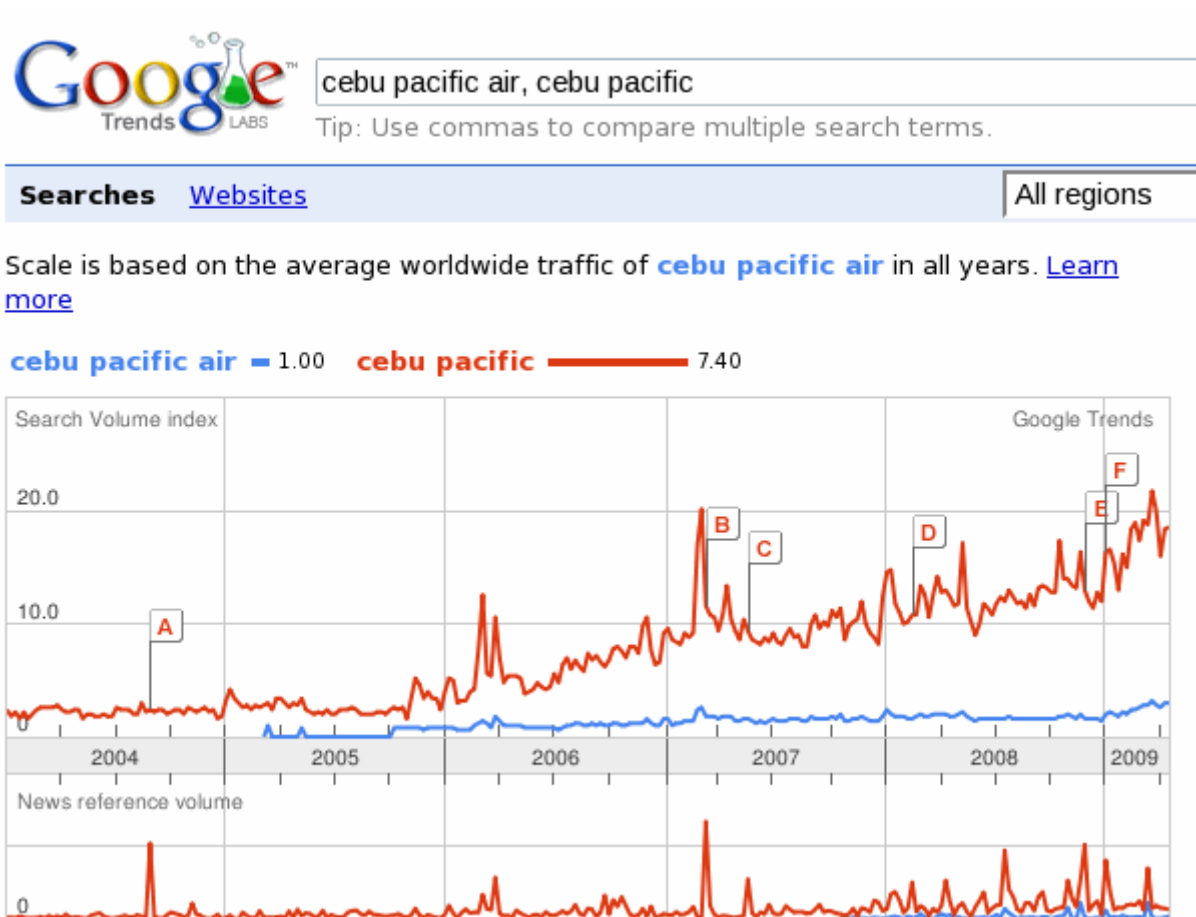


The Curious Case of Cebu Pacific

If you want people to remember your website, you must follow this simple rule: shorter is better. Why spend millions for advertising costs when you can build a nationally recognized brand by picking the best domains for your company? Big companies would spend lots of money to become a household name. Since not all of us are capable of spending that much, you can start an effective advertising strategy by marketing your company with the right domain name.

