



# BUSINESS DOMAIN MUST-HAVES

In today's digital age, brand owners must make critical registration decisions to maximize portfolio efficiency and brand protection.





# DOMAIN MUST-HAVES

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## INTRODUCTION

Your domain name is how your customers find you and your website, so you should make it a priority for your business to ensure that your name remains yours. Creating a unified presence across the Internet's top-level domains (TLDs) is one of the best ways of achieving this feat.

After all, your domain is your entire online identity. You wouldn't let another company set up a shop next door to you with the same name, so why would you allow the possibility of someone doing the same online?

## ESTABLISH

Creating a recognizable brand is essential for businesses, both small and large. Once you have established a reliable customer base, you should start thinking about how you can grow and protect your digital presence.

## GROW

By securing multiple domain extensions related to your business, you can keep others from using them. With the total number of websites on the Internet increasing exponentially, you want to prevent someone, especially a competitor or criminal, from registering a domain that is confusingly similar to yours.



## PROTECT

Defensive domain registrations defend your brand from competitors and various cyber threats such as cybersquatting, phishing, and the use of your brand in malicious or inappropriate websites.

Domain names help you establish your identity, protect your brand from the competition, and combat ever-evolving cybercriminal activity.

As experts in the modern domain environment, we have curated a highly-researched list of recommended domain extensions for brand owners to strengthen their global web presence.



## HOW TO UTILIZE YOUR DOMAIN PORTFOLIO

A business can have multiple domain extensions in use, all working towards the same goal. Not only does a unified domain portfolio help protect your business, but it can also help you maximize your search engine-referred traffic and attract more customers.

- Web forwarding
- Marketing
- Satellite domain website

# CNOBI

## .COM, .NET, .ORG

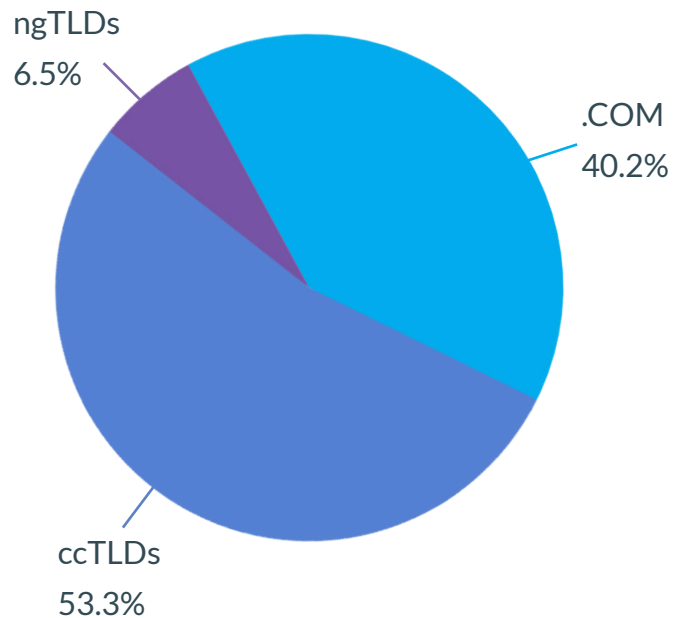
With over 1,600 different TLDs available, you may be wondering where to begin. For this reason, 101domain has coined the acronym “CNOBI”. CNOBI consists of the five legacy TLDs that every business should own: “.com” “.net” “.org” “.biz” and “.info”.

By itself, .com attributes to almost half of all domain registrations. When the .com name is already taken, .net is often thought of as the second-best option.

.org is another established domain. Similar to .net, .org is not as desirable as a .com domain name, but it's still a professional alternative because it was created specifically for organizations.

## TOTAL TLD PERCENTAGES

Source: Verisign Domain Industry Brief Q2 2019



## .BIZ, .INFO

.biz and .info were introduced in 2001 as the first batch of new gTLDs approved by ICANN in the expansion of the Domain Name System.

Together the domains which make up CNOBI are the most sought-after extensions in Internet commerce. These common generic term TLDs provide an alternative for businesses whose preferred domain name in .com has already been registered by another party.

Therefore, if you are the party who owns the .com, you should extend your portfolio to include the entirety of CNOBI before someone else does.





## STARTUP DOMAINS

Often times, things created for one purpose do not gain momentum until they are re-purposed for an entirely different reason.

Let's take the The Fanny Pack, for example. When worn by "dad" to safeguard all of his valuables on vacation... uncool.

But, fanny packs worn by college students as a fashion accessory... trendy!



## NEW AGE DOMAINS

Over the past few years, we have seen something similar in the digital landscape. Startup brands are re-purposing country code top-level domains (ccTLDs) like .ai and .io for the tech industry's use: Artificial Intelligence and Input/Output.

These two extensions, in particular, have become so popular in the mainstream that they are hardly recognized as ccTLDs today.



