

.edu .jobs .tv .com .net .name .cc .gov

The domains that define the Internet are powered by VERISIGN



Domain Name Industry Drivers

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Senior Vice President of Marketing and Channels

March 13th, 2018

Globally, Internet Users Expected to Grow Over the Next 3 Years

Expected new internet users next 3 years
(2016-2019)*

Region	2016	2019	3 Yr Increase	3 Yr CAGR
APAC	1,758	2,154	396	7%
Middle East & Africa	296	365	69	7%
Latin America	345	386	41	4%
Europe	572	608	36	2%
North America	297	312	15	2%
Total	3,268	3,825	557	5%

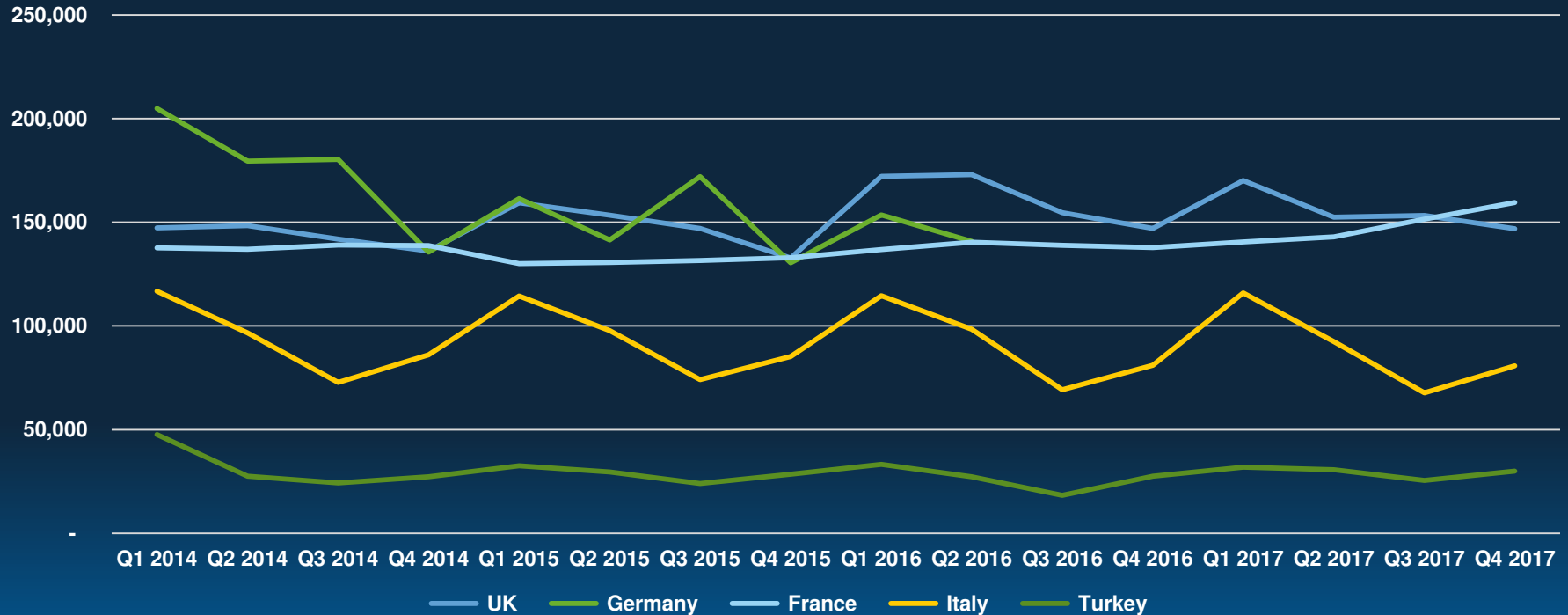
*Countries with new users in excess of 5M
Source: eMarketer, 2017

European users
expected to increase
by twice as much as
US

India, China, and
Indonesia expected
to show largest
increase in IUs

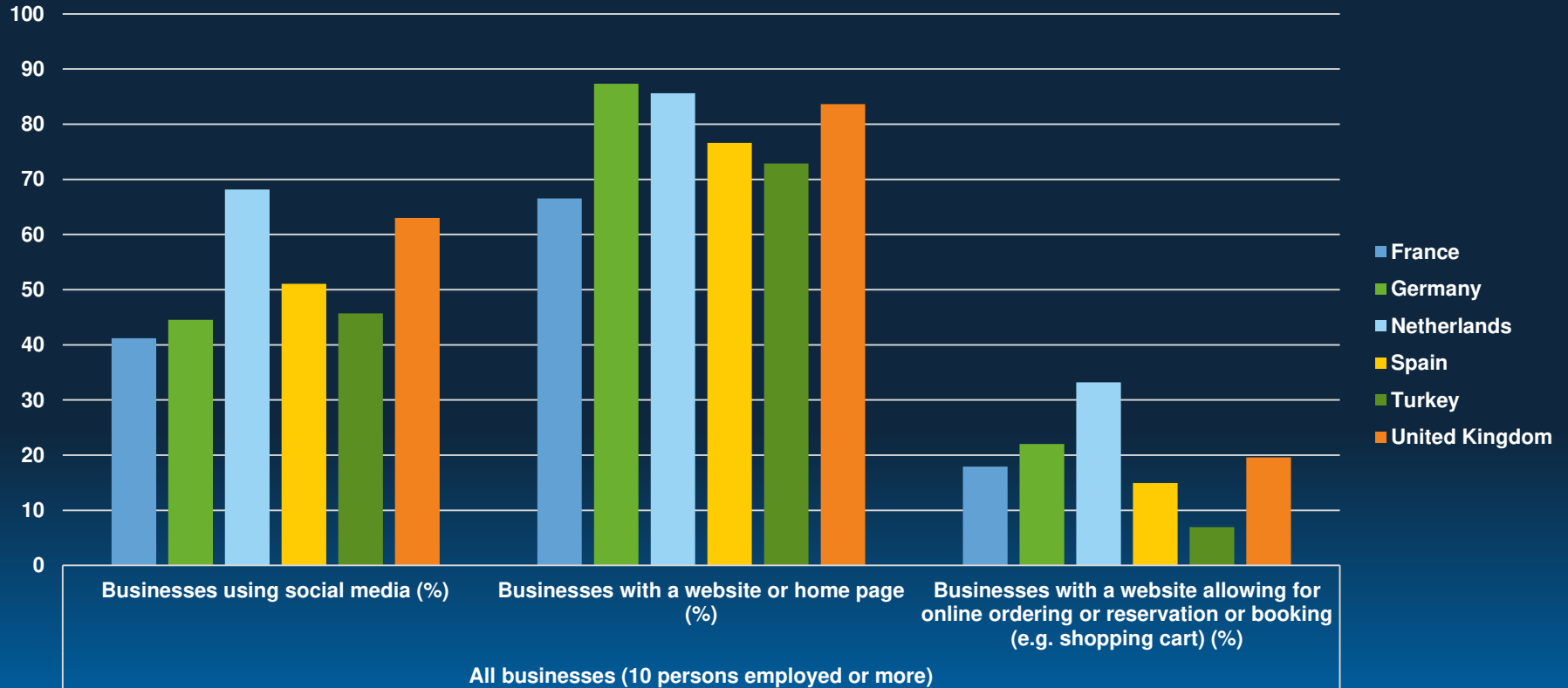
Significant
increases expected
throughout Africa