The second largest airfleet carrier of the Philippines is using cebupacificair.com for their domain name. While their real brand name is Cebu Pacific Air, they are popularly known as "Cebu Pacific". However, their advertising is trying to drive home the fact that their domain is cebupacificAIR.com. This is because people will not remember "air" when going to their website. Even Google Trends is showing that people are looking for "Cebu Pacific" more than "Cebu Pacific Air".



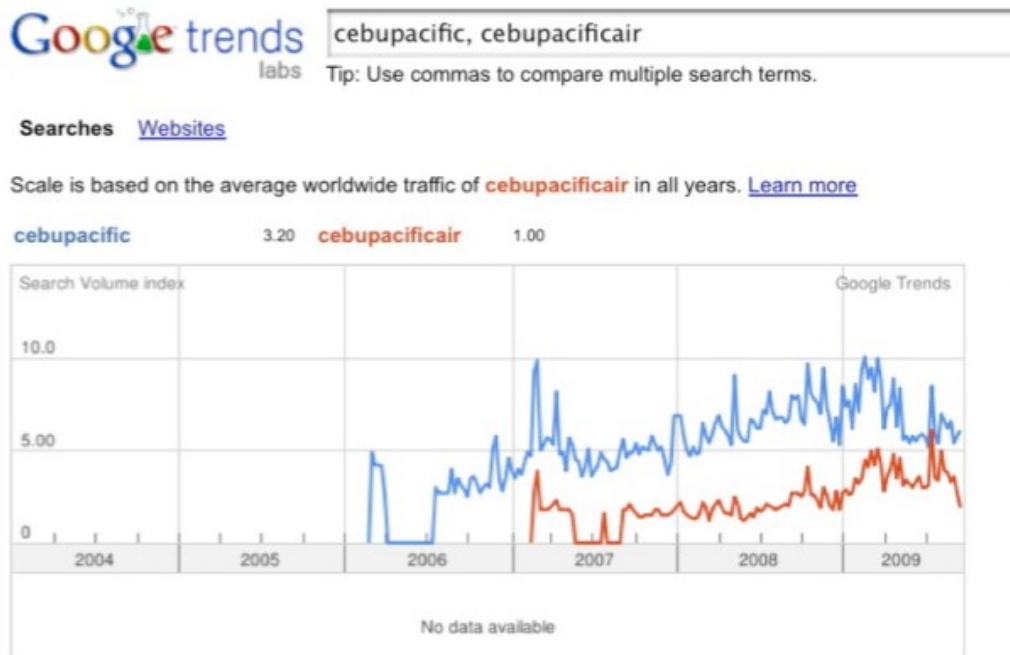
There will be people who searched for "Cebu Pacific" who will definitely be misdirected into going to other websites.

Don't confuse your clients. Your domain is your primary identity online. Get a domain that fits your brand.

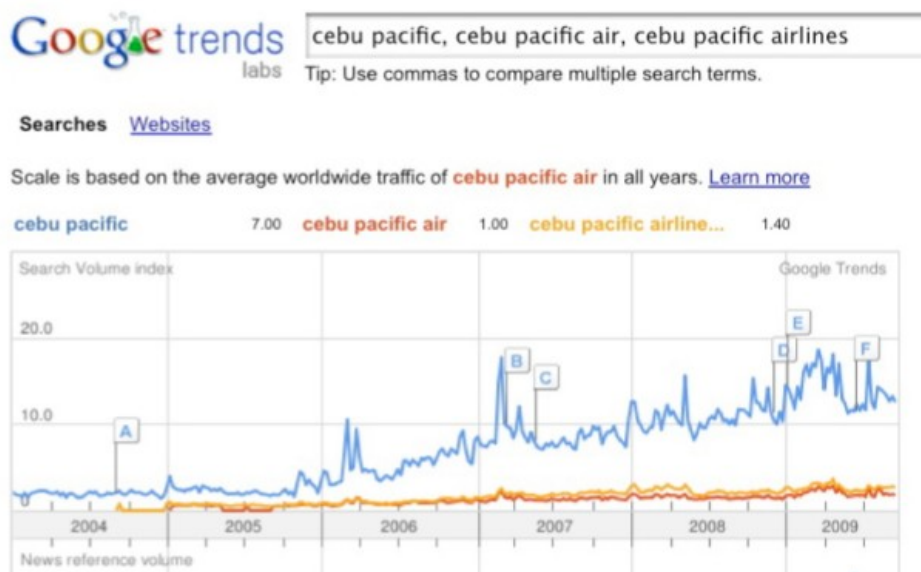
What makes a domain name "bad"?

