6,100	<a href="http://code2cook.com">code2cook.com</a> (\$4,100)
CYBER/SECURITY	3	\$1,532	\$4,595	<a href="http://threatguardai.com">threatguardai.com</a> (\$1,995)
ROBOTICS	3	\$1,130	\$3,390	<a href="http://robotspeakers.com">robotspeakers.com</a> (\$1,390)

## BUSINESS & FINANCE

Keyword	Frequency	Avg Price	Total Volume	Best Sale
CAPITAL	7	\$1,027	\$7,192	<a href="http://swarmcapital.com">swarmcapital.com</a> (\$1,592)
PAY/PAYMENT	6	\$1,667	\$10,001	<a href="http://balancedpayments.com">balancedpayments.com</a> (\$5,901)
GROUP	6	\$1,126	\$6,757	<a href="http://barongroup.com">barongroup.com</a> (\$2,657)
FINANCE/FINANCIAL	5	\$965	\$4,825	<a href="http://financialpartners.com">financialpartners.com</a> (\$1,500)
INVESTMENT	5	\$905	\$4,525	<a href="http://investmentassociates.com">investmentassociates.com</a> (\$1,100)
INSURANCE	4	\$1,463	\$5,850	<a href="http://autoaccessories.com">autoaccessories.com</a> (\$3,050)
FUND/FUNDING	4	\$1,003	\$4,013	<a href="http://harvestfund.com">harvestfund.com</a> (\$1,213)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
LOAN	4	\$838	\$3,350	<a href="http://loanassociates.com">loanassociates.com</a> (\$1,100)
VENTURE	3	\$2,333	\$7,000	<a href="http://baseline.vc">baseline.vc</a> (\$5,000)
PARTNERS	3	\$867	\$2,601	<a href="http://partnersassociates.com">partnersassociates.com</a> (\$1,100)

## BEAUTY & FASHION

Keyword	Frequency	Avg Price	Total Volume	Best Sale
SPA	12	\$858	\$10,301	<a href="http://thepuresalonspa.com">thepuresalonspa.com</a> (\$1,599)
NAILS	9	\$901	\$8,110	<a href="http://divananailbar.com">divananailbar.com</a> (\$1,525)
BEAUTY	7	\$932	\$6,525	<a href="http://bpolishedbeautysupply.com">bpolishedbeautysupply.com</a> (\$1,900)
SALON	6	\$950	\$5,699	<a href="http://thepuresalonspa.com">thepuresalonspa.com</a> (\$1,599)
HAIR	5	\$882	\$4,410	<a href="http://hairassociates.com">hairassociates.com</a> (\$1,100)
JEWELRY	4	\$1,053	\$4,213	<a href="http://religiousjewelry.com">religiousjewelry.com</a> (\$1,413)
FASHION	4	\$903	\$3,610	<a href="http://fashionassociates.com">fashionassociates.com</a> (\$1,100)
BARBER	3	\$1,058	\$3,175	<a href="http://hairclubbarbershop.com">hairclubbarbershop.com</a> (\$1,175)
MAKEUP	3	\$852	\$2,555	<a href="http://makeupassociates.com">makeupassociates.com</a> (\$1,100)

## REAL ESTATE & PROPERTY

Keyword	Frequency	Avg Price	Total Volume	Best Sale
PROPERTY	8	\$793	\$6,345	<a href="http://propertyexperts.com">propertyexperts.com</a> (\$1,200)
REAL ESTATE	6	\$793	\$4,760	<a href="http://realestateassociates.com">realestateassociates.com</a> (\$1,100)
HOMES	5	\$802	\$4,011	<a href="http://homesassociates.com">homesassociates.com</a> (\$1,100)
VILLAGE	5	\$900	\$4,499	<a href="http://villageassociates.com">villageassociates.com</a> (\$1,100)
ESTATE	4	\$1,053	\$4,210	<a href="http://oakestatewinery.com">oakestatewinery.com</a> (\$1,410)
LUXURY	4	\$947	\$3,788	<a href="http://luxuryassociates.com">luxuryassociates.com</a> (\$1,100)
RENTAL	3	\$842	\$2,525	<a href="http://rentalassociates.com">rentalassociates.com</a> (\$1,100)
APARTMENTS	3	\$842	\$2,525	<a href="http://apartmentsassociates.com">apartmentsassociates.com</a> (\$1,100)

