



## DATA SHEET



# • .com

## KEY BENEFITS

- Competitiveness
- Reputation
- Customer traffic
- Creates a positive perception
- Establishes longevity
- Improved visibility

## Help Boost Profits with an Online Presence

In 'The World is Flat', author Thomas Friedman<sup>1</sup> states that globalization is the most influential trend of our times. This has made the world a level playing field in terms of commerce, where all competitors have an equal opportunity. To compete in this environment, having a presence on the Internet is a business imperative. The Internet is where the world communicates—to do business, to interact with other people and to search for information.

There are an estimated 5 million registered and unregistered SMEs in India<sup>2</sup>. As competitiveness and customer touch points increase, SMEs are realizing the magnitude of a presence on the Internet.

While having an Internet presence is a prerequisite for any successful business today, it is equally critical to consider the domain name that your Internet presence should have. A Domain name conveys your unique identity and builds brand recognition.

### + A .com domain name spells online success

A .com domain name makes for an effective Internet presence since it is the most widely searched and popular domain name on the Internet today.<sup>3</sup>

A .com domain name gives your business an online advantage:

- **Competitiveness** – A .com domain name can give your business a competitive advantage as it is one of the most popular across many geographies and industries.
- **Reputation** – Many of the biggest and best corporations around the world use and promote their Web sites with a .com extension.
- **Customer traffic** – A .com domain name is by far the most likely extension to be tried out by visitors from type-in traffic.
- **Creates a positive perception** – A .com domain name suggests that you are serious about doing business and lends credibility.
- **Establishes longevity** – .com is one of the oldest extensions. It suggests a well-established presence on the Internet.
- **Improved visibility** - A .com domain name gives you the right advantage in a populated online landscape. Today's search engines are geared to recognize .com. For example if you type <mydomain> into a search bar without worrying about the 'www' or the .com, you will end up at <http://www.mydomain.com>.





### + Registering your .com

The registrars based in India through which you can register .com domain names are listed below.<sup>4</sup> By means of these Web sites it is possible to check the availability of a .com domain name and then register it. You may also find other services and offers to establish your presence on the Web, such as Web site builders, hosting plans, e-mail services and e-commerce solutions, among others.

www.0101domain.net  
www.1r.eu  
www.aboutdomain.com  
www.answerable.com  
www.anytimesites.com  
www.bottledomains.com.au  
www.commerceisland.com  
www.crispnames.com  
www.publicdomainregistry.com  
www.goodluckdomain.in  
www.ipnic.com  
www.jumboname.com  
www.leadnetworks.com  
www.mindgenies.com  
www.net4.in  
www.netlynx.com  
www.ownregistrar.com  
www.theregistrarco.com  
www.registrarlabel.com  
www.signdomains.com  
www.visualmonster.com  
www.web-werks.com

These Registrars listed above are based within India. But a .com domain name can be registered through any .com registrar listed on this link: [http://www.verisign.com/information-services/naming-services/com-net-registry/page\\_002166.html](http://www.verisign.com/information-services/naming-services/com-net-registry/page_002166.html)

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1 The World Is Flat: A Brief History of the Twenty-First Century is an international bestselling book by Thomas L. Friedman that analyzes globalization in the early 21st century. The book was first released in 2005.  
2 The Associated Chambers of Commerce and Industry of India (ASSOCHAM), 2008  
3 During the first quarter of 2009, the overall base of .com and .net domain names grew to 92.4 million domain names, according to the VeriSign Domain Name Industry Brief (June 2009)  
3 VeriSign, as of March 2009