



Example Domain Name Likability Check Report

30 June 2022

N = 199 feedbackers (convenience sample of English speakers)

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Domain Name Likability Check

Comparison of domain names tested

Feedbackers (N = 199)

	practicalproof.com	forestsunrise.com	absolutemadness.com	grandeq.com	Benchmark
KPIs					
Intent to visit	73%	74%	68%	59%	69%
Easy to remember	79%	78%	80%	63%	75%
Recall percentage	99%	61%	60%	60%	70%
Relevance to people	68%	67%	64%	53%	63%
Trust	68%	67%	64%	55%	63%
New and different	69%	70%	70%	58%	67%
Summary KPI performance	76%	70%	68%	58%	68%
Emotions					
Happy	39%	55%	34%	29%	39%
Content	38%	37%	28%	24%	32%
Joyful	34%	35%	28%	23%	30%
Excited	29%	32%	29%	28%	30%
Calm	36%	38%	19%	24%	29%
Surprised	26%	21%	28%	29%	26%
Confused	12%	12%	21%	33%	20%
Silly	7%	4%	16%	9%	9%
Nervous	5%	5%	13%	10%	8%
Worried	7%	4%	12%	8%	8%
Embarrassed	4%	5%	8%	5%	5%
Other	5%	3%	5%	4%	4%
Sad	2%	4%	6%	4%	4%
Disgusted	1%	2%	4%	4%	3%
Angry	3%	2%	2%	3%	3%

Domain Name Likability Check: practicalproof.com

Associations

Feedbackers (N = 199)

“Practical Proof seems to be a website dedicated to providing scientific evidence and studies to back up claims. The website looks professional and credible, and offers great opportunities for learning.”

First comments (full comments available in full report)

- | | | |
|--|---|---|
| 1. Domain Name That's Flexible. | 13. attractive | 28. Educational |
| 2. involving, or concerned with experience or actual use; not theoretical | 14. business | 29. Energetic |
| 3. logical | 15. Business or legal professional website. | 30. evidence |
| 4. 5 | 16. business service | 31. exam |
| 5. A blog or science website of some kind maybe? | 17. cannot say | 32. EXAMS |
| 6. A law site | 18. checking proof | 33. Fact check and a site with proof of things you might need |
| 7. A product and service review website | 19. CHEMISTRY | 34. Fact checker site |
| 8. A site that describes an event follow by scenarios proving the results. | 20. CHEMISTRY LAB | 35. fail proof diy site |
| 9. A website that claims to provide the proof of something. | 21. consumer rights | 36. FUNCTIONAL WEBSITE, USEFUL |
| 10. all theoretical may or may not comes true | 22. Conviction. | 37. Good one. |
| 11. Amazing | 23. creative | 38. great learning opportunities |
| 12. any products without damage | 24. cute | 39. great name |
| | 25. dont know | 40. happy confident funny |
| | 26. Easy | 41. humorsite |
| | 27. Edtech site | |

Domain Name Likability Check: practicalproof.com

Likes and dislikes

Feedbackers (N = 199)

Likes

Some people like the website "practicalproof.com" because they feel it is trustworthy and provides practical proof for something. Other people like the website because they find the name easy to remember and spell. Some people also appreciate the alliteration of the letters 'p' in the name.

Dislikes

People dislike the website practicalproof.com because it is vague and does not provide enough information about what the website is for. Additionally, people find the name confusing and it is not clear what the website is about.

First comments (full comments available in full report)

1. practical (4 responses)
2. proof (4 responses)
3. easy to remember (3 responses)
4. everything (3 responses)
5. ITS VERY NICE (3 responses)
6. its simple (2 responses)
7. it has some proof
8. it is a name that would make me want to see more
9. It is a no nonsense name
10. the name is ok.
11. the name is suggestive
12. The Name is Trustworthy.
13. ...

1. nothing to dislike (2 responses)
2. ALL ARE GOOD
3. angry
4. anything
5. Boring and irrelevant.
6. bulbous
7. Does not provide enough of a description of what the website is for
8. don't know what it is.
9. DON'T LIKE
10. don't like this
11. dont understand it
12. have zero idea of what it is about
13. ...

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