

App Developer PQINA Lands Page 1 in Google Search After Just Three Months of Using a Descriptive Domain as a Key Part of SEO Strategy

PQINA'S EDIT.PHOTO DOMAIN AVERAGES 100,000 VISITORS A MONTH—AND THAT'S ALL ORGANIC TRAFFIC.

How a descriptive domain makes it easier to find your brand

As Rik Schennink, founder of PQINA, began focusing on building his software business, he realized he needed a website that would be easy to find online and easy to remember. It had to be simple yet different enough to stand out from dozens of competitors offering similar capabilities. Thinking outside the dot-com box, Schennink landed on the domain name edit.photo. “The name perfectly and succinctly describes what users are looking to do and the search phrase they’re likely to type into a search engine when looking for photo editing software,” says Schennink. There was only one problem with his idea—someone else had already purchased it. Rather than giving up and moving on to another name, Schennink contacted the site owner. “It turned out that he had the same idea I had, including the fact that he was planning to use my product, Pintura, to edit photos,” he says. “After talking with him about my product and vision, he agreed to sell me the domain at cost, and I took over the site shortly after that.”

“One year since the site’s (edit.photo) launch date, it’s averaging 100,000 visitors a month—and that’s all organic traffic.”

– Rik Schennink, Founder, PQINA

Building massive web traffic and SEO relevance quickly

Schennink’s naming strategy would prove to be a huge win. “Within the first three months of launching the site, it’s been on the first page of a Google search for anyone typing in “edit a photo” or a similar query,” he says. “And, one year since the site’s launch date, it’s averaging 100,000 visitors a month—and that’s all organic traffic.” Part of the genius in Schennink’s naming strategy is in its simplicity. “Not only is the name succinct—just two words—it leverages both sides of the dot, so there are no wasted characters,” he says.

PROFILE

EDIT  PHOTO

Name: PQINA

Location: The Netherlands

Founded: 2015

Website: pqina.nl

CHALLENGE

If you type the phrase “photo editing software” into Google, it gives you approximately 381,000,000 results. Within that massive list, dozens—if not hundreds—of software companies are vying for their piece of the collective consumer preference pie. In 2015, Rik Schennink launched a business in this competitive market and walked away from a stable consulting job to pursue his passion for developing a highly refined software editing app that could distinguish itself from the crowd.

SOLUTION

In addition to creating a free app, which helped him build his street cred among fellow developers, Schennink purchased the domains edit.photo, edit.video, and new.photo to make it easier for prospects to find him online and distinguish himself. His strategy quickly paid off. Within three months of launching his first descriptive domain (edit.photo), the domain was on the first page of a Google search for anyone typing “edit a photo” or a similar query—

Leveraging both sides of the “dot” for all products

Shortly after seeing the success of edit.photo, Schennink purchased [edit.video](#) from [Identity.Digital](#), which was also the registrar for edit.photo. The registrar also includes several security services with domains that help protect against domain abuse and phishing attacks. These include homographic attacks whereby attackers set up impersonator domains using lookalike characters (e.g., spelling Amazon.com with a Cyrillic alphabet “o” in place of the letter o). Identity Digital automatically blocks homographic domain names, ensuring none of their variations can be registered. “The site is live, and I’m in the beta phase with a video editing tool,” says Schennink. “There are a few limitations with the current product I’m working to solve, but I’m getting positive feedback, and the site’s steadily gaining SEO relevance.”

Within the past year, Schennink made another domain purchase, [new.photo](#). “I love that while Adobe owns photo.new, my domain, new.photo, aligns with the way someone would type in a search query more naturally,” he says. “Although I currently use this domain to redirect visitors to edit.photo, I’m thinking about launching an AI image generator at this site in the future.”

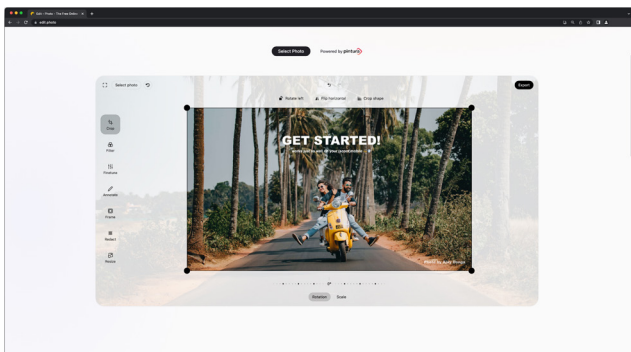
Unlimited scalability

Today, more than 2,000 companies use Pintura in their products. PQINA’s typical clients are other software developers looking to add Schennink’s polished photo editing software to their own software to create a solution. And it isn’t just small development companies buying his products—household names like Dropbox, Square, and ConvertKit are among his clientele.

“Six years ago, I took a pay cut of 70% and stopped all consulting work to pursue my dream to become an indie product developer,” he says. “It took years of blood, sweat, and tears, but in 2021 the monthly revenue from my products has finally surpassed my income as a consultant.”

Today, Pintura generates more than \$20,000 in monthly recurring revenue for the solopreneur. Considering how quickly he got to where he is

today, along with his ingenious website SEO strategy (i.e., leveraging his descriptive domains edit.photo, edit.video, and new.photo), it’s feasible his revenue could double or triple in the next few years.



and it’s stayed there ever since. It’s now been just one year since the site’s launch date, and it’s averaging 100,000 visitors a month in organic traffic.

Clearly, choosing a descriptive domain was an essential part of Rik’s SEO strategy.

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For more information visit [identity.digital](#).
Find Identity Digital domains at your favorite domain retailer.