

## Amazon Livestreamers Credit Descriptive Domains in Driving SEO and Brand Differentiation

### Claiming the spotlight on Google with .live

Dealcasters cofounders Jim Fuhs and Chris Stone have more than a decade of experience in the livestreaming, podcast and remote production industries and know the importance of branding and search engine optimization (SEO). After getting approval to cohost an Amazon influencer show in 2020, the duo wasted no time developing the show, format and brand—Dealcasters Live.

Using a .live top-level descriptive domain helped them build their brand and climb SEO rankings quickly, earning a top spot on page one on Google within the first year. “We pretty much own page one on Google and our show link, dealcasters.live, is the first listing,” says Fuhs. “It makes it easy for us to brand and gives people an easy way to find us.”

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### Engaging customers with real-time branded content

Livestreaming is skyrocketing and shifting the way brands interact with their audiences. Using a .live domain indicates to your customers that you provide real-time content they want to actively engage with. For Dealcasters, choosing a .live domain, rather than the more traditional .com, was the most descriptive and relevant way of demonstrating the live nature of their show and unique online identity to their audience.

Additionally, Fuhs and Stone chose .live because of the built-in brand protection elements included with the domain. .Live is part of the Identity Digital portfolio, a brand renowned for its extensive TLD options (more than 245 descriptive domain extensions available), high SEO impact, and must-have anti-phishing security features. “Since ‘live’ was part of the show name, it was an obvious choice to select this TLD for our domain name—dealcasters.live—instead of dealcasters.com/live,” says Fuhs. “It’s also the top-level domain widely used in the growing livestreaming and online video industry, so it made a lot of sense for us.”

### PROFILE

Name: Dealcasters  
Location: Atlanta, GA  
Founded: 2020  
Website: dealcasters.live



### CHALLENGE

Amazon influencer startup, Dealcasters, needed to find a way to avoid lengthy, hard-to-remember URLs that Amazon provides to its approved influencers and build up its brand and SEO ranking quickly. Achieving this goal required short and descriptive domain names that let their listeners know what they’re offering, and that would be easy to remember—especially on social audio channels.

### SOLUTION

Dealcasters selected several highly targeted, descriptive domain names from Identity Digital, starting with dealcasters.live, for their livestreaming show. They also chose dealcasters.shop for their Amazon shopping page; dealcasters.university for their landing page to teach people how to become an Amazon influencer; and dealcasters.contact to make it easier for their followers to connect with the brand across several social media channels. The company also reserved dealcasters.academy for a future platform it’s developing for influencer courses.

Using a descriptive domain also allowed Dealcasters to keep its domain name short and memorable, which best suits its unique online business identity. “Amazon doesn’t give their influencers very pretty URLs to work with (e.g., <https://www.amazon.com/live/channel/03494ab2-93e8-415b-9e0a-d738ee532104>), so we decided to take control of that process with redirects,” says Stone.

### Flexibility in choosing domain names

Every word in a domain name can and should be relevant to your brand. And having the freedom to choose both sides of the dot helped Dealcasters communicate the purpose of each site in fewer words. What’s more, every word counts to the left and right side of the dot, which makes it a keyword-rich and effective SEO tactic.

Recognizing this, Dealcasters added additional descriptive domains, including [dealcasters.shop](#) for its Amazon shopping page, and [dealcasters.university](#), for its landing page to teach people how to become Amazon influencers. And to make it easier for customers to connect with the company, the cofounders bought [dealcasters.contact](#) to redirect to a Taplink (like LinkTree), which shows all the different channels people can visit to connect with the brand.

“Be creative and smart in choosing your domain name,” says Stone. “And if you’re in the livestreaming business, using a descriptive name with .live will help attract more listeners, viewers, and customers. We’ve seen how it can catapult SEO for our brand, make it more memorable in social audio and quite frankly sound cooler than the more traditional domain endings.”

### Critical protection from domain scams

Domain fraud and phishing scams are on the rise, with attackers impersonating legitimate organizations. That’s why securing its online identity was crucial to Dealcasters, especially with so many landing sites that could easily be compromised without Identity Digital’s strong protection. The company includes free proactive protection against the most common forms of domain fraud and phishing attacks. It automatically blocks homographic lookalike domain names to prevent their use in malicious web or email addresses, assuring Dealcasters that their domain names are safer from scams.

### Preparing for future success

The Dealcasters cofounders are planning to launch a set of courses geared toward helping aspiring and current Amazon influencers build and enhance their livestreams and overall brand presence through virtual presentation skills and practical guides. In anticipation of the launch and setting up for success, Fuhs and Stone reserved the URL “[dealcasters.academy](#)” for the future platform of its influencer courses. Like its other descriptive domains, this will help further solidify the company as a leader in its space and continue advancing its meteoric rise in popularity.

Within a year of starting the program, Dealcasters has achieved great SEO (search engine optimization). Their .live domain consistently ranks in the top result on page 1 in Google searches for Dealcasters Live and remains in the top 5 Google searches for Dealcasters. All Dealcasters’ newer domains, including .university and .shop, also rank in the top spot on page 1 in Google search.

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