

## CPC up & RPC down, Domain values UP?

I read a very interesting article today about online advertising, sent out by newsletter from MediaPost.com .

It was funny to me that CPC to advertisers is dramatically rising and revenue per click to publishers and domain investors is dropping dramatically???? What gives? [read more...](#)

I read a very interesting article today about online advertising, sent out by newsletter from MediaPost.com .

It was funny to me that CPC to advertisers is dramatically rising and revenue per click to publishers and domain investors is dropping dramatically???? What gives? [read more...](#)

In my eyes, that means the value of those exact match keyword domains is going to increase dramatically. As advertisers become more aware of the importance of the domain name in search engine rankings, the discrepancy in what companies are willing to pay in paid search ranking versus

what most will pay for a domain name, should tighten up.

If  
you are willing to pay \$5,000 per month to Google  
Adsense and just having the keyword domain name will have nearly the  
same  
effect (if not more) in your search engine ranking, then wouldn't it  
stand to  
reason that the value of that domain name is a multiple of the monthly  
expense  
to Google Adsense? (Maybe 24 months would be reasonable? Or  
maybe it should be 60 months, since that is the life of a domain given  
by the  
IRS?).

Either  
way, I believe domain values are on the  
rise. Domain names are an essential element of Search Engine  
Optimization  
and that's all there is to it. As the fight for top spot heats up, so  
will the market for domain names (exact keyword match domains).

My  
thoughts for today&hellip;