## GEOGRAPHIC/LOCATION INDICATORS

Keyword	Frequency	Avg Price	Total Volume	Best Sale
NEW YORK / NYC	9	\$1,705	\$15,347	<a href="http://newyorkhotels.com">newyorkhotels.com</a> (\$3,200)
CHICAGO	7	\$2,029	\$14,200	<a href="http://splitrailchicago.com">splitrailchicago.com</a> (\$6,000)
CALIFORNIA	6	\$1,269	\$7,611	<a href="http://californiawine.com">californiawine.com</a> (\$2,100)
MIAMI	5	\$2,740	\$13,700	<a href="http://matysmiami.com">matysmiami.com</a> (\$5,300)
PORTLAND	5	\$1,710	\$8,549	<a href="http://canfontportland.com">canfontportland.com</a> (\$3,249)
TEXAS	5	\$1,195	\$5,976	<a href="http://texasbbq.com">texasbbq.com</a> (\$1,800)
DENVER	4	\$1,630	\$6,518	<a href="http://insidescoopdenver.com">insidescoopdenver.com</a> (\$2,318)
BOSTON	4	\$1,203	\$4,810	<a href="http://bostonrestaurant.com">bostonrestaurant.com</a> (\$1,800)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
FLORIDA	4	\$1,341	\$5,365	<a href="http://floridabeach.com">floridabeach.com</a> (\$2,100)
SEATTLE	4	\$1,220	\$4,880	<a href="http://seattlerestaurant.com">seattlerestaurant.com</a> (\$1,800)

### SHORT DOMAINS (LETTERS & NUMBERS)

Type	Frequency	Avg Price	Total Volume	Best Sale
<a href="http://LLLL.com">LLLL.com</a> (4-letter)	28	\$1,647	\$46,119	<a href="http://kirx.com">kirx.com</a> (\$6,500)
<a href="http://NNNN.com">NNNN.com</a> (4-number)	15	\$2,858	\$42,866	<a href="http://8203.com">8203.com</a> (\$14,600)
5-digit numeric .com	8	\$1,335	\$10,677	<a href="http://36576.com">36576.com</a> (\$5,008)
3-character mixes .com	6	\$1,445	\$8,672	<a href="http://444j.com">444j.com</a> (\$2,222)
<a href="http://LLLL.net">LLLL.net</a> (4-letter)	4	\$1,031	\$4,125	<a href="http://nasc.net">nasc.net</a> (\$1,525)
<a href="http://NNNN.net">NNNN.net</a> (4-number)	3	\$528	\$1,585	<a href="http://99644.net">99644.net</a> (\$560)

## EVENTS & ENTERTAINMENT

Keyword	Frequency	Avg Price	Total Volume	Best Sale
FESTIVAL	5	\$1,436	\$7,180	<a href="http://filmfestival.com">filmfestival.com</a> (\$2,100)
FILM/MOVIE	5	\$1,465	\$7,325	<a href="http://metromovies12.com">metromovies12.com</a> (\$2,025)
MUSIC	4	\$1,472	\$5,888	<a href="http://musicproduction.com">musicproduction.com</a> (\$1,800)
THEATER/THEATRE	4	\$1,425	\$5,700	<a href="http://theatercompany.com">theatercompany.com</a> (\$1,800)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
WEDDING	4	\$1,228	\$4,910	<a href="http://weddingplanning.com">weddingplanning.com</a> (\$1,800)
AWARD	3	\$1,107	\$3,320	<a href="http://awardwinning.com">awardwinning.com</a> (\$1,500)
TOUR	3	\$1,092	\$3,275	<a href="http://tourcompany.com">tourcompany.com</a> (\$1,500)