Quite simply, a bad domain name is hard to remember and find. It's a name that is not consistent with your brand name.

In this sense, Cebupacificair.com is a bad domain name. Did you know that for every 3 people who Google "cebupacific" only one actually searches for "cebupacificair"? Check out this Google Trends chart:



The stats still look bad for Cebu Pacific even if people search for their brand name with spaces. You can see that out of 7 people who Google "cebu pacific" only 1 to 1.40 people look for "cebu pacific air" and "cebu pacific airlines". This means that people are 7 times more likely to type in or visit (by clicking a link) "Cebupacific.com/ph" instead of the official domain, "Cebupacificair.com".



What makes a domain name "bad"?

Search engine results by country also doesn't bode well for Cebu Pacific. For example, if the potential customer is in Singapore and Googles "cebu pacific" there, the results are still deplorable. Instead of the official Cebu Pacific website turning up on the front page, a negative experience about the company makes it as the top two result! This is a huge turn-off for someone who wants to avail of the company's services. Those are lost revenues right there.

Web [Show options...](#)

Results 1 - 10 of about 10,300 for [cebu pacific](#). (0.20 seconds)

[Cebu Pacific](#)

Cebu Pacific brings people together through an affordable and reliable mode of travel, a consistently fun-filled experience delivered with a true heart and ...

[ph.jobstreet.com/jobs/2009/9/j/80/2194355.htm?fr=J](#) - [Cached](#) - [Similar](#)

[Another Cebu Pacific Nightmare Story - Thailand Forum](#)

7 posts - 6 authors - Last post: 25 Apr

Another **Cebu Pacific** Nightmare Story : Well I'm sure everybody remembers when the airport closed to protesters a few months back.

[www.thaivisa.com/.../Cebu-Pacific-Nightmare-Story-t258232.html](#) - [Cached](#) - [Similar](#)

[Cebu Pacific Air](#) - 21 Aug 2009

[Cebu Pacific Credit Card Problem Fixed](#) - 9 Aug 2009

[Cebu Pacific](#) - 3 Apr 2009

[Clark \(angeles Philippines\) To Bangkok With ...](#) - 15 Jan 2009

[More results from thaivisa.com »](#)

[Success Story: Cebu Pacific Air - Jebesen & Jessen Communications ...](#)

Jebesen & Jessen Communications has helped **Cebu Pacific** Air set up an IP telephony solution to support their growing call centre needs. ...

[www.comms.jjsea.com/rhapsody_display.asp?id...BAC6...](#) - [Cached](#) - [Similar](#)

[TTG ASIA - Cebu Pacific to launch new Vietnam-Manila flights](#)

"I believe **Cebu Pacific** will land at Ninoy Aquino International Airport and to connect to **Cebu**, passengers will have to exit the airport, take a bus ride to ...

[www.ttgasia.com/index.php?option=com_content...id...](#) - [Cached](#) - [Similar](#)

[Marketing, Cebu Pacific Air signs sponsorship deal on Travel ...](#)

Marketing, HONG KONG, ONLINE ADVERTISING, **Cebu Pacific** Air signs sponsorship deal on Travel Atnext.com, Campaigns Marketing Media Advertising, ...

[www.marketing-interactive.com/news/8253](#) - [Cached](#) - [Similar](#)

[Cebu Pacific Air Tickets in Singapore](#)

Questions about air tickets for **Cebu Pacific** in Singapore.

