



Coffee.org hit the “grounds” running with Sedo.

“ Today, Coffee.org is ahead of schedule in terms of productivity, and I am surprised at the untapped opportunities in the coffee market. ”

William McClure,
Founder and Owner of Coffee.org

It's **more** than a name...

...it's the **brew** for **success**.

William McClure, Fort Smith, AR-based entrepreneur and domain developer, aspired to create a national coffee distribution network for hotels and offices. He wanted to build his business and empower his clients with the right domain, a commodity that would remain secure even during economic downturns.

McClure sought the help of Sedo, the leading marketplace for domains. With Sedo, he was able to purchase Coffee.org, the perfect domain for creating immediate credibility within the coffee industry. To help his business grow, he also worked other coffee-related domains, such as GourmetCoffee.org, into his online strategy. In no time at all, his website was up and running and receiving traffic.

“ I am truly happy with the business and tremendous exposure the .org extension has provided. ”

William McClure,
Founder and Owner of Coffee.org

The best domain isn't always a .com. Others, such as .org domains, are perfect for conveying trust and authority within an industry and may be a more affordable alternative. Turn to Sedo for more than a name, and hit the "grounds" running.

For the right business brew: strategy@sedo.com

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