## SPORTS & RECREATION

Keyword	Frequency	Avg Price	Total Volume	Best Sale
SPORTS	6	\$2,015	\$12,087	<a href="http://nextsport.com">nextsport.com</a> (\$5,000)
GOLF	1	\$860	\$860	<a href="http://4oregolf.com">4oregolf.com</a> (\$860)
FITNESS	3	\$569	\$1,706	<a href="http://crossfitlittlecreek.com">crossfitlittlecreek.com</a> (\$580)
BASEBALL	3	\$679	\$2,036	<a href="http://rutgersbigtenbuild.com">rutgersbigtenbuild.com</a> (\$910)
FISHING	3	\$742	\$2,226	<a href="http://akfishcharters.com">akfishcharters.com</a> (\$1,100)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
SOCCER	3	\$647	\$1,941	<a href="https://soccerdock.com">soccerdock.com</a> (\$815)

## EDUCATION & LEARNING

Keyword	Frequency	Avg Price	Total Volume	Best Sale
SCHOOL	6	\$2,465	\$14,789	<a href="https://schoolstories.org">schoolstories.org</a> (\$6,571)
ACADEMY	5	\$938	\$4,692	<a href="https://themgaacademy.com">themgaacademy.com</a> (\$1,566)
LEARNING	4	\$1,195	\$4,779	<a href="https://learnit.fun">learnit.fun</a> (\$1,999)
COLLEGE	3	\$909	\$2,726	<a href="https://collegeshopping.com">collegeshopping.com</a> (\$1,600)
EDUCATION	3	\$549	\$1,646	<a href="https://educationworld.com">educationworld.com</a> (\$601)
TUTORING	3	\$542	\$1,626	<a href="https://onlinetutoring.com">onlinetutoring.com</a> (\$601)

## KEYWORD ANALYSIS OBSERVATIONS

1. Food & Restaurant domains dominate the dataset with over 150 occurrences across related keywords. RESTAURANT (27 occurrences) leads with an average of \$3,520 and total volume of \$95,050.
2. The AI/Technology category generates the highest average prices (\$4,278), significantly outperforming all other categories despite lower frequency. Premium sales like [extropian.ai](https://extropian.ai) (\$50,000) and [ocularai.com](https://ocularai.com) (\$22,888) drive this performance.
3. Short domains ([LLLL.com](https://LLLL.com), [NNNN.com](https://NNNN.com)) show remarkable consistency with 43 total sales. [NNNN.com](https://NNNN.com) domains average \$2,858, while [LLLL.com](https://LLLL.com) domains average \$1,647, representing reliable asset classes.

4. Geographic keywords combined with business types appear frequently, with MIAMI showing the highest average (\$2,740) among cities, driven by [matysmiami.com](https://matysmiami.com) (\$5,300).
5. Health & Wellness keywords show broad distribution, with HEALTH averaging \$2,410 across 19 domains.
6. Premium keywords like "PAY" (\$1,667 avg) and "VENTURE" (\$2,333 avg) in the Business & Finance category achieve above-average prices.
7. Within the Food category, SEAFOOD (\$2,109 avg) and SUSHI (\$1,515 avg) command premium prices compared to general restaurant domains.

## STRATEGIC INTERPRETATION OF THE DATA

### **Which domain types sell most often:**

Two-word .com domains, particularly those describing a local business or service, sell most frequently. The data shows 211 Two Word sales compared to 69 Single Word sales, demonstrating the higher liquidity of this format. Industry/Niche domains, especially for restaurants and food services, are the most numerous.