Strong European Business Starts

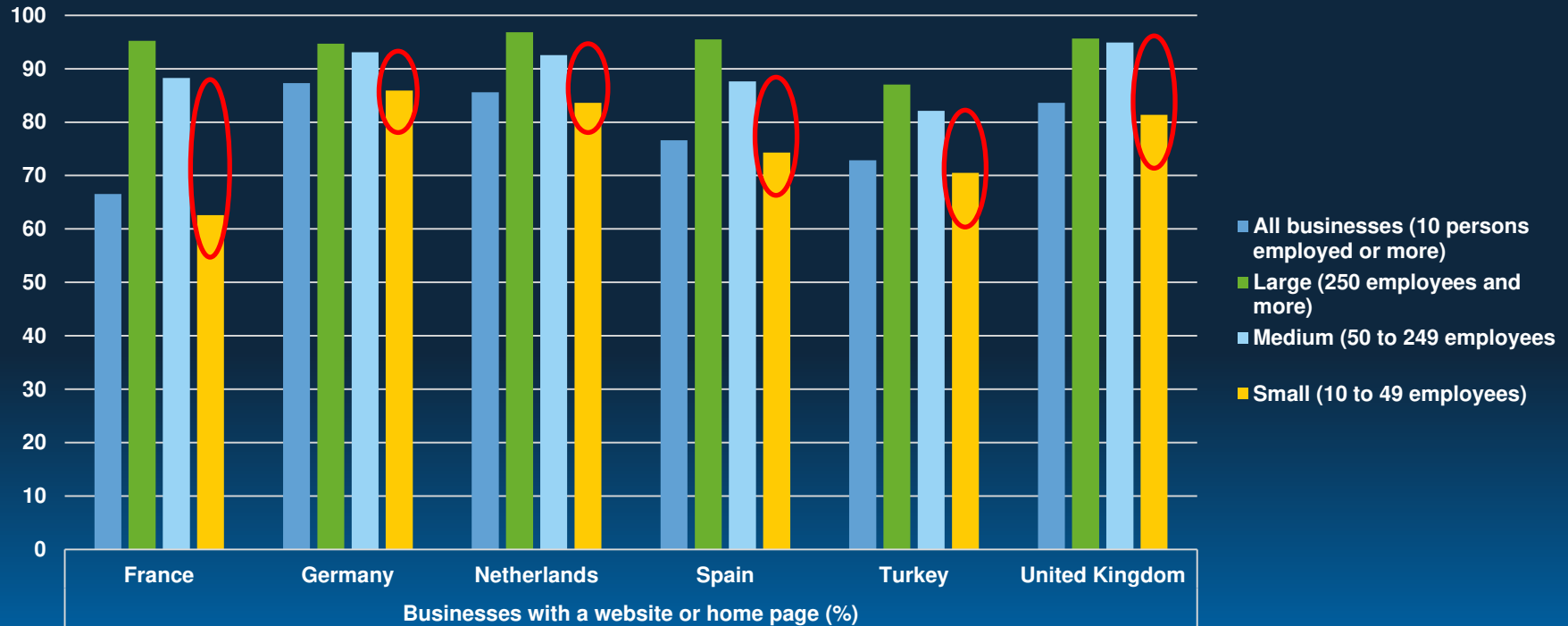


<http://www.tobb.org.tr/BilgiErisimMudurlugu/Sayfalar/Eng/KurulanKapananSirketistatistikleri.php>
<https://www.insee.fr/fr/statistiques?debut=0&theme=30&conjoncture=21>
<http://www.mc.camcom.it/uploaded/Allegati/Promozione/Charts/Open-Data-Iscrizioni-Imprese.htm>
<https://www.destatis.de/DE/ZahlenFakten/GesamtwirtschaftUmwelt/UnternehmenHandwerk/Gewerbemeldungen/Gewerbemeldungen.html>
<https://www.gov.uk/government/statistics/incorporated-companies-in-the-uk-october-to-december-2017>

