

5 GREAT REASONS

WHY YOUR CUSTOMERS SHOULD REGISTER A .UK DOMAIN

AND HOW NOMINET CAN HELP

Domains are at the heart of the internet. They allow businesses of all sizes, charities and those looking to share exciting personal projects a chance to brand, showcase and promote themselves online.

There's a .UK domain for everyone, from .co.uk, .org.uk to .me.uk and .uk on its own!

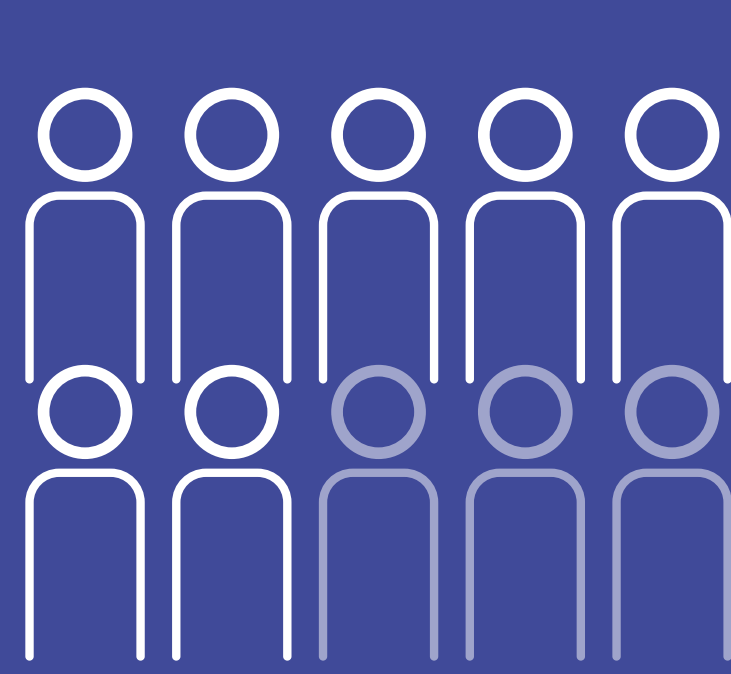
More than 10 million .UK domains have been registered. And with good reason, .UK domains can help your customers:

- UK based businesses can clearly demonstrate their geographic location** at the end of their web address, showing consumers **where they are** as well as **who they are**
- Make it **easier for consumers** to remember them and mention them easily on social media with a **consistent brand**
- Rank higher on search engines like Google for searches made in the UK*
- Offer **products and services** to UK consumers from businesses overseas
- Did you know **10-13% of our customer's businesses are non-UK-based?**
- Protect their business by stopping other brands globally from registering a .UK web address with their company name

BUT WHAT OTHER BENEFITS ARE THERE OF REGISTERING A .UK DOMAIN WITH NOMINET?

WELL SOMEONE CHOOSING A .UK CAN:

1. IMPROVE THEIR REPUTATION



7 out of 10 UK consumers prefer to click on results ending with a **.UK** (including .co.uk, .org.uk, .uk and .me.uk)



91% of people said that they thought a **.co.uk domain ending** was **trustworthy**, with **73%** of people ranking any **.UK domain ending** as their **first preference** when browsing online



(2019 Trust and Awareness Research, Nominet)

2. BE PART OF A MORE SECURE AND TRUSTED NAMESPACE



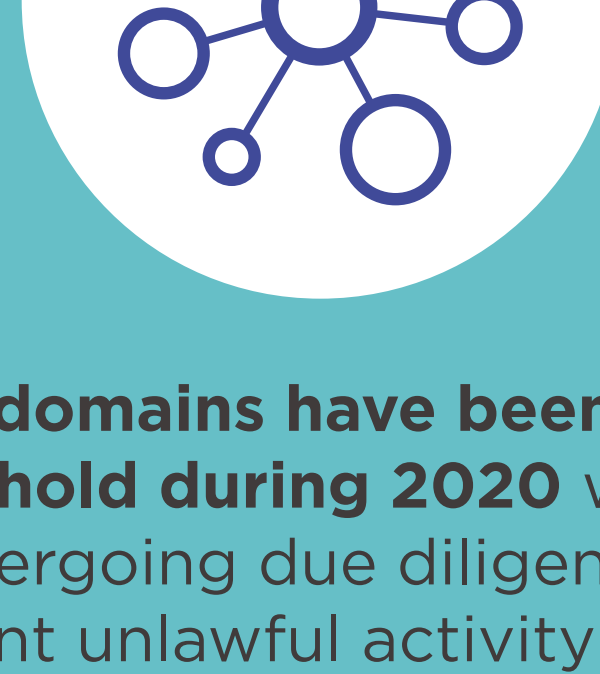
Our Domain Watch anti-phishing initiative **suspends suspicious domains** at the point of registration to help keep .UK safe



