

Media Release

For immediate release

Domain name sale just for suckers, says web specialist

Companies selling .com Tweed-related domain names for up to \$30,000 are wasting their time, says Internet specialist and author, Brendon Sinclair.

"A domain name is only as valuable as the web site behind it. The domain name www.murwillumbah.com is essentially worthless until someone builds an informative, entertaining and ever-changing web site behind it and then markets that site well.

"Take a look at www.wotif.com.au. It's an awful domain name that doesn't even sound like the way it is spelt – but because it is a brilliant last minute accommodation booking web site giving consumers what they want it's successful," Mr Sinclair said.

"The companies selling these domain names at hugely inflated prices are just hoping some sucker comes along who doesn't have an understanding of how people find web sites.

"People generally find web sites via search engines, links from other sites, word of mouth and print media. Not by guessing what they think might be the right domain name," Mr Sinclair said.

Suggestions that the companies are doing anything illegal are also wide off the mark.

"The companies are simply buying a legal product and attempting to on-sell at a higher price. That's called business. They're doing nothing illegal," Mr Sinclair said.

Australian place names with the more relevant '.com.au' extension are about to become available via a balloting system being administered by Melbourne IT.

"Australian geographical names will be allocated via a lottery and will go for almost \$995. The Tweed groups wanting their own town domain names need to get in quick for a chance to secure them," Mr Sinclair said.

Brendon Sinclair is one of Australia's leading Internet entrepreneurs and executive director of Tailored Consulting – a marketing and web development firm. He is author of 'The Web Design Business Kit', named the best book in the web industry in 2004, and writes the SitePoint Tribune, a newsletter for the web industry with 137,000 subscribers.

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<http://www.icann.org/udrp/udrp.htm> - ICANN (main .com registration body) domain name dispute resolution policy. <http://www.melbourneit.com.au/cc/geonames/index> - more information on Australian geographical names about to be released.