Demand for Websites Remains Strong

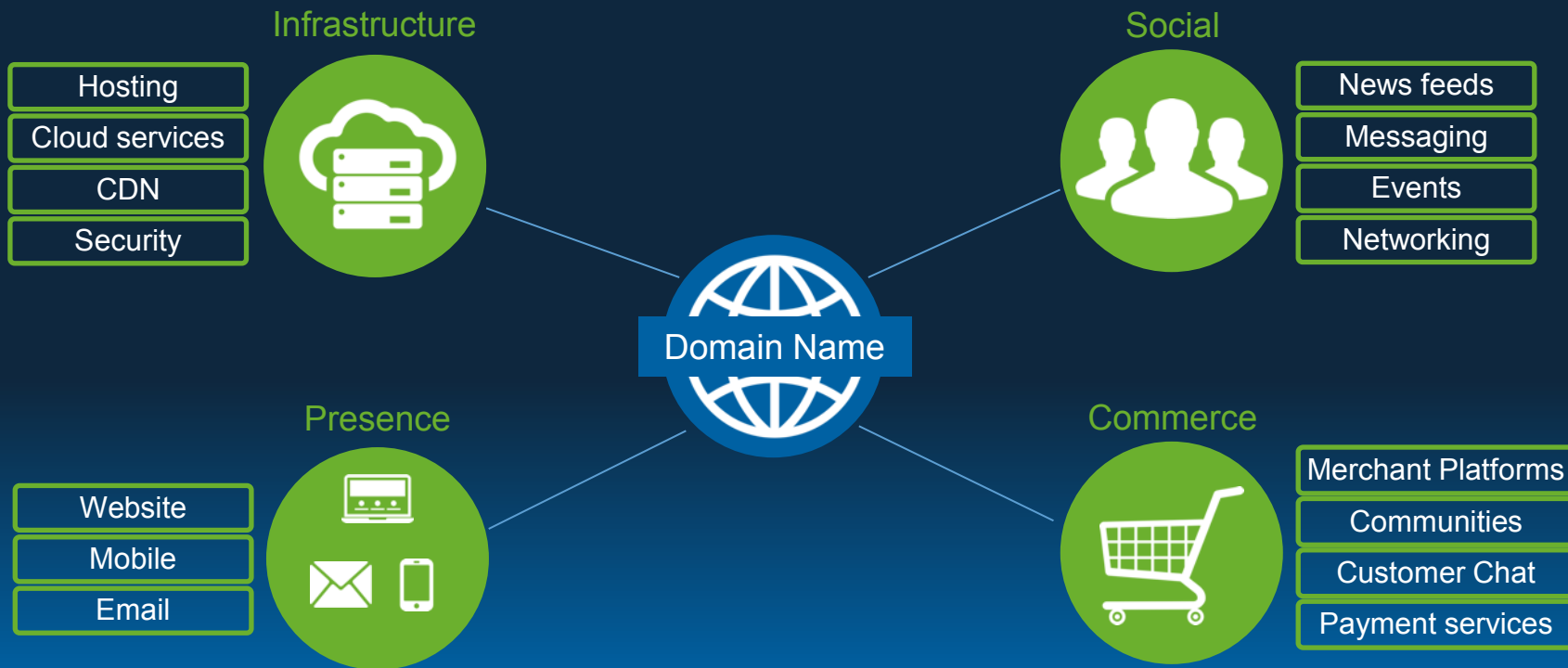


Opportunity To Grow SMB Adoption

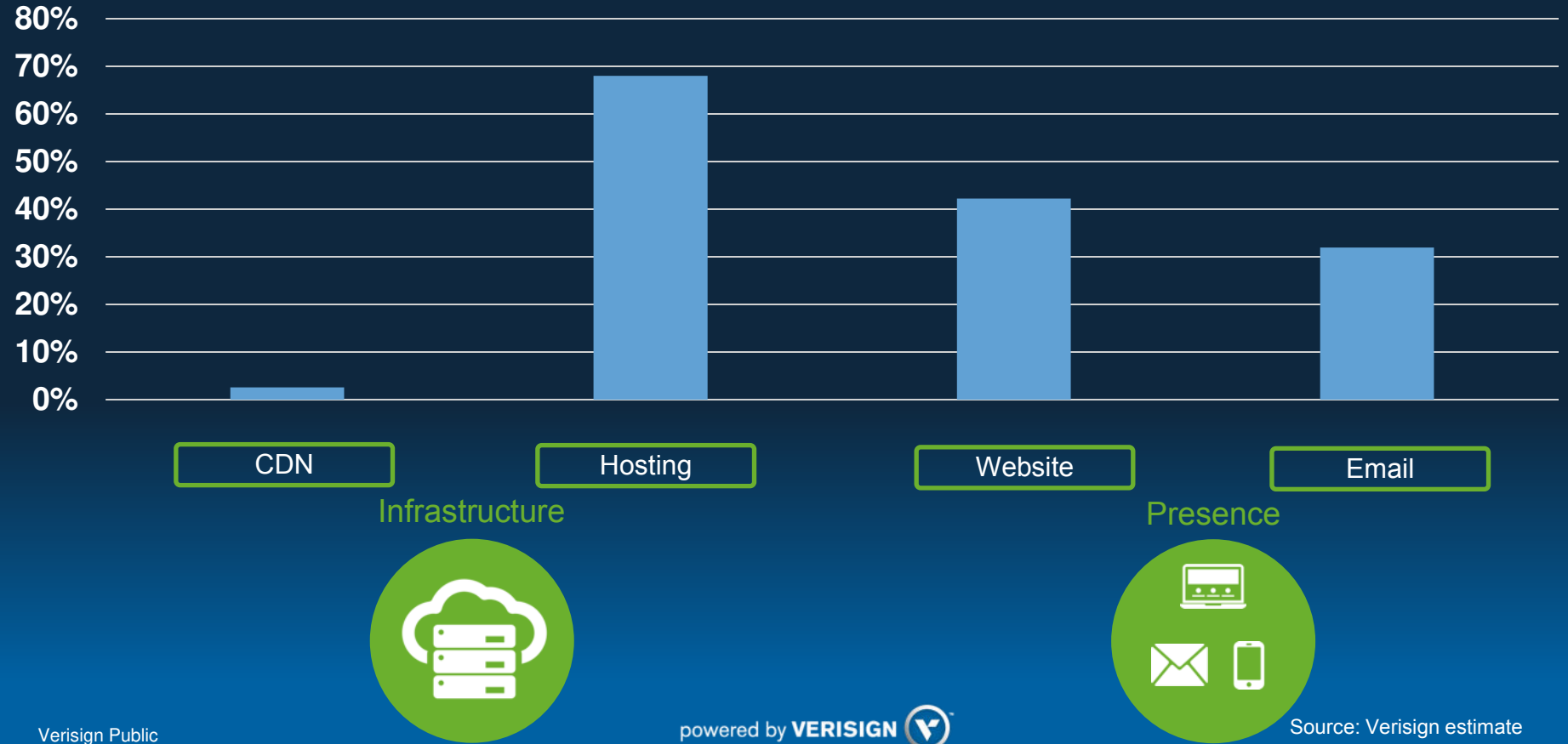


Utility of Domain Names

Domain Names are the Common Denominator for Many Services



Attached Services on New Developed Domains



Domain Name Part of Presence In Many Forums

Social Media

Establish Your Web Presence with Reliable & Secure Domain Names

powered by VERISIGN

Verisign
@Verisign

Home
About
Photos
Events
Videos
Posts
Community

About

BUSINESS INFO

Founded in 1995

CONTACT INFO

@Verisign

Send Message

http://Verisign.com

VERISIGN
@VERISIGN Follows you

Global leader in domain names and internet security.

Verisign.com

Tweet to Message

42 Followers you know

1,327 Photos and videos

Online Searches

Verisign, Inc. Is A Leader In Domain Names And Internet Security ...
www.verisign.com/
Establish your Web presence with Verisign's secure and reliable domain names. The domains that define the Internet are Powered by Verisign, Inc.

