

Learn about .io domain names

.io is a domain name chosen by many technology companies and startups.

You may have seen a website with a .io domain name and wondered what they meant, why use this strange domain name? Used in the British Indian Ocean Territory since 1997, the original domain name was only available in a small region of the world and became an attractive domain name choice for many startups. and technology company.

Maybe you associate this domain to technology sites, software developers . but if you work in technology or are interested, you will realize that .io stands for input / output (head input / output).

Some benefits of .io domain names

Availability is higher than other common domain names

One of the biggest benefits of .io domain names is availability. Although it has been chosen by many companies, compared to other domains, it is still new and still has a lot of land, so the ability to select and register is much higher.

Create uniqueness, easy to remember

Using level 2 and level 3 domain names to play words is a way used by many companies to create a unique feature that helps viewers remember domain names. National Public Radio (NPR), for example, registers an abbreviated URL, n.pr (using the name of Puerto Rico), coincides with their brand name to make it easier for users to remember. You can also create your own way with the .io domain name.



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Being considered by Google as gccTLD, domain name .io does not worry about being limited by geographical area

Are you worried that domain names affect rankings on search pages when using ccTLD (Country Code Top Level Domain)? You can rest assured that Google classifies .io into a gccTLD (Generic Country Code Top Level Domains) group. Google identifies organizations and individuals outside the British Indian Ocean Territory using this domain name, so the results will not be determined according to the above geographical limits.

The URL is shorter

The domain name consists of only two characters meaning the shorter extension will help the website URL to be shorter, making it easier for users to type the address into the browser or remember the domain name.

Lower cost

Also because of the higher availability, the market is still wide and not too cramped, so the price to get a website with .io domain name is not so high as other expensive domain names.

See more:

1. What is top-level domain name (TLD) and how do they work?
2. The trend of the most advanced domain name Top Level Domain
3. Anyone can now register a .app domain with HTTPS integration

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