### **Which domains sell for the highest prices:**

The dataset shows that short, single-word domains in premium TLDs (.xyz, .ai, .com) achieve the highest prices. Examples include [phase.xyz](https://phase.xyz) (\$100,000), [extropian.ai](https://extropian.ai) (\$50,000), and [campuspride.org](https://campuspride.org) (\$47,500). High-value .com domains also tend to be single, descriptive

words ([neurohealth.com](#) at \$14,250, [agentpass.com](#) at \$42,888) or high-value [LLLL.com](#) combinations ([8203.com](#) at \$14,600).

#### **Which keywords appear most frequently:**

Keywords related to the food service industry are overwhelmingly the most frequent. "Restaurant," "Cafe," "Kitchen," "Grill," "Pizza," and "Bar" appear in a significant number of domain sales, indicating a high volume of transactions for businesses in this sector.

#### **Which TLDs dominate sales:**

The .com TLD is the absolute market leader by sales count with 408 transactions (81.6% market share). However, .ai and .xyz TLDs show a disproportionately high average sale price, suggesting they are premium extensions for specific, high-value niches like artificial intelligence and tech startups.

## **PORTFOLIO INSIGHTS FOR INVESTORS**

#### **Domain types that appear most liquid:**

Two-word .com domains, especially those combining a local geo term with a common industry keyword, appear highly liquid based on their sales frequency. Generic niche .coms in the food and health sectors also trade frequently.

#### **Domain types that command higher prices:**

Single-word .com, .ai, and .xyz domains are the top price-performers. Short, pronounceable four-letter .coms ([kix.com](#) at \$6,500, [phiz.com](#) at \$5,960) also consistently sell for prices above the median. Domains with high-value keywords like "AI," "Health," and "Blockchain" also tend to achieve higher prices.

Possible buying strategies suggested by the data:

1. Focus on .com for volume and liquidity. Acquire two-word .coms in high-demand niches like local services (food, health, beauty) and sell them to end-users. The Food category alone generated over \$400,000 in sales volume.
2. Invest in premium .ai domains. The high average sale price suggests strong, ongoing demand from the AI industry. With 23 sales averaging \$5,472, this represents a high-ROI opportunity.
3. Acquire short, brandable [LLLL.com](#) domains. Their consistent sales at mid-range prices indicate a steady market with 28 sales averaging \$1,647.
4. Target specific high-value niches within larger categories. Sushi and Seafood domains outperform general restaurant domains, suggesting that specialization can yield premium pricing.
5. Consider geographic diversification. Geo domains combined with service keywords show strong sales velocity, suggesting opportunities in acquiring city-specific business domains across multiple metropolitan areas.

## DATA LIMITATIONS

Small sample size: The dataset of 500 sales, while informative, may not be fully representative of the entire domain market.

Missing venue information for some domains: A few entries lack a venue, slightly limiting the marketplace analysis.

Category overlap: The domain category and keyword analysis involved subjective classification, and domains could fall into multiple categories, which may affect the precision of category-specific metrics.

Lack of buyer information: The dataset does not include buyer types (end-user vs. reseller), limiting insights into final usage versus speculative trading.

## CONCLUSION

This comprehensive analysis of 500 domain sales reveals a market where .com remains the cornerstone of liquidity and volume, driven largely by two-word industry and geo domains. However, significant value is concentrated in shorter, more brandable assets, particularly within emerging TLDs like .ai and .xyz, which command premium prices.

The food service industry is a dominant force in the aftermarket, generating the highest volume of transactions with over 150 keyword occurrences across restaurant, pizza, sushi, and related categories. This segment alone accounts for approximately 30% of categorized sales.

Health & Wellness represents a mature secondary market with broad diversification, while Technology & AI commands the highest average prices despite lower transaction volume.

Short domains ([LLLL.com](#) and [NNNN.com](#)) prove to be reliable digital assets with consistent pricing, offering predictable returns for investors.

For investors, the data suggests a dual strategy: maintain a core portfolio of liquid .com assets in proven niches like Food and Health, while selectively investing in premium single-word and trending TLD domains to capture higher-value sales.

## END OF REPORT