Business Tools and Apps

New Message

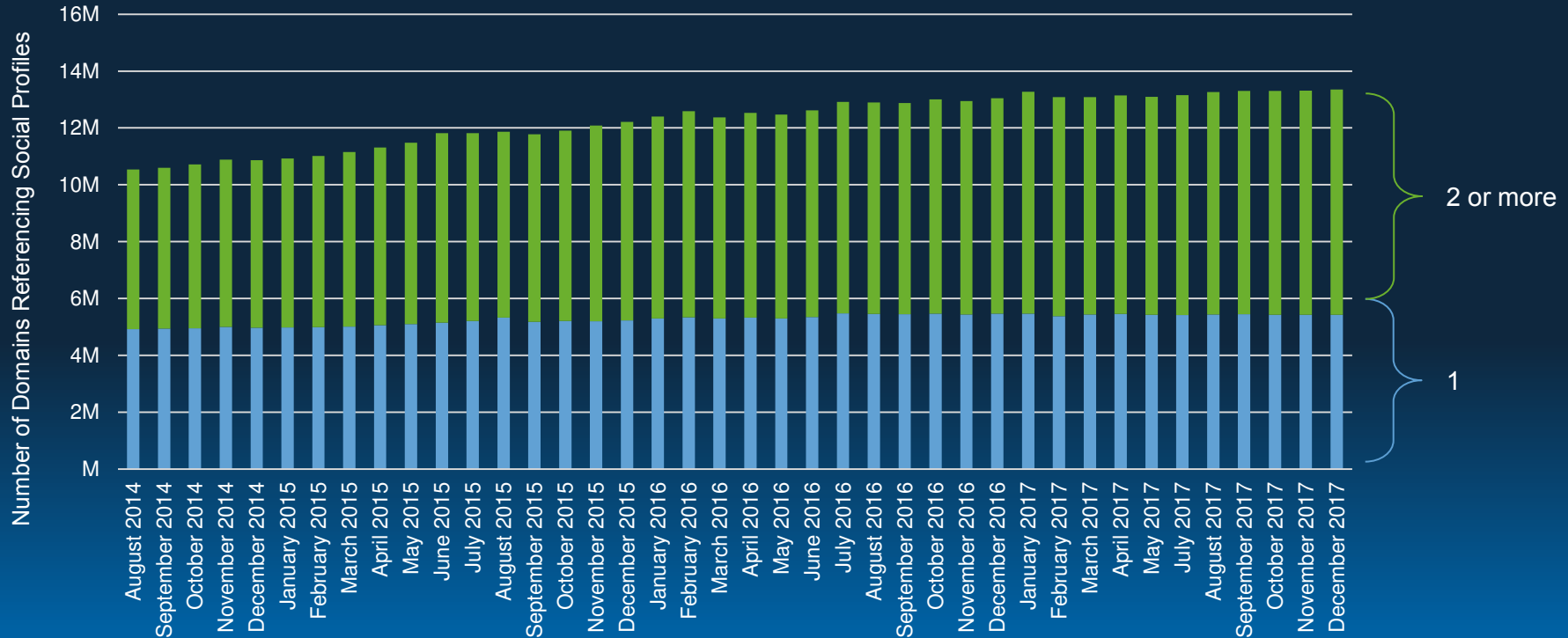
To: example@verisign.com

Bcc:

Subject:

Referencing Social Profiles From Domain Names Increasingly Popular

Overall More Domain Names are Referencing More Social Profiles



Julia Pak Case Study

The screenshot shows a web browser at the URL juliapakatelier.com/endereco.php. The page features the 'julia Pak' logo and a navigation menu with links for ATELIER, LOOKBOOK, ELAS, BLOG, EDITORIAIS, HISTÓRIAS, and CONTATO. The main heading is 'ENDEREÇO', followed by the text: 'Estamos no bairro Bela Vista, próximas a Avenida Paulista: Rua Almirante Marques Leão, 787 - Bela Vista, São Paulo'. Below this is a Google Map of the area, with a red pin marking the location. At the bottom, the 'REDES SOCIAIS' section is circled in blue, containing links for 'instagram', 'facebook', and 'pinterest'.

