

The trend of the most advanced domain name Top Level Domain

The .com world has become saturated.

If you are working on digital marketing for a top 1000 Fortune company. To achieve the goal, such as attracting new customers, retaining old customers . one way many companies use is to create a website and post content related to the company's products.

Usually, those who read the article on the site rarely care about the host company, but only the content on that website. This is a connection to the brand.

'If you choose a name with .com, you'll have to compete with others on the search engine,' said marketer Thomas Jepsen. 'The .com world has become saturated. If someone wants to find your business name, no one will guarantee it will be first in search results. '

Think back to the website domain name. Your brand name is a magnet.

Look beyond .com

Mark Josephson, CEO of Bitly describes domain names with a navigation mechanism. Marketers often do not recognize the impact of search queries. 'The benefits of URL before are not yet recognized but it is becoming more and more important for brands to show their presence. Smart marketers are using different links, 'Josephson said. 'Brands are recognizing the importance of links and domain names are at the core'.

Look at those who are leading the trend

Last year, ICANN launched a program that allowed companies to use their tails. For example, to promote iPhone, Apple can use *www.iPhone.apple* instead of *www.iPhone.com* . When this program ended, there were more than 550 large enterprises in the world registered to participate.

What is a .brand?

Over 550 of the world's largest brands now have their own piece of internet real estate.



It's time to end the search, and start connecting

.brand

The future for a connected world

www.makeway.world

Many businesses already have assets on their own network

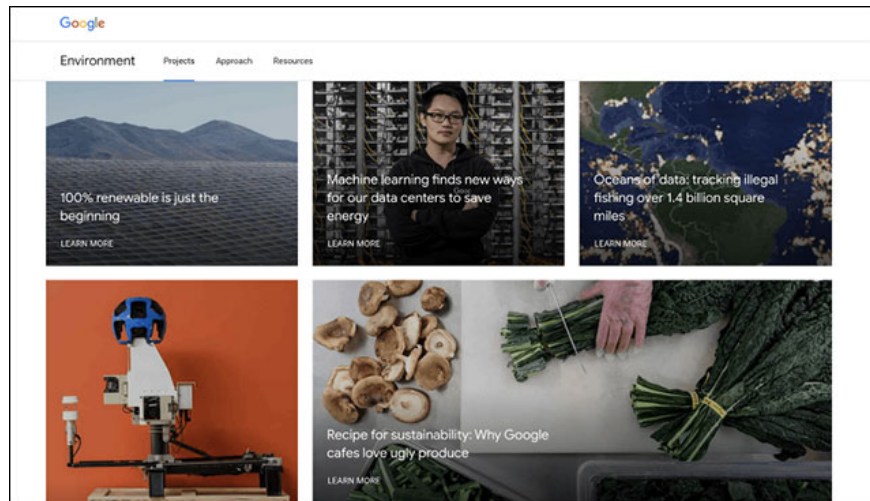
Until new programs are available, these domains will be limited to the brand names they have registered from the beginning, and also distinguish them from other brands.

In a way, a domain name of type .brand (brand name) is a good idea. Only a few companies use. Marketers are still thinking about how to exploit it effectively. Attracting users is easier if your presence in the online world is easy to remember.

Look at the case of Google

So how to use .brand for creativity? Not surprisingly, one of the most innovative companies in the world has their own strategy.

'Originally, the page was created as www.google.com/green , but by the end of November it was changed to www.experiment.google - the original domain name was redirected,' said Tony Kirsch, head of services at Neustar. , the company specializes in supporting the strategy .brand, said.



Google has started using the .brand domain name

Google has been very interested in this domain structure.

Conclude

Using a .brand domain name or any other extension effectively requires a mechanism to attract attention. While the .brand type will be limited by the company name, many other businesses can choose other domain types besides .com. Even the domain name can tell a story as well.

'Imagine from canon.com to printer.com, camera.com and shop.canon :, Jason Loyer, product manager at Neustar.' 'With the company, so easy to cross-sell products. For customers, it is easier to remember. '

Be prepared for a change in the use of domain names for the next few years.

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1. Ways to change website domain names on WordPress
2. How to choose the best domain name?
3. The best, fastest DNS list of Google, VNPT, FPT, Viettel, Singapore

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