

The Subdomain *Trap.*

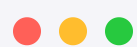
theirstore.yourplatform.com isn't a brand.
It's a billboard for someone else's.

...  theirstore.yourplatform.com

WHAT THE CUSTOMER READS —

It feels like a feature.
It reads as a *signal*.

WHAT THE VISITOR SEES



🔒 theirstore. **yourplatform**.com

— VERSUS —



🔒 **theirbrand**.com

One says *hosted by someone else*.
The other says *this is real*.

WHAT A CUSTOM DOMAIN SAYS —

Three things every *.com* quietly communicates.



Legitimacy

A real business, with its own address and identity to defend.



Investment

The owner cared enough to register, configure, and pay for the name.



Conversion

Buyers click, trust, and check out at higher rates on owned domains.

Directional — effect compounds across email, ads, and direct traffic.



Platforms that default
to subdomains aren't
~~saving users effort.~~
They're *costing them*
credibility.

— THE COST OF THE DEFAULT

THE REAL QUESTION —

Stop asking *whether*. Start asking *how*.

- × ~~Do your users *need* a custom domain?~~
- ✓ **Does your platform make it *easy enough* that they actually get one?**

— AN 8-WEEK SERIES BEGINS

Why forward-thinking SaaS makes domains *native.*

Eight weeks. Eight posts. The case for treating domain ownership as a first-class part of your product — not an afterthought.

01

02

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For builders of publishing platforms