← → ↻ 🏠 juliapakatelier.com/endereco.php 📄 ☆ 📱 🔍

julia Pak ATELIER LOOKBOOK ELAS BLOG EDITORIAIS HISTÓRIAS CONTATO

ENDEREÇO

Estamos no bairro Bela Vista, próximas a Avenida Paulista:
Rua Almirante Marques Leão, 787 - Bela Vista, São Paulo

9 de julho
Museu de Arte de São Paulo Assis...
Starbucks
Private Hospital Hospital IGESP
Hospital Municipal Infantil Menino Jesus
Praça Dom Orione
R. Fortaleza
Paróquia Nossa Senhora do Carmo - Basílica
Ludus Luderia
17º Cartório de Registro Civil
Maksoud P Hotel Distri...
Shopping Mall Shopping Cidade São Paulo
Mercure S...
Google
Map data ©2018 Google Terms of Use

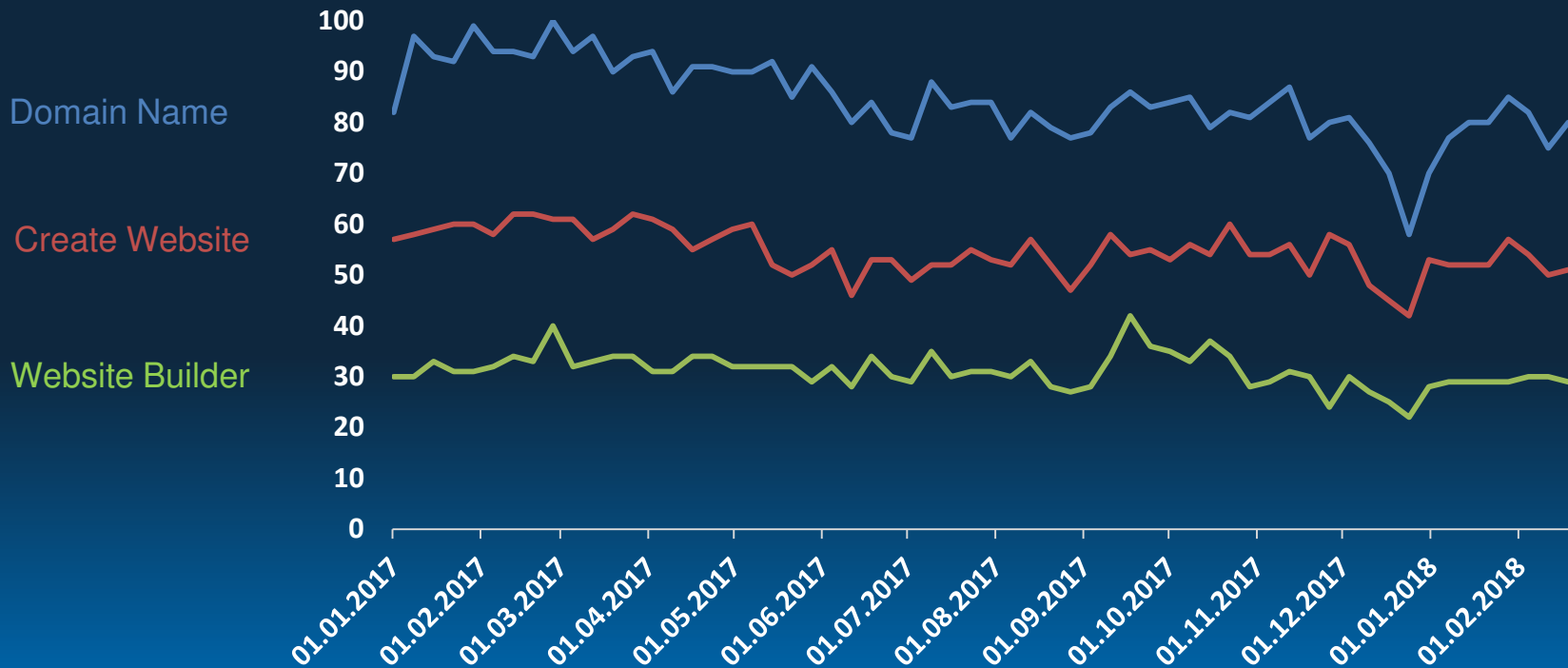
REDES SOCIAIS

instagram - facebook - pinterest

Domain Name Awareness

“Domain Name” is Searched Most Often

According to Google Trends data, “Domain Name” is searched for more often than either “Build Website” or “Business Email”



Searches Connecting Websites and Domain Names

According to Google Trends data, these are the most common searches for these concepts

Domain Name

search domain name
domain search
buy domain name
website
website domain name
buy domain
domain name server
free domain
free domain name
what is domain
what is domain name
domain registration
domain name registration

Website Builder

website builder free
free website
best website builder
wix
wix website builder
wix website
web builder
godaddy
godaddy website builder
wordpress website
godaddy website
wordpress
wordpress website builder

