

Improve Digital Engagement and SEO using a Brand TLD

NEW TLD DOMAINS REGISTERED

28,822,272

March 29, 2017. Source: ntlstats.com

New TLD registrations have grown by 1.2 million in the first quarter of 2017 from 27.6 million to 28.8 million.

BRAND TLD INNOVATORS

543 of 551 Brand TLDs are now live. Over 110 are active with a growing base of more than 700 websites. Here are leading examples of Brand TLD use cases:



[chime.aws](#)

Amazon's latest initiative, a communication solution called Chime, is using the .aws Brand TLD.



[aquos.sharp](#)

Sharp's first active Brand TLD domain is a redirect to sharp-world.com that is masked.



State Bank of India

[bank.sbi](#)

India's largest bank (ranked by assets), the State Bank of India, moved to its Brand TLD.



Audi

[singer-marktoberdorf.audi](#)

Audi is using the sequence "dealer.audi" and creating redirects to their social properties: [twitter.audi](#).



[home.locus](#)

Locus, a data and analytics company, now uses their Brand TLD for their new home web address.



[livingculture.lixil](#)

Lixil, a Japanese manufacturer of building products, is using .lixil for brand marketing.



[aus.abbott](#) & [ie.abbott](#)

Abbott built an active Brand TLD user, recently launched new "geo.brand" sites.



[michael.bloomberg](#)

This is a redirect to mikebloomberg.com, a site about Michael Bloomberg and his global initiatives.



[ricohr.ricoh](#)

Ricoh built a new product website using their Brand TLD for their live streaming camera.



make.believe

[motionsonic.sony](#)

Sony has followed their release of [lostinmusic.sony](#) with another eclectic brand engagement site.

See more @ [BrandTLD.News](#)

Authentic Web helps enterprise teams deploy, manage, and innovate in the Brand top-level domain (TLD) space.

Learn how early adopters are deploying their Brand top-level domains.

Call us: 1-855-436-8853.

BRAND TLD DOMAINS REGISTERED

6,933

March 29, 2017. Source: makeway.world

As of March 29, 2017, 6,933 Brand TLD domains have been registered with over 110 active brands delivering innovative use cases.

VANITY URL + BRAND TLD = MARKETING & SEO BOOST

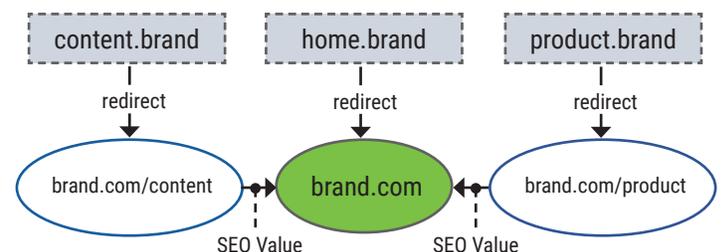
An update to Google's search algorithm in July of 2016, permits brands to use vanity URLs as redirects with no loss in link strength, contributing to SEO. This allows a Brand TLD domain such as [run.nike](#) to be redirected to a deep-link such as [nike.com/running](#), contributing toward the SEO value of [nike.com](#). Matt Dorville, the Content & SEO Strategist for the MLB and the NHL shared this finding on a recent webinar headlined by Clickz, Neustar and VaynerMedia.

A significant advantage to owning a Brand TLD is having the creative freedom to register any "word.brand" domain. This optimizes the process of creating simple, memorable, and meaningful domain names that increase digital engagement (e.g. [yankees.mlb](#)).

Short, branded domains make it easier for consumers to absorb content and accelerates the velocity with which audiences connect to content. So what does this mean for your brand?

Tip 1: If you don't own your brand TLD you should be thinking about building a business case for acquiring one in the next round.

Tip 2: If you own a brand TLD, you should explore innovative applications for your new digital branding assets.



BRAND TLD RESOURCES

Neustar: Dot brand webinar featuring Major League Baseball. [Webinar](#)

Dot Stories: Latest Movers and Shakers in the World of Dot Brands. [Article](#)

Authentic Web: Infographic: Brand TLDs 2016 Year-End Status. [Infographic](#)

Afilias: 2017 will be the year of dotBrand New gTLDs. [Video](#)

MarketingTech: Should your brand have a Top-Level Domain? [Article](#)

[Read the New TLD Whitepaper](#)

[Schedule an Education Session](#)

Authentic Web empowers enterprises with a domain management platform built for innovation.

Differentiate with your Brand TLD.

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