[www.etour-singapore.com/cebu-pacific-airticket-in-singapore.html](#) - [Cached](#) - [Similar](#)

[Cebu Pacific | Singapore Hotels](#)

31 Mar 2009 ... **Cebu Pacific** is a budget airline of the Philippines. ... **Cebu Pacific** flies to 27 domestic destinations and 15 international destinations in ...

[www.ibudgethotel.com/singapore-hotels/.../cebu-pacific/](#) - [Cached](#) - [Similar](#)

[time:matters and Cebu Pacific save time : PayloadAsia.com](#)

A new tie-up between Manila-based, low-cost airline **Cebu Pacific** and Frankfurt-based time:matters will see the German express and courier company leveraging ...

[www.payloadasia.com/article-4028-timemattersandcebuspacificsavetime-PayloadAsia.html](#) -

[Cached](#) - [Similar](#)

Country results for Japan also doesn't show the Cebu Pacific website. Instead, the 5th search result leads to negative comments about the company, yet again. Since Cebu Pacific used a domain name that included an unnecessary keyword, thus mangling it, the chances of their official website appearing on Google's top ten results in countries other than the Philippines are really small.

Web [Show options...](#)

Results 1 - 10 of about 13,800 for [cebu pacific](#). (0.24 seconds)

[Smart Magazines Buhay - LnB binigyan na access sa Cebu Pacific](#) - [[Translate this page](#)]

Sa ilalim ng kasunduan, na nilagdaan kamakailan lang, ang LnB ay binigyan ng kaukulang access sa Online Booking Facility ng **Cebu Pacific**. ... [smart.marmeid.com/.../lnb-binigyan-na-access-sa-cebu-pacific/](#) - [Cached](#) - [Similar](#)

Sponsored Links

[Cebu Flight](#)

Looking for Great Flight Deals? Compare Them at TripAdvisor! [www.TripAdvisor.com](#)

[See your ad here »](#)

[Cebu Pacific Air to Operate between Kansai and Manila - 3rd LCC to ...](#) - [[Translate this page](#)]

On October 24, the Ministry of Land, Infrastructure, Transport and Tourism announced that **Cebu Pacific Air**, a Philippine airline, has been granted ... [en.airportnews.jp/headline/44/](#) - [Cached](#) - [Similar](#)

[Philippine low-cost airline to start flights to Japan > Japan ...](#)

Japan has agreed to allow **Cebu Pacific Air** of the Philippines to launch flight services to Japan, the transport ministry...

[www.japantoday.com/.../philippine-low-cost-airline-to-start-flights-to-japan](#) - [Cached](#) - [Similar](#)

[FS9 Cebu Pacific A320 Ldg at WMKK Rwy14L 画像 - GAZOTUBE.com](#)

Sorry for the poor quality.. maybe anyone can tell me how to make it better? I do use FRAPS..** While I'd upload the video without any music, ...

[www.gazotube.com/x29N053O_so.html](#) - [Cached](#) - [Similar](#)

[テクノラティ: 「macuha.com」のブログ記事検索結果](#)

Pacific Sucks by Epinions 7. Usability Fail (**Cebu Pacific Air**) by Life in **Cebu** 8 . **Cebu Pacific Fail** by Markku Seguerra 9. **Cebu Pacific's Very Poor Services** ... [s.technorati.jp/macuha.com?page=6](#) - [Similar](#)

[CEBU PACIFIC AIR \(C\) - DARDEN Ondemand Cases](#) - [[Translate this page](#)]

On February 2, 1998, Lance Gokongwei, the 31-year old chief executive officer of **Cebu Pacific Air (Cebu)**, learned that Flight 5J-387 from Manila to Cagayan ... [www.bookpark.ne.jp/cm/contentdetail.asp?content_id...](#) - [Cached](#) - [Similar](#)

[kaohsiung2009 - APAN](#)

18 Feb 2009 ... Manila - **Cebu Pacific**, China Airlines Bangkok - China Airlines Hong Kong - China Airlines, Mandarin Airlines, Dragonair ...