Website - Domain

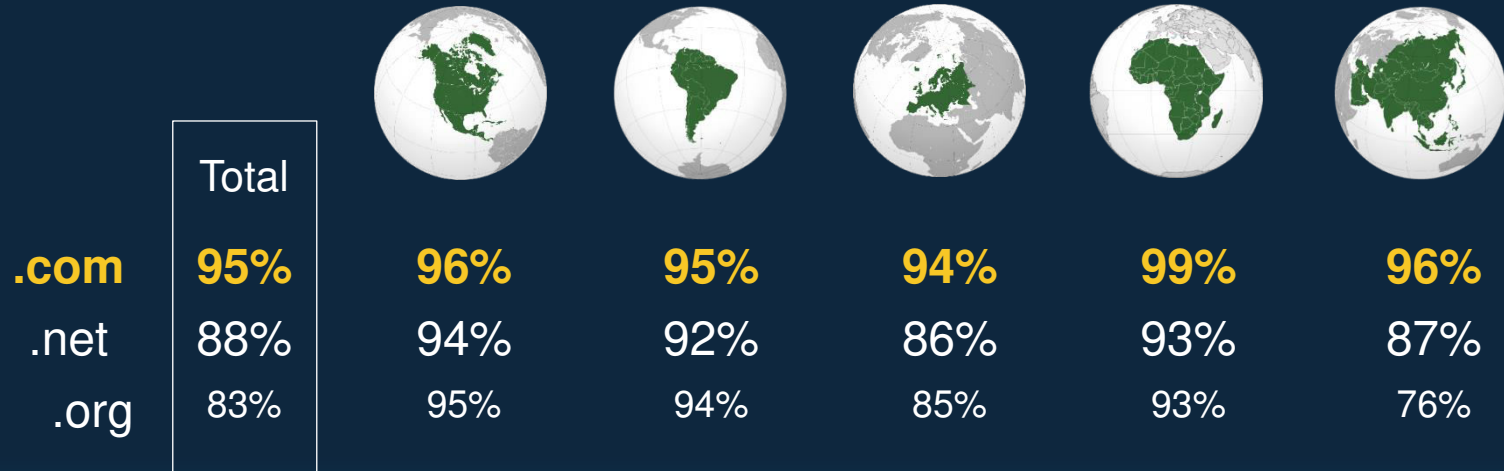
website domain name
website name
domain name
domain for website
free domain website
free website
free domain
website hosting domain
website hosting
domain hosting
google website
web domain
google domain

Similar Value for Keywords Related to Domain Names and Websites

Keyword	Search Volume Range	Competition	Top of page bid (low)	Top of page bid (high)
website builder	10000 - 100000	High	11.96	31.66
domain name	10000 - 100000	High	10.83	57.05
create a website	10000 - 100000	High	8.83	24.72
domains	10000 - 100000	High	10	124.2
buy domain	10000 - 100000	Medium	12.72	114.77
buy domain name	10000 - 100000	Medium	11.5	104.86
domain name search	10000 - 100000	High	8.35	62.54
web hosting	10000 - 100000	High	13.25	58.98
domain registration	10000 - 100000	High	12.03	50
best website builder	10000 - 100000	High	10.42	39.76
domain name registration	10000 - 100000	High	9.7	36.43
website design	10000 - 100000	High	8.1	23.2
make your own website	10000 - 100000	High	6.64	21.02
how to make a website	10000 - 100000	High	6.54	19.4
website maker	10000 - 100000	High	7.25	18.33
web design	10000 - 100000	Medium	7.44	17.82

- Using suggested bids as an indicator for what clicks are worth, “domain name” searches are high volume and carry a similar value to other hosting related searches

At 95%, .Com Has Strong Awareness Across The Globe



Source: ICANN Global Consumer Research –
See <http://newgtlds.icann.org/en/reviews/cct/phase2-global-consumer-survey-23jun16-en.pdf>

VERISIGN
DISCOVER DOMAIN NAMES | SMALL BUSINESS WEBSITE GUIDE | EXPLORE SECURITY SOLUTIONS

THE SMALL BUSINESS WEBSITE GUIDE

Make the most of Social Media for Your Website

With over 2.3 billion people using social media platforms, there is great opportunity to grow your business online. How can your business potentially take advantage of these growing platforms and drive traffic to your website? We're here to provide you with resources to help your small business explore this opportunity.

Social media and a business website complement each other beautifully.

FIND OUT HOW. WATCH THIS VIDEO.

Website | Social Media

Find your perfect domain name

find a .com address now

TRYING TO CHOOSE BETWEEN A WEBSITE AND SOCIAL MEDIA FOR YOUR BUSINESS?

This infographic could help:

- 7%
- 8%
- 8%

MAKE THE MOST OF SOCIAL MEDIA FOR YOUR WEBSITE

find out how

.com powered by VERISIGN

Find Your Web Address

Search now

.com powered by VERISIGN

Be more credible with a professional email address

find out how

.com powered by VERISIGN

VERISIGN
DISCOVER DOMAIN NAMES | SMALL BUSINESS WEBSITE GUIDE | EXPLORE SECURITY SOLUTIONS

THE SMALL BUSINESS WEBSITE GUIDE

Everything you need to know about professional branded email addresses

A professional branded email address can help you appear more professional to your customers. A professional branded email address is an email address used exclusively for one business and is one of the best ways to show customers that you're serious.

A professional branded email address with a .com domain name can help build credibility and branding.

BASED ON OUR JUNE 2016 ONLINE SURVEY*,

- 78%
- 67%

78% of respondents agreed they would trust an email from a company-branded email address, as opposed to a free email address.

Our online survey* from June 2016 demonstrated that 2 out of 3 respondents agreed that a company-branded email address is more credible than a free email address.

67% of respondents agreed that they are more likely to recommend a professional branded address than a free email address.

FIND OUT MORE. WATCH THE VIDEO.

Developing Markets

Vietnam	Indonesia	Brazil	Mexico
“Go Pro with .net”	“Answer your WHY with .net”	“You Think. The World Sees It.”	“Think Big. Get a .com”
 A yellow advertisement for the .net domain in Vietnam. The text reads "Trông 'pro' hơn với tên miền .net" (Look 'pro' with the .net domain name). Below the text is a search bar with ".net" entered and a magnifying glass icon. At the bottom, there is a faint image of three people in business attire.	 A black advertisement for the .net domain in Indonesia. The text reads ".net powered by VERISIGN" with the Verisign logo, and "JAWAB DENGAN .NET" (Answer with .NET) in yellow.	 A white advertisement for the .com domain in Brazil. The text reads "Você pensa. O mundo vê. .com" (You think. The world sees. .com). The background shows hands shaping a small round object, possibly a cookie or a piece of dough.	 Two stacked advertisements for the .com domain in Mexico. The top one shows hands holding a small round object with the text "Piénsalo en grande. Obtén un .com." (Think big. Get a .com.) and "BUSCA EL TUYO" (Find yours). The bottom one shows hands holding a small round object with the same text.

China

• **.com**

.com gives you the confidence to Succeed
.com 是您成功的底气



• **.net**

With .net, your business is no longer limited to ONE location...



