

## Janover's Real Estate Financing Services Take Off with Clear, Meaningful Domain Names

### JANOVER VENTURES ATTRACTS ORGANIC WEBSITE TRAFFIC FROM ITS TARGET AUDIENCE AND SEES 184% GROWTH IN 2020

#### Using the right domain names can create a powerful online presence

Janover's journey began by searching for the perfect domain names, not only so customers can easily find them, but also to present their brand in the best light. This journey led to choosing a descriptive domain extension that is easy to find, remember and communicates to customers exactly what Janover does.

Janover built an online network with some of the most valuable, highly trafficked commercial real estate, multifamily and small business finance websites in the industry using memorable descriptive domain names such as multifamily.loans, hud.loans, apartment.loans, and commercialrealestate.loans

By delivering commercial property financing options on user-friendly websites with memorable names, Janover established a strong online presence and built brand awareness that directly led to increased connections with borrowers looking for lenders.

“There is very little left up in the air about what we do with a domain like multifamily.loans”

– Blake Janover, Janover Ventures' Founder and CEO

#### The cornerstone of strong SEO

Online presence is all about credibility and making the best possible first impression. Most customers have very little to go by before clicking through an online search of names and as a result, the domain name is the most important part of the search results.

By “owning” this digital real estate through search engine optimization (SEO), when a borrower performs a web search to find financing for multifamily or commercial properties, they find Janover services on the front page of search engine results for financing multifamily, small business or commercial properties.

#### PROFILE

Name: Janover Inc.  
(DBA Janover Ventures)  
Location: Boca Raton, FL  
Founded: 2018  
Website: janover.ventures



#### CHALLENGE

A fintech leader, Janover Ventures, set out to make the commercial real estate lending processes easier by digitizing lender-borrower engagements and needed to build a strong online presence to reach its target audience. To accomplish this goal, Janover needed short, memorable, and secure domain names that explicitly state what they're offering and can rank well in search engine results (SEO).

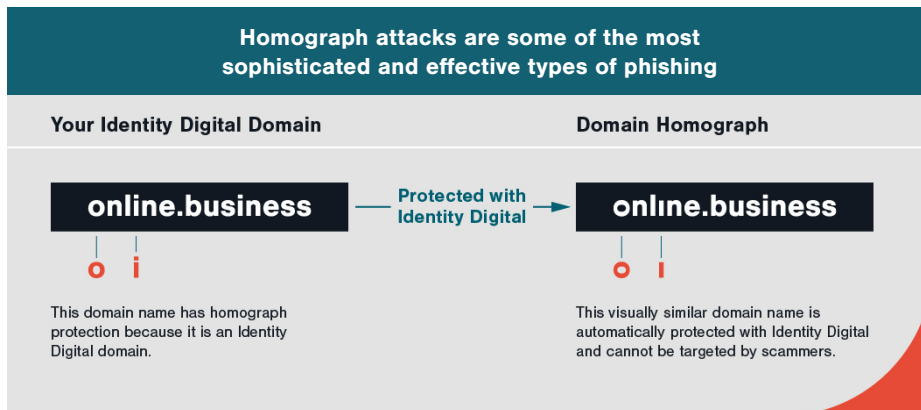
#### SOLUTION

After realizing there were no viable options available in legacy domain names to tell their story in a meaningful way, Janover chose to build online content around highly targeted, descriptive domain names from Identity Digital. They chose Janover.ventures as their corporate domain name and a number of easy-to-understand names for other properties such as multifamily.loans, and commercialrealestate.loans. This strategy resulted in top SEO rankings and dramatically increased revenue.

## Secure domain names put customers at ease

Phishing scams are on the rise with attackers impersonating legitimate organizations. That's why security of its online identity was crucial to Janover. They wanted to reassure their customers that their site is authentic and their customers' data is secure. Identity Digital domains include phishing protection that automatically blocks homographic domain names to prevent their use in malicious web or email addresses, making this domain offering particularly valuable to Janover.

**Specifically, Janover says that Identity Digital “domains help ensure our customers are interacting with the real thing.”**



“The SEO benefits of a highly targeted, high quality, responsive website tied up to a descriptive domain turned out to be a powerful strategy we’ve been able to duplicate many times. Many of our other properties follow a similar formula which helped us build one of the most complete and intricate commercial finance networks in the world.”

– **Blake Janover,**  
**Janover Ventures’**  
**Founder and CEO**

## A smart digital strategy delivers great results

Janover’s success in building websites that hold the top rank on the pages users are searching for has contributed to:



What's more, borrowers searching the internet for financing options can immediately understand what Janover Ventures does and what services it offers. The organic traffic is also primarily within Janover’s target audience made up of commercial, multifamily and small business borrowers and commercial lenders.

Janover’s straightforward, targeted approach also has appeal among investors, helping Janover attract 2,500 retail investors in its first round.

## Investing in the future

Janover plans to continue expanding its digital presence, empowering borrowers, and enabling the best lenders to grow with them. The success they enjoyed with its website-creation strategy, beginning with descriptive domains, has fueled plans for additional websites. They want to make sure the names are complementary to their marketing efforts and stay in their customers’ minds forever. That is why the company has purchased more than 40 descriptive domain names, like commercial.mortgage, which it plans to develop to help even more borrowers find their company on the internet – and find the best financing option for their commercial properties.

For more information visit **identity.digital**.

Find Identity Digital domains at your favorite domain retailer.