[www.apan.net/meetings/kaohsiung2009/](#) - [Cached](#) - [Similar](#)

[PDF] [KIX ews](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

On Thursday, November 20, **Cebu Pacific Air**—Philippine's low-cost carrier based in Manila and **Cebu**—began service between KIX and Manila. ...

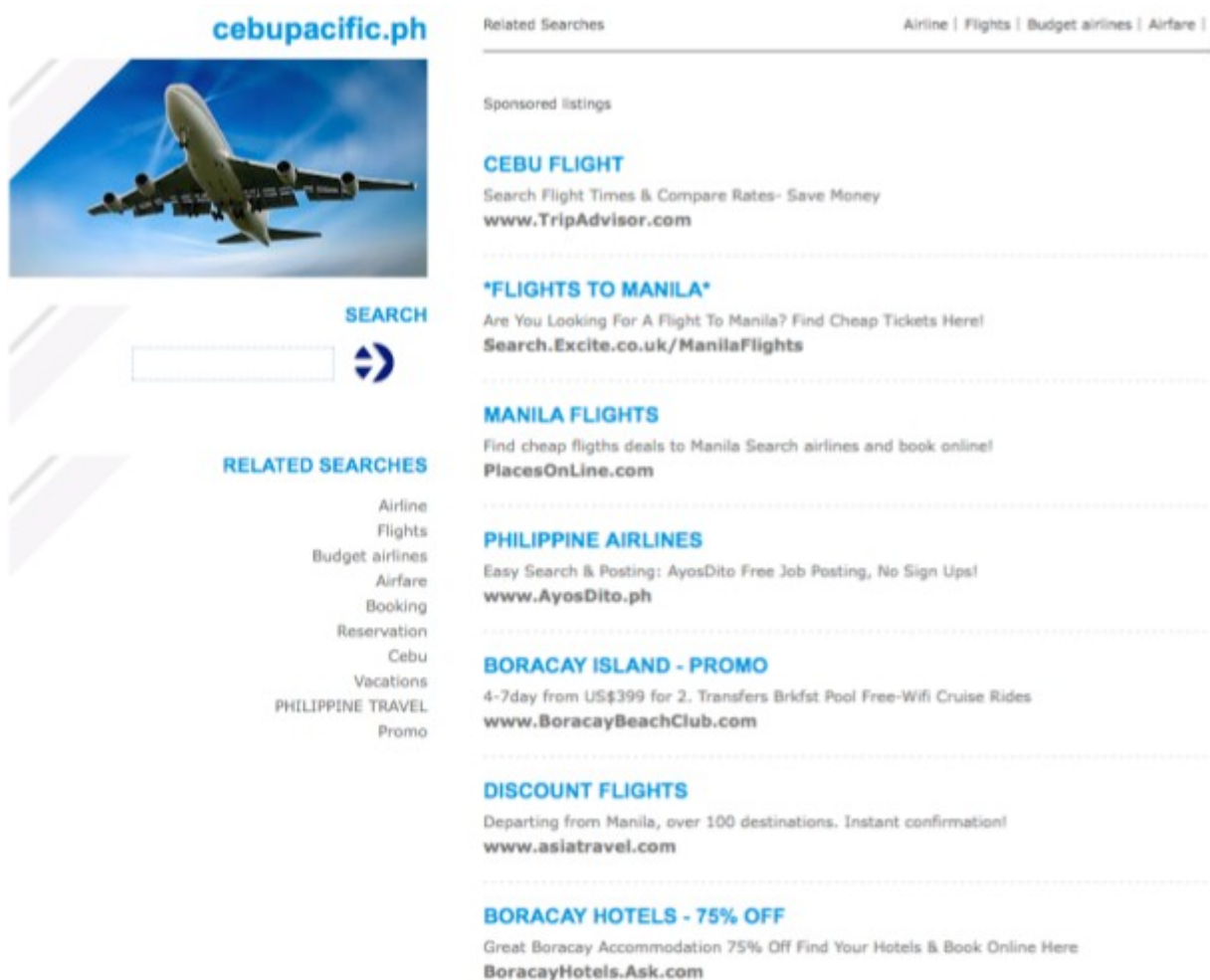
[www.kiac.co.jp/en/kiac_update/pdf/2009/news0901.pdf](#) - [Similar](#)