• **.cc**

My .cc Defined by Me



United States

.net

“Keep Dreaming Up”



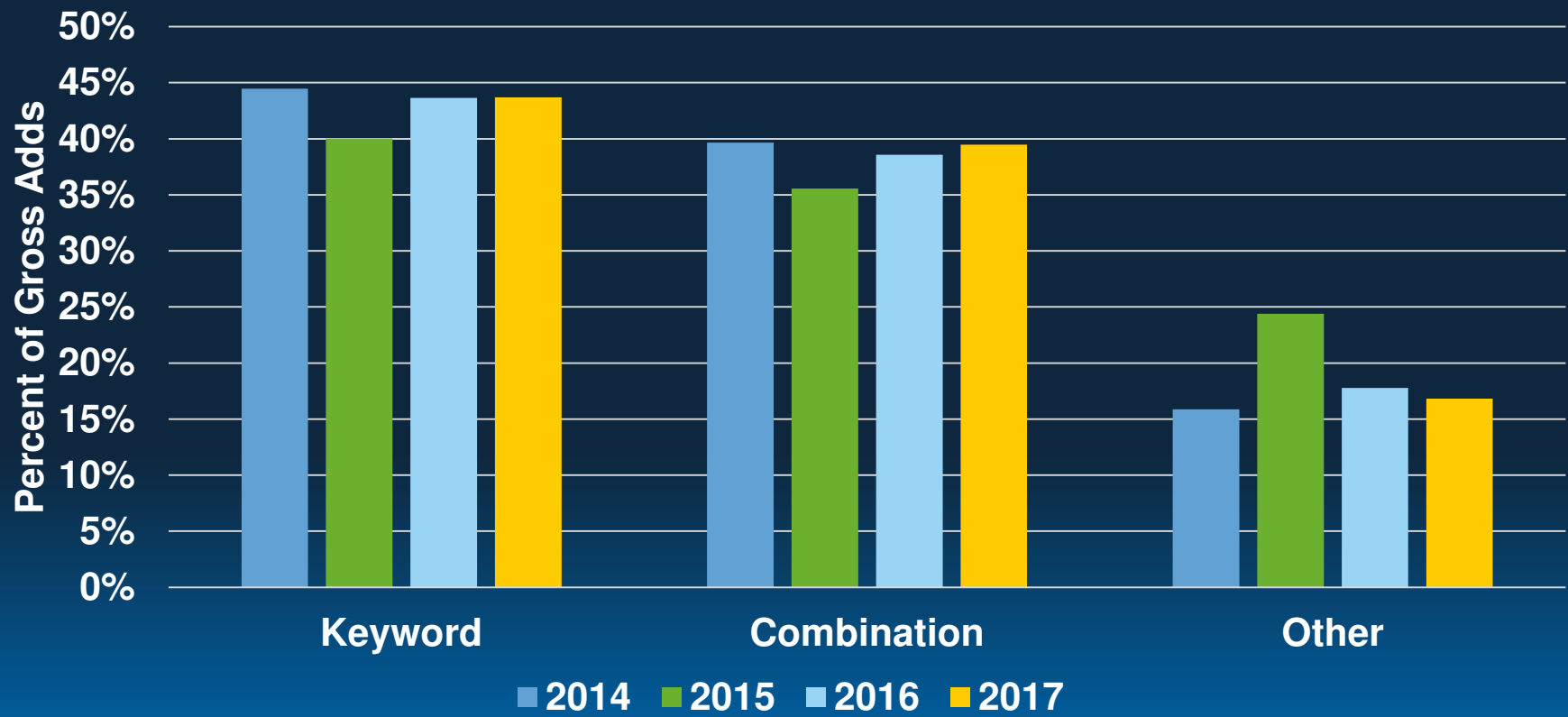
.com

“With a .com, You can Become Anything”

