



pics.com Domain Sale:
A Brief Overview of the Performance
and Potential of www.pics.com

Domain Sale Prospectus



pics.com

The Pics.com domain provides an immediate opportunity to increase the visibility of an existing brand or to help a new organization quickly establish a large volume of page visits or downloads for their site and/or web app. Internet searches for “pics” and adjacent phrases occur an estimated 153,760,00 times each month. Top companies in the stock image industry are paying Google up to \$10 per click for search phrases related to pictures and images.

pics.com is an opportunity for a new company to make a major entrance into the online image and/or stock photography market. There is also potential for an established organization to maintain or grow their online visibility in this area. Pics.com was originally registered in 1992 and had been used previously to promote technology services.

Around 66% of the 9,000 visits a month come from visitors’ directly inputting pics.com into their browsers and the site currently maintains thousands of high quality backlinks. This means there is an opportunity to build a site that more closely aligns with picture and image related industries and have it immediately start to rank higher in search.

Domain Information:

URL: www.pics.com
Domain Age: 23 years

Traffic Information:

SimilarWeb Global Rank: #1,818,099
SimilarWeb U.S.A. Rank: #544,696
Site Visits in June 2015: 9,000
Direct Traffic Estimate: 5,800 visits per month
Estimated Google PPC Rate for Image Related Terms: \$7.00-\$10.00

Average Monthly Searches – Broad Match – pics

Monthly Searches: 157,760,000
Cost Per Click: \$1.67

Average Monthly Searches – Exact Match – [pics]

Monthly Searches: 136,400
Cost Per Click: \$1.32

Top One Word Domain Name Sales In History:

Insurance.com – \$35.6
Internet.com - \$18 million
Insure.com - \$16 million
Fund.com – 16 million
Sex.com - \$14 Million
Hotels.com - \$11 Million

Note: pics.com was not historically geared toward the online image or stock photography market. The development potential of the domain in this market is untapped.

Contact us for Additional Details