All this could have been avoided if only Cebu Pacific refused to mangle their domain name. It has condemned itself to being hard to search for because of a simple mistake. Big deal! That's so easy to fix! Why don't they just buy a new domain name that can...wait a minute.

Someone else is currently squatting on "Cebupacific.ph", making money out of the traffic it gets by putting up ads that invite the visitor to avail of **OTHER airlines**.



A cybersquatter has also put up shop on Cebupacific.com. Same mode of operation - the domainer put up ads that invite the visitor to purchase tickets from Cebu Pacific's direct competitors in the Philippines.



The screenshot displays the website **cebupacific.ph**. At the top left is a logo with the text "cebupacific.ph" above an image of a white airplane flying in a blue sky. Below the logo is a search bar with the word "SEARCH" and a magnifying glass icon. To the right of the search bar is a "RELATED SEARCHES" section with a list of terms: Airline, Flights, Budget airlines, Airfare, Booking, Reservation, Cebu, Vacations, PHILIPPINE TRAVEL, and Promo. The right side of the page features a "Related Searches" header with a list of links: Airline | Flights | Budget airlines | Airfare |. Below this is a "Sponsored listings" section with several advertisements:

- CEBU FLIGHT**: Search Flight Times & Compare Rates- Save Money www.TripAdvisor.com
- *FLIGHTS TO MANILA***: Are You Looking For A Flight To Manila? Find Cheap Tickets Here! Search.Excite.co.uk/ManilaFlights
- MANILA FLIGHTS**: Find cheap flights deals to Manila Search airlines and book online! PlacesOnLine.com
- PHILIPPINE AIRLINES**: Easy Search & Posting: AyosDito Free Job Posting, No Sign Ups! www.AyosDito.ph
- BORACAY ISLAND - PROMO**: 4-7day from US\$399 for 2. Transfers Brkfst Pool Free-Wifi Cruise Rides www.BoracayBeachClub.com
- DISCOUNT FLIGHTS**: Departing from Manila, over 100 destinations. Instant confirmation! www.asiatravel.com
- BORACAY HOTELS - 75% OFF**: Great Boracay Accommodation 75% Off Find Your Hotels & Book Online Here BoracayHotels.Ask.com

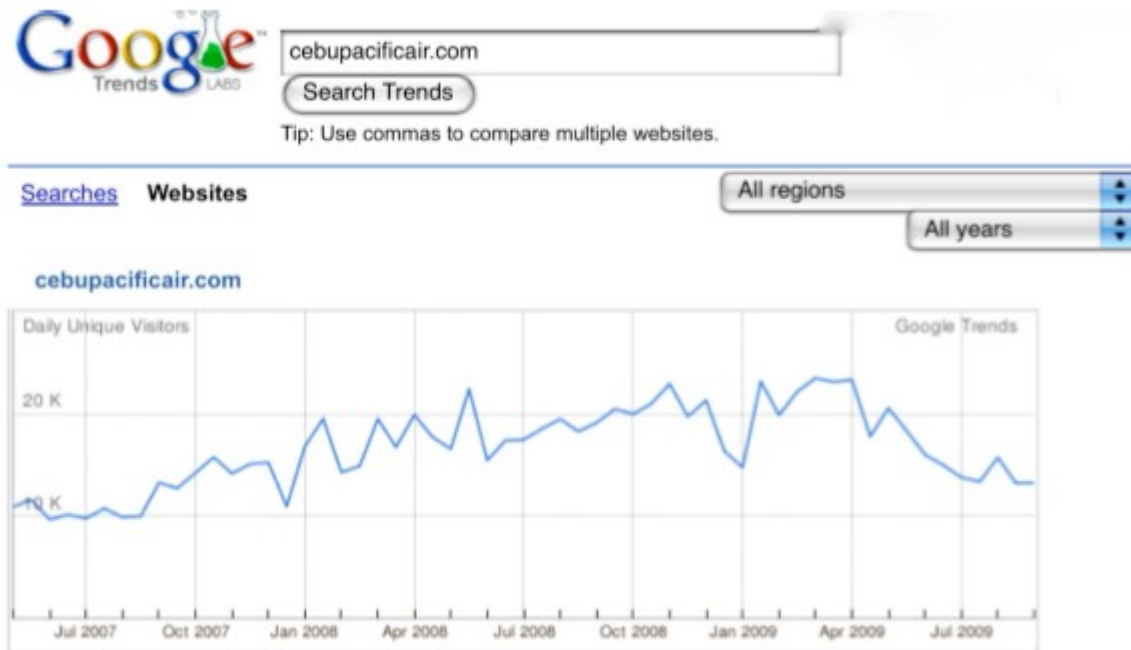
So there you have it. Cebu Pacific is currently using a domain name that is hard to remember and search for due to an unnecessary suffix ("air") just so they can get a .com name.

