

**Certified Appraisal Number 2020/07/26**

**Appraisal of domain name: smoothblogging**  
**Performed by master appraiser brandreport.co**  
**Industry focus of name: personal (only suitable for)**

Category	Rating (1-5)	Explanation
Descriptiveness	4	Ability to be associated with content.
Length characters	4	Length in terms of characters
Length words	4	Length in terms of words or partial words in the name.
Spoken Test	4.45	Likelihood that name will be spelled properly after being heard.
Breadth of Applicability	4	Is the name generic - e.g. can it be applied to a variety of institutions individuals and businesses?
Dot-Value	.com	What is the extension: .com .net .org .cc?
Hyphenation	5	Does the name contain hyphens?
Abbreviation	3	Is anything abbreviated such as eName.com?

**Appraised value: \$72**

**Appraiser's Comments:**