# 5 Ways to Resurrect the Power of Exact Match Domains

Exact Match Domains used to be a very big deal among online marketers a few years back. It used to be that exact match domains would give you a nice little boost in search engine rankings especially if you targeted a particularly rare keyword with a decent chunk of traffic.

**What are exact match domains?**

These are domain names that have the exact match keywords for particular keyword search. For example, if I am looking to sell Harvard history essay writing online, I can buy the domain harvardhistoryessaywriting.com and to capture that exact match domain name. Of course, you have to buy exact match domain names for keywords that actually get decent levels of decent amounts of traffic and don’t have much competing pages out there.

Many online marketers reduce this to a science. People are buying exact match domains left and right. Well, Google pulled the plug on exact match domains a few years back. Instead of getting an instant SEO bonus, simply having an exact match domain doesn’t help you nowadays.

In fact, if you’re still using exact match domains and you are building website that have less than twenty pages, meaning you’re building "thin content websites", Google might even penalize you. That’s how bad things are with exact match domains.

This leads to the question of whether exact match domains are dead. Well, I would rephrase that question. Instead, I would ask whether there’s still power in exact match domains Thankfully, the answer is a resounding yes. You just have to play the exact match domains website game for 2019 and beyond the right way.

Make no mistake about it. Simply getting a domain name and building a website on it with less than twenty pages and stuffing it with keyword content is not going to cut it. In fact, playing the exact match domain name this way may actually result in you getting a thin content penalty from Google.

Google might not outright penalize you in the form of notice, but at the end of the day, you will notice that you’re penalized because your web pages are not ranking. What follows below are five ways to resurrect the power of exact match domains. These are winning exact match domains strategies for 2019 and beyond.

# Tip 1: Use real content

One of the most common sins committed by exact match domain online promoters back in the day was that they would focus so much on getting the right domain that they would neglect the content for the website. Big mistake. If you’re using duplicate content, low value content, or curated content, you're basically using content that has such a low value that it's not real content.

If you want your exact match domain strategy to work in this day and age, at the very least, you have to use real content.

* This is content that is engaging.
* This is content that is designed for real people.
* This is content that is written in such a way that it engages the emotions of the reader.

In other words, you're featuring content that is written for flesh and blood human beings instead of Google's search robot software.

# Tip 2: Build many pages

If you look at the exact match domain sites that got hammered on by Google a few years back, you would notice a very common denominator: Most of them have few pages. We're talking about less than twenty pages. If you don’t want your exact match domain website to get penalized, you have to treat it like a real website.

What do real websites look like? They’re composed of many pages. In fact, many real websites grow over time. Build many pages for your exact match domain website.

You might think that since you’re focused on a very exact long tail keyword, there's really not much space in terms of content expansion. You would be absolutely wrong. You have to think broadly regarding your keyword. Your keyword might seem very specific but it might be tied to a broader category.

In fact if you develop those broader categories while still devoting enough of your content to your long tail keyword target, you might do better on search engines. Why? These category-based pieces content add context to your whole website.

# Tip 3: Pick longtail keywords that are wide enough to build a real site on

One of the main reasons why many exact match domain sites failed a few years back was because they picked exact match domains that are so narrow that you basically only need one page to cover all the information that's related to that narrow keyword. Talk about the kiss of death.

It's always a good idea if you’re going to be targeting longtail keywords to pick keywords based on how broad they are. The long tail keywords selections must be wide enough so you can build enough sections based on that keyword.

That keyword should lead to a wide enough range of topics so you can actually build many pages. Keep in mind that there are many longtail keywords out there in your niche. Don’t pick the ones that basically put a straightjacket on your website. That is not a recipe for success.

# Tip 4: Use related longtails in your navigation

As I've mentioned earlier, there are many longtail keywords in a particular niche. You have to pick a longtail keyword that is broad enough where a large number of these other more targeted longtail keywords can be categorized under.

**Using this structure, you can use these smaller and highly targeted longtail keywords as part of your navigation system on your website.**

When you structure your website this way, not only are you expanding your content base so you don’t get a "thin content" penalty from Google, you’re also broadening the context of your exact match domain website. This can all work to help you get more traffic from Google over the long haul.

# Tip 5: Use related broader categories

In addition to using related highly targeted longtail keywords in your navigation system, you can also use such keywords when coming up with categories. By using related broad categories, you can stuff all these highly targeted keywords in those categories. This enables you to build a wider and more powerful website.

**Content outsourcing is your friend**

You might be thinking after reading the tips that this is going to be expensive. After all, content doesn’t fall on trees especially good content. In fact my first tip is to use real content.

Make no mistake about it, bad content or low quality content or junk content is very cheap. In fact, you only need to use software to get junk content. The problem is, the moment you start using real content, your costs go up.

The good news is that outsourcing is a very powerful tool you should use to take your business to the next level. There are many freelancers from countries like Kenya, India, Bangladesh, the Philippines, Sir Lanka, and other developing countries with a large base of English writers that you can use to lower your cost.

Of course you always focus on quality. You cannot simply fixate on low pricing. You also have to aim for a healthy balance between low content prices and high content quality.

By balancing these two factors, you end up getting the best of both worlds. Not only do you cut down on your cost but you also feature a quality content on your exact match domain websites so you can resurrect the power these exact match domains have.