Cebu Pacific's solution? Spend millions in advertising to make sure that people remember their domain name! This defeats the purpose because it only increases the value of the cybersquatters' domains - the ones who actually HAVE the brand name of the product they're advertising. Advertisements just drive even more traffic and revenue to the cybersquatters.

Let's all remember that good advertising only has one message, and that message should reinforce your brand instead of destroying it.

I'm sure you're curious - **how much traffic is Cebu Pacific actually losing?** More importantly, how much money in the form of ticket sales is the company losing because of their bad domain name?

This graph shows the amount of traffic Cebupacificair.com gets everyday. Based on this, we want to know how much type-in traffic the website is losing every month.



For the amount of type-in traffic (people looking for their website by typing what they think is the official domain name):

- Let's assume 15% of overall traffic is type-in
- Google Trends estimates that there are 13k unique visitors/day going to Cebu Pacific's official website.
- We then compute the 15% of the estimated type-in traffic (13k)
- Cebu Pacific loses 1,950 type-in visitors per day or 58.5 thousand type-in visitors per month.

As we've established above, there are around 3 people who incorrectly type in the domain name of Cebu Pacific for every one person who gets it right. Multiplying 58.5k monthly visitors by 3.2, we can say that Cebu Pacific is losing 187,200 visitors/month!

How much money does the company lose every year just because of a bad domain name?

Let's use Inquirer.net as a benchmark since it's the top website in the Philippines. The site charges \$5/cpm.

- Assume that there's a 4% clickthrough rate per Inquirer.net
- Out of Cebu Pacific's **187.2K missed visitors/month there are 4,118K impressions lost.**
- That's easily **\$20,592 month or \$247 thousand every year!**

Another way to estimate the monetary loss of Cebu Pacific is by looking at the lost income due to misplaced traffic.

- Assume that for every 100 visitors to Cebupacificair.com, 4.3% buy a ticket.
- Infer that the profit for every ticket sold is P350.
- If there are **187.2k lost visitors/month then that means that there are 8,049 lost passengers/month.**
- That's worth **P2.8M lost income/month or \$676 thousand every year.**

Think about it - that's a huge amount of income lost just because of one seemingly small mistake. If you want to avoid this, register your brand's domain name immediately before somebody else does.

What is the value of Cebupacific.ph domain name?

Use Taylor series to compute. Let p = interest rate the Cebu Pacific can get on their money (US\$).

Use Taylor series to solve.

$$\frac{1 + P}{P} = \sum_{w=0}^{\infty} \frac{1}{(1 + P)^w}$$

If the interest rate is 5%, the cebupacific.ph is worth $(\$676T)(1.05)/(.05) = \$14.2M$

[Don't make the same mistake. Get the right domain, right away with dotPH](#)