## DOMAINS TRENDING NOW

In addition to .ai and .io, we recommend investing in domains that are trending right now, like Google Registry's .app domain, which launched in 2018 and is highly sought-after in the aftermarket.

The more online real estate you acquire for your business, the less you will have to compete with cutting-edge startup entrepreneurs for your brand term.

# COUNTRY CODE DOMAINS

Although .com is the primary domain of choice, country code domains are highly utilized in other regions around the world.



## GLOBAL EXPANSION

You should register domains in the territories in which you conduct business or international markets you wish to enter. Even if you do not have forthcoming plans to expand your global reach you should still register these domains for brand protection purposes.



## BRAND PROTECTION

Certain ccTLDs are known for having higher rates of cybersquatting and less protocols in place for recovering domain names infringing on your trademark. The top cybersquatted country code domains include .cn for China, .es for Spain, .com.br for Brazil, .com.au for Australia, and .ru for Russia.



## AVAILABILITY REPORT

If you would like to acquire a list of domain names for your brand name in all extensions on the web, consider an Availability Report. Our Availability Report reveals the gaps in your domain portfolio so you can protect your brand from the most commonly-squatted domain extensions.

### Sample Availability Report

Domain Manager

kimberly@101domains.com

+1 858 864 1352

Domain Availability Report

PARISHILTON

Edit Report

Kimberly D

101domain.com

kimberly@101domain.com

Expires in 15 days

2/14/2019, 21:22 UTC

461 Results Available

Clear All Filters

Re-Run Report

Share

PDF Export

XLSX Export

Exports will contain filtered results only

Domain		Extension				Pricing					Privacy		Fees
Status	Domain	Extension	Country	Registration Time	Min. Term (yrs)	Is Premium	1 year	2 year	5 year	10 year	Privacy	Trustee / Proxy	Setup Fee
All				All	All	All	All	All	All	All	All	All	All
Available	PARISHILTON.SARL	.SARL	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-
Available	PARISHILTON.SRL	.SRL	Generic	24 Hours	1 Year	No	\$7.99	\$79.98	\$199.95	\$399.90	\$5.99/yr	-	-
Unavailable	PARISHILTON.ADULT	.ADULT	Generic	Instant	1 Year	Yes	\$103.00	\$206.00	\$515.00	\$1,030.00	\$5.99/yr	-	-
Unavailable	PARISHILTON.XOX	.XOX	Generic	Instant	1 Year	No	\$89.99	\$179.98	\$449.95	\$899.90	\$5.99/yr	-	-
Unavailable	PARISHILTON.SEX	.SEX	Generic	24 Hours	1 Year	Yes	\$103.00	\$206.00	\$515.00	\$1,030.00	\$5.99/yr	-	-
Available	PARISHILTON.BIO	.BIO	Generic	Instant	1 Year	No	\$14.99	\$139.98	\$349.95	\$699.90	\$5.99/yr	-	-
Available	PARISHILTON.BLACKFRIDAY	.BLACKFRIDAY	Generic	Instant	1 Year	No	\$149.99	\$299.98	\$749.95	\$1,499.90	\$5.99/yr	-	-
Available	PARISHILTON.BUSINESS	.BUSINESS	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-
Available	PARISHILTON.LTD	.LTD	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-
Available	PARISHILTON.INC	.INC	Generic	2019-05-07	1 Year	No	\$2,499.00	\$4,998.00	\$12,495.00	\$24,990.00	\$5.99/yr	-	-
Available	PARISHILTON.LIMITED	.LIMITED	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-
Available	PARISHILTON.LLC	.LLC	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-
Available	PARISHILTON.MARKET	.MARKET	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-
Available	PARISHILTON.MARKETS	.MARKETS	Generic	Instant	1 Year	No	\$16.99	\$33.98	\$84.95	\$169.90	-	-	-
Available	PARISHILTON.ENTERPRISES	.ENTERPRISES	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-
Unavailable	PARISHILTON.AGENCY	.AGENCY	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-
Available	PARISHILTON.COMPANY	.COMPANY	Generic	Instant	1 Year	No	\$8.99	\$17.98	\$44.95	\$89.90	\$5.99/yr	-	-

## PARTNER WITH A PARTNER YOU CAN TRUST

A full and robust domain name portfolio establishes your business in the expansive digital landscape, meanwhile protecting your brand from the competition and criminal activity.

Cybersquatting is not only a threat to your brand image and goodwill, but can cost your company considerably. 101domain Corporate Brand Service Executives work closely with you to ensure your domain portfolio is current and continues to support your brand.

If you would like more information on any of the domains and practices mentioned, our brand protection team will be happy to assist you.



[www.101domain.com](http://www.101domain.com)  
[corporate@101domain.com](mailto:corporate@101domain.com)  
877.983.6624