



Atomic Names, LLC  
9891 Montgomery Rd. #225  
Cincinnati, OH 45242 USA

tel: 513.351.4222  
fax: 513.351.8222  
email: domains@atomicnames.com

## DOMAIN: **WhiteGoldEarrings.co.uk**

<b>SLD: WhiteGoldEarrings</b> <b>TLD: CO.UK</b> <b>Creation Date: June 2007</b>	<b>Strong SEO/SEM strength of domain makes it an excellent choice for: micro site build-out, affiliate site, targeted ecommerce site, lead generation, or SEO redirect.</b>										
<b>SLD Value Points</b> <ul style="list-style-type: none"> <li><b>Brand Value: GENERIC type, product focused – “White Gold Earrings”</b></li> <li><b>SEO Value:</b> Google Pages matching keyword: <b>2,870,000</b> Google Keyword Searches/Day: <b>15,000</b></li> <li><b>SEM value:</b> Estimated Cost/Click: <b>\$0.53 - \$1.57</b> Estimated Clicks/Day: <b>3.16- 4.00</b> Cost/Day: <b>\$1.68 - \$6.00</b> Advertisers: <b>18</b></li> </ul> <p><i>Statistical SEO/SEM Source - <a href="http://spyfu.com">http://spyfu.com</a> - May 3, 2010</i></p>	<b>TLD Value Points</b> <ul style="list-style-type: none"> <li><b>Global</b> - registration vs. global population vs. internet population <b>188,348 / 6,816,900,000 / 1,802,330,457</b></li> <li><b>Regional</b> - Europe (registration vs. regional population vs. internet population) <b>188,348 / 831,400,000 / 425,773,571</b></li> <li><b>Local</b> - UK (registration vs. local population vs. internet population) <b>188,348 / 61,414,062 / 46,683,900</b></li> </ul> <p><b>Related jewellery domains available:</b></p> <table border="1"> <tbody> <tr> <td>emeraldearrings.co.uk</td><td>goldweddingring.co.uk</td></tr> <tr> <td>emeraldnecklace.co.uk</td><td>whitegoldbracelets.co.uk</td></tr> <tr> <td>emeralddendant.co.uk</td><td>whitegoldearrings.co.uk</td></tr> <tr> <td>sapphirenecklace.co.uk</td><td>whitegoldnecklaces.co.uk</td></tr> <tr> <td>sapphirependant.co.uk</td><td>whitegoldpendants.co.uk</td></tr> </tbody> </table>	emeraldearrings.co.uk	goldweddingring.co.uk	emeraldnecklace.co.uk	whitegoldbracelets.co.uk	emeralddendant.co.uk	whitegoldearrings.co.uk	sapphirenecklace.co.uk	whitegoldnecklaces.co.uk	sapphirependant.co.uk	whitegoldpendants.co.uk
emeraldearrings.co.uk	goldweddingring.co.uk										
emeraldnecklace.co.uk	whitegoldbracelets.co.uk										
emeralddendant.co.uk	whitegoldearrings.co.uk										
sapphirenecklace.co.uk	whitegoldnecklaces.co.uk										
sapphirependant.co.uk	whitegoldpendants.co.uk										

### Industry Profile:

- Jewellery is often classified as bridal merchandise (engagement, bridal, and anniversary rings - about 35 percent of the market); fashion jewellery (rings, bracelets, earrings, pins, gold chains); and watches, silver flatware, and other giftware. Diamond jewellery and loose diamonds account for the largest share of total jewellery store sales (46 percent); gold jewellery for 11 percent; colored gemstone jewellery (rubies, sapphires, emeralds, etc.) 9 percent; and watches 4 percent.
- The US jewellery retail industry includes about 28,000 specialty stores with combined annual revenue of about \$30 billion. Major companies include Zale, Tiffany, and Sterling Jewelers. The industry is fragmented: the top 50 jewellery chains generate less than half of revenue.

### About White Gold:

- White gold** is an alloy of gold and at least one white metal, usually nickel or palladium. Like yellow gold, the purity of white gold is given in carats.
- In recent years, white gold has grown in popularity as a bright and beautiful alternative to yellow gold, silver or platinum. Less expensive than platinum and sturdier and more glamorous than sterling silver, white gold especially complements certain gemstones, such as sapphires and pink citrine.
- White gold's properties vary depending on the metals and proportions used. As a result, white gold alloys can be used for different purposes; while a nickel alloy is hard and strong, and therefore good for rings and pins, gold-palladium alloys are soft, pliable and good for white gold gemstone settings, sometimes with other metals like copper, silver, and platinum for weight and durability, although this often requires specialized goldsmiths. The term white gold is used very loosely in the industry to describe karat gold alloys with a whitish hue.
- Gold is the traditional and modern 50<sup>th</sup> Wedding Anniversary gift**

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