CASE STUDY

Levels.fyi

Career Evaluator and Salary Negotiator Levels.fyi's Descriptive Domain Helped It Quickly Become the #1 Brand in Its Space

ONE IN TEN TECH PROS VISITS THE SITE TO ASSIST WITH SALARY NEGOTIATIONS AND GATHER COMPETITIVE INTELLIGENCE.

The story of Zaheer Mohiuddin and Zuhayeer Musa, co-founders of Levels.fyi, showcases how a well-chosen domain name, backed by an innovative idea, can propel a company to the forefront of its industry very quickly.

Mohiuddin's and Musa's business journey began with a simple question: *How can job seekers navigate the intricate web of tech job levels, negotiate better salaries, and find their rightful place in the corporate hierarchy?* This question laid the foundation for starting Levels.fyi and contacting a registrar to buy an Identity Digital domain. Identity Digital is a leading provider of relevant domain extensions that helps customers "claim both sides of the dot." Today, Levels.fyi provides an invaluable resource for tech professionals seeking transparent and reliable insights into compensation, job levels, and career progression across different companies. It's also become a vital resource for resume building and career and negotiation coaching services.

It all started when Mohiuddin, an engineer at Amazon, and his friend and fellow engineer Musa realized the lack of a centralized, accurate source for comparing tech job levels and salaries. "The absence of a 'single source of truth' left job seekers and recruiters grappling with manual efforts to benchmark salaries and align job roles," recalls Mohiuddin. "This gap in the market prompted us to create a solution that would not only benefit individuals but also revolutionize the recruitment process for companies."

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>
> **– Zaheer Mohiuddin, Co-Founder, Levels.fyi**

Establish your brand more quickly by leveraging both sides of the dot

Choosing the domain name was a pivotal step. The "levels.fyi" name resonated immediately with the founders' mission. "The name was

PROFILE

Name: Levels.fyi
Location: Cupertino, California
Founded: 2017
Website: levels.fyi

CHALLENGE

Tech companies categorize their tech positions by "levels." A higher level means more seniority and higher pay. The problem is that companies don't use levels uniformly, meaning job candidates can easily be misclassified—and significantly underpaid—when changing jobs. Friends and fellow engineers Zaheer Mohiuddin and Zuhayeer Musa wanted to create a visual tool that used crowdsourced data to bring salary transparency to the tech industry and provide greater clarity about these non-uniform levels. For their plan to work, however, they needed a company and domain name that could succinctly convey their mission. They also needed a way to attract many job seekers and data contributors to their website and keep them engaged and coming back often.

SOLUTION

The entrepreneurs designed their website to make it easy for job seekers to find the latest salary stats among tech companies. To

descriptive and concise, succinctly capturing the essence of our service," says Mohiuddin. "Plus, having the same domain and brand makes it easier for people to remember and share the site with others."

Levels.fyi's brand and domain synergy is further enhanced by its message. "The name's memorability, combined with its direct correlation to our services, makes our content more clickable and shareable," says Mohiuddin. "Plus, in a world dominated by generic ".com" domains, the uniqueness of "fyi" helps set us apart, elevating our brand and making our name easier to recall."

Levels.fyi's user-centric approach and the fact that their brand name succinctly encapsulates their services drive online traffic organically. "Direct visits to our site contribute to almost half of our audience," says Mohiuddin. And the influence of their brand and domain isn't confined to individuals alone.

Even enterprises seek their insights to benchmark salaries against industry competitors. "Companies like Amazon come to us to learn how their tech salaries compare to Microsoft's," says Mohiuddin. "Our real-time lens and granular data analysis provide an edge over traditional surveys, making us a valuable asset for companies seeking to refine their compensation strategies."

Brand-Domain Synergy: Supporting customers with new services

As they look toward the future, Levels.fyi's founders are unwavering in their commitment to supporting individuals' career development. The success they've achieved through their brand-name synergy, organic growth, and unique domain positioning has given them the foundation to expand further. "We recently launched a job board, and we're adding new services," says Mohiuddin. "We're also expanding horizontally. For instance, we've made traction in biotech and finance, and we're now establishing ourselves in the healthcare market."

Zaheer Mohiuddin's and Zuhayeer Musa's story is a testimony to the fact that just because there are already well-established players in a market, you can still create a massive impact on the lives of countless professionals in a short period by approaching longstanding problems with a fresh perspective.

Levels.fyi's journey from a small startup to becoming a trusted name in the tech industry exemplifies the power of a clear and descriptive domain combined with a focused vision and unwavering dedication.

access the "full list," visitors can anonymously add their salary info, thereby helping keep the data current. Mohiuddin and Musa also added a services tab for applicants desiring help with negotiation coaching, resume building or career coaching, making their site more desirable for repeat visits. When selecting a name, the co-founders explored options outside the "dot com" box and chose Levels.fyi, leveraging both sides of the dot. The company's descriptive domain conveyed its mission and strengthened its brand, and within two years, it had thousands of daily site visitors, pushing it to the top of its category. Less than five years since its inception, Levels.fyi has become the number one source for tech job candidates seeking timely information about job salaries, titles, and levels. In addition to supporting hundreds of thousands of individuals, Levels.fyi is sought after by industry giants like Amazon and Google, who want to see how their compensation packages compare to their competitors.

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