

3 REASONS • .com IS THE PLACE FOR BUSINESS

For more than 30 years, .com has been THE place for COMmerce on the web – the name says it all. Take a look at the reasons why a .com domain name is the place for business.



1

WELL-KNOWN & TRUSTED



It was created for business

.com was **established in 1985** as the domain name extension for commercial activity on the internet



It's well-known around the world

95% of the world recognizes .com¹

94% of internet users have visited a .com¹



It's trusted and reliable

For over 19 years, Verisign has managed and protected the .com infrastructure with 100% operational accuracy and stability

2

GREAT .COM DOMAIN NAMES ARE OUT THERE



There are millions of options

A .com is registered every second²

149 million previously registered .com domain names are once again available for registration³



There's new territory

70% of .com domain names registered in the last 3 years had never been registered before⁴



Go descriptive

Internet search users are almost **2X** as likely to click on a domain name with at least one keyword in their search query⁵

Nearly 40% of all .com domain names are made up exclusively of two or more frequently used English words⁶

3

POSITIONED FOR SUCCESS



It's the choice for big business

100% of Fortune 500 companies have a .com⁷



It's the place for entrepreneurs

80% of the tech companies funded since 2010 have a .com⁸



It powers global e-commerce

More than \$689 billion of global e-commerce annually runs on business with a .com⁹



3 WAYS TO USE A .COM DOMAIN NAME

Millions of businesses have made their home online on .com, because .com is the global standard of the online marketplace.



Email

Use a .com to brand your company email
ex: info@yourbusiness.com



Website

Make a .com the address for your business website



Social Media

Connect a .com to your social media business page

WHAT ARE YOU WAITING FOR?

If you want to grow a business online, register a .com domain name today

Find one for your business at
[Verisign.com/register](https://www.verisign.com/register)



1. <http://hewgtda.icann.org/en/reviews/cct/phase2-global-consumer-survey-23jun16-en.pdf>
2. Verisign data as of March 31, 2016
3. Verisign data as of April 11, 2016
4. Verisign data as of Jan. 1, 2017
5. <https://blog.verisign.com/domain-names/how-keyword-rich-domain-names-positively-affect-search-click-through-results/>

6. Verisign data as of April 2016
7. Verisign data as of April 2016
8. <https://www.cbinsights.com/blog/the-most-popular-startup-domain-suffixes/>
9. Verisign data as of June 2015