Nominet's Dispute Resolution Service, run by qualified mediators, has addressed **around 13,000 .UK domain disputes**



.UK domains are overseen by **13 reporting agencies** (including law enforcement), who request the suspension of **around 22,000 domains a year** to prevent criminal activity



3,691* domains have been placed on hold during 2020 while undergoing due diligence to prevent unlawful activity off the back of the COVID-19 pandemic

*Accurate as of Oct 2020

3. GROW THEIR KNOWLEDGE



The **UK Domain** is our **free educational resource** that can help businesses to start, build and grow their online presence

The **UK Domain** provides advice and resources for businesses that are just **starting out** and those who are looking to **grow their business**



4. BOOST THEIR SOCIAL IMPACT AND HELP TO IMPROVE ONLINE SAFETY IN THE UK



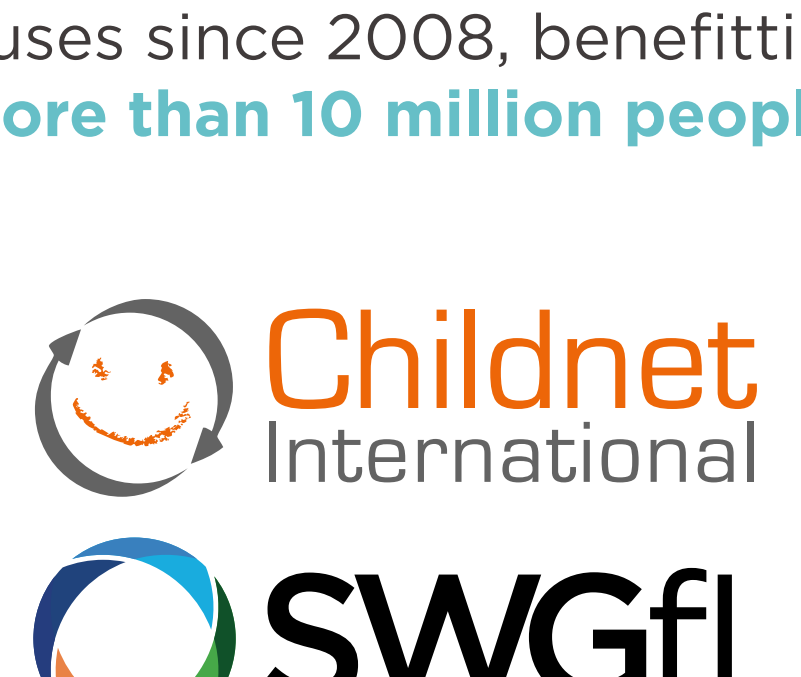
A proportion of every domain registered goes towards **helping young people in the UK**, in fact by registering a .UK domain, your customers have contributed to improving the lives of **877,209 young people since July 2018...** and counting!



We have invested **£1.7M*** grants to Public Benefit Partners and programmes in FY20 (ending March 2020) and as a profit with a purpose company, Nominet has donated **over £49 million** to tech for good causes since 2008, benefiting **more than 10 million people**



Our .UK namespace works with the **Internet Watch Foundation (IWF)**, making the internet a safer place for young people, this year alone we've donated **£200,000** to them and the **National Crime Agency's Child Exploitation Online Protection Group**



In parallel, this year we have **donated £250,000** to **Childnet** and **South West Grid for Learning** to equip young people with the skills to help them **navigate the online world safely**

*Accurate as of Oct 2020

5. AND WHEN YOUR CUSTOMERS NEED HELP - THEY CAN BE SUPPORTED BY A WORLD-CLASS CUSTOMER SERVICES TEAM

93% POSITIVE CUSTOMER FEEDBACK

In October 2020, **93%** of customers gave us positive feedback and were delighted with the support we gave them, we're proven to be able to respond to issues quickly and effectively

"Brilliant service probably the best ever received from anywhere, Keep up the great work Nominet :)"

"Excellent. Slick professional and timely - which is what you expect from organisations but often don't receive."

"Every time I have requested support from Nominet the service has been exceptionally good...If Carlsberg did Domain Registry :)"

(2020 Customer Service Survey, conducted by Nominet CSD team)

SO, ENSURE YOUR CUSTOMERS DON'T MISS OUT

MAKE IT .UK TODAY

MAKE A NAME FOR YOURSELF

MAKE IT .UK

the **UK** DOMAIN
by NOMINET