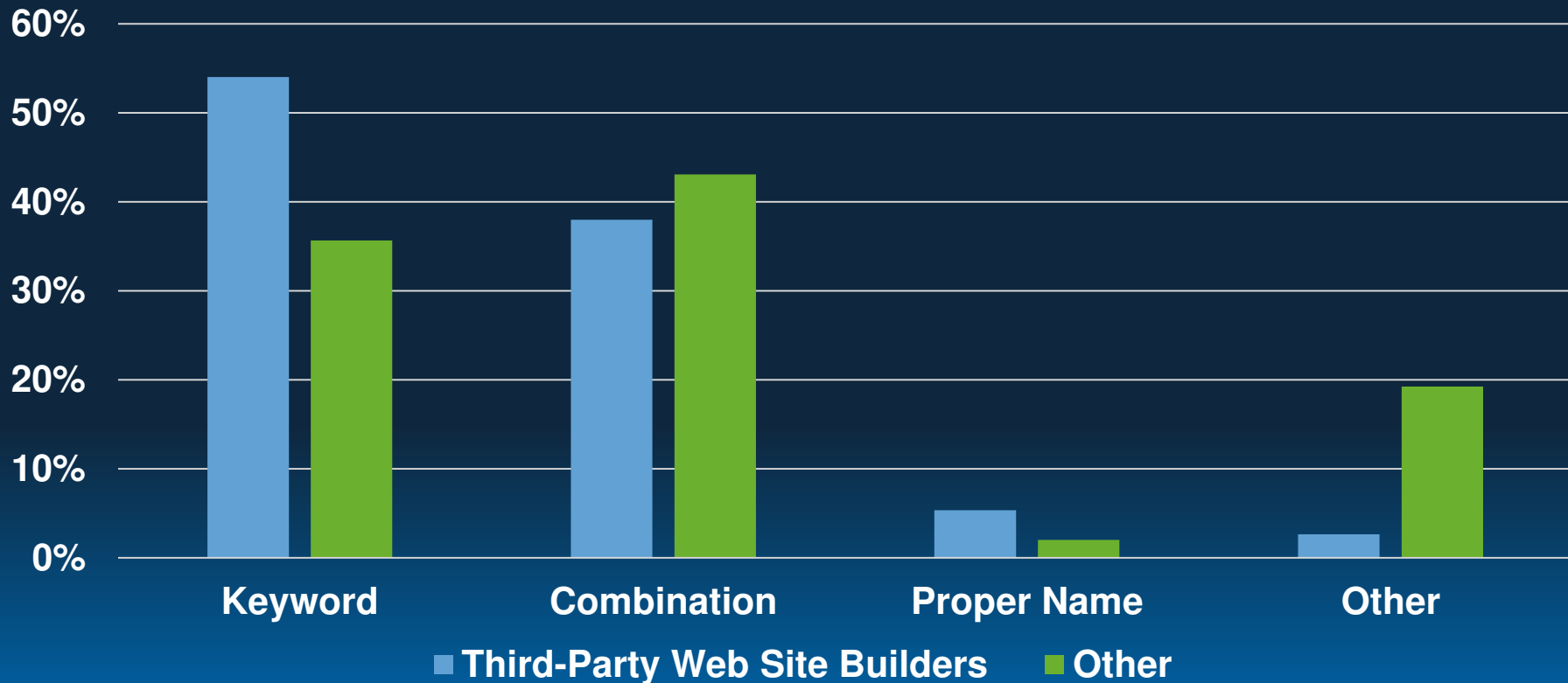


Domain Name Selection

New Registrations in .com Consistently Keyword Rich



Sites with Value Added Services More Likely Keyword Rich



Discover Domains with Desirable Words

The screenshot shows the Verisign NameStudio interface. At the top, there is a navigation bar with the Verisign logo, a status indicator 'UNDER ATTACK', and links for 'ABOUT VERISIGN', 'SUPPORT', and 'UNITED STATES'. Below this is a secondary navigation bar with 'DISCOVER DOMAIN NAMES', 'BUILD YOUR ONLINE PRESENCE', and 'EXPLORE SECURITY SOLUTIONS'. The main heading is 'NAMESTUDIO™' with the tagline 'With the perfect domain name, any thing is possible'. A search bar contains 'safetyguard' and '.com'. Below the search bar, a 'NOT AVAILABLE' message is shown. The interface is divided into four columns: 'ADD A PREFIX', 'Safety', 'Guard', and 'ADD A SUFFIX'. Each column contains a list of suggestions. The 'Safety' and 'Guard' columns have a close button (x) at the top. The 'ADD A PREFIX' and 'ADD A SUFFIX' columns have a 'NOT AVAILABLE' message at the bottom. The '.com' column has a dropdown menu with options for '.tv', '.net', and '.cc'. The suggestions in the 'Safety' column include: Trading, Imaging, Biotech, Security, Data, Legal, Energy, and Media. The suggestions in the 'Guard' column include: Wide, Fanatic, Fighter, Alert, Tracker, Monitor, Protector, and Scout. The suggestions in the 'ADD A PREFIX' column include: The, My, Auto, Car, Your, National, Best, and Sales. The suggestions in the 'ADD A SUFFIX' column include: Usa, Services, Solutions, Inc, Systems, Training, Online, and Export.

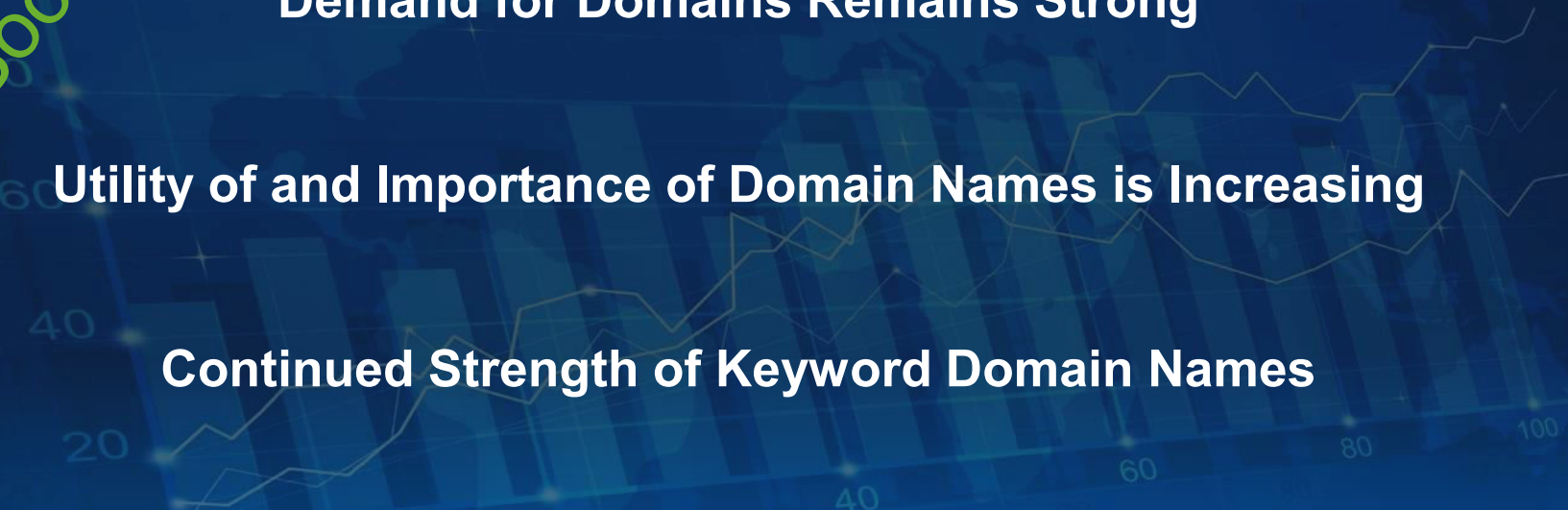
See Us in
Booth C03

In Summary

Demand for Domains Remains Strong

Utility of and Importance of Domain Names is Increasing

Continued Strength of Keyword Domain Names



powered by



VERISIGN®