



Developing an Effective Domain Strategy Using Domains to Drive Traffic and Grow Your Business

Protecting Intellectual Property

Your business name, trademarks and product names are the most basic intellectual property assets a company has. A company's goodwill and reputation are tied to its name and the importance of protecting these names from competition or cybersquatters who aim to profit from your goodwill should not be overlooked.

In the larger scheme of brand protection and marketing, domain names are cheap. More importantly, domain names cost a fraction of what legal expenses, time and reputation damage might cost your business if someone registers your name and uses it to drive traffic to their website or objectionable material. For most businesses, a single lost customer each year could account for the price of multiple domain registrations.

Key Extensions to Protect

The following are open to anyone to register and have no presence requirements or special rules.

.COM	"Commerce" - the most popular domain extension
.NET	Originally "Network" but most businesses secure this along with their .com
.ORG	Originally "Organization" but most businesses secure this along with their .com
.INFO	Originally "Information" but most businesses secure this along with their .com
.BIZ	"Business"
.MOBI	"Mobile" - mobile internet surfing is expected to overtake computer browsing. Whether your existing website is mobile compatible or not, it is important to secure your name
.TEL	Digital Business Card - .TEL integrates contact information, keywords, social media links, location maps and more. Recommended that businesses and staff members secure their .TEL names

Key Extensions to Protect, cont.

The following have some requirements but Webnames.ca can easily assist you in securing these names:

.CA	Canada – any business or individual in Canada or any company with a Canadian trademark should secure their .CA name. Webnames.ca is Canada’s original .CA registrar and has automated systems to allow you to register online. Don’t forget to register Provincial and Municipal levels to optimize for local search.
.US	United States – simply confirm that you have a bona fide business reason to register as part of the online registration process.
.CN	China – effective December 2009, must be a business and supply copy of a business license
.ASIA	Webnames.ca can help you fulfill if you don’t have presence in Asia

If someone is infringing on your trademark and has registered your name, consult [CIRA’s Dispute Resolution Policy](#) for .CA domains or [ICANN’s Uniform Domain-Name Dispute-Resolution Policy](#) for .COM, .NET and .ORG domains.

Protecting Your Company from “Typosquatting”

“Typosquatting” is the practice of registering domain names that are similar but not exactly the same as trademarks, brand names or company names of other companies to take advantage of their goodwill.

Don’t forget to protect common typos or misspellings of your trademarks or company name. Google.ca for instance has registered goolge.ca, googel.ca and numerous other variations to protect themselves.

Contact corporate@webnames.ca or 1-866-470-6820 for a package price if you wish to register multiple domain extensions.

Cornering the Market for your Brands

We all “Google” and search for businesses and other information via search engines, but approximately one of every six searches bypass search engines altogether and attempt to go directly to a website by guessing the domain name and typing the URL directly into a browser. This process is referred to as “direct navigation.”

Besides the company name, companies should take inventory of the following and consider registering domains for each:

All product names & trademarks	eg. Kellogg’s has the various cereal names registered and Proctor and Gamble has various products like “Crest” and “Palmolive” registered.
Taglines, slogans and mottos	eg. Nike has “justdoit.com”, Dell has “easyasdell.com,” Volkswagen has “driverswanted,” MacDonald’s has “imlovinit.com”
Current and future marketing campaigns	Contests, promotions and campaigns typically have their own landing page on a company’s website. Registering a short domain name - eg. yourproductpromo.com or yourproductcontest.com - can help people remember your campaign.
Future products/services	Don’t forget products or services in your pipeline for future launch. Protect new product names early so someone else cannot secure them. Use the Webnames Privacy Service to protect the registrant information so competitors don’t find out about your future plans.
Blog	If you use WordPress or another blog application, register a short name for your blog rather than yourname.wordpress.com.
Typos/Misspellings	Each of each of the above

All of the domains can be forwarded free of charge to the main corporate website or be directed to specific landing pages for products or special promotions.

If you would like Webnames.ca to conduct a free account review of your brand assets and help you protect them, contact corporate@webnames.ca or 1-866-470-6820

Search Engines and Domain Names – Strategy to Drive Traffic and More Business

Everyone wants to occupy the top spot on Google for key words and terms associated with their business. This is no easy undertaking but having an effective domain name strategy can help.

Key Words:

Come up with a list of key words associated with your business or industry. What words do you think customers will use when searching for your products or services? Register domain names for each of these key words in the various extensions. Forward these to your corporate website or blog and watch traffic increase.

Local Search:

Most people buy local. People prefer to deal with a local business to save on shipping charges, avoid customs or duties, pay in local currency and also keep their money in the local community. People also to know their vendor is down the street or around the corner in the event they want to conduct business face-to-face.

When people search for a service on Google, they are likely to type “Vancouver Real Estate Agent” or “Real Estate Agent in Vancouver”. So if you are a real estate agent in Vancouver register a domain name “vancouverrealestateagent.ca and .com” and forward these to yourcompany.com. You will get better traffic and probably better conversions as well because people in your area are finding you through more targeted search results.

Subdomains in .CA:

To further help local search, take advantage of the hierarchical structure in the .CA domain name.

You can register **yourcompany.ca**, but also **yourcompany.bc.ca**, **yourcompany.on.ca** and one for each Province and Territory in Canada. You can also register **yourcompany.vancouver.bc.ca** and **yourcompany.toronto.on.ca** and so on.

The following chart indicates the various “3rd level .CA’s” associated with each Province/Territory. The “4th level .CA” is the municipal level and three cities for each Province/Territory are included for illustrative purposes.



.CA Provincial & Municipal Levels		Canada	
.ab.ca .calgary.ab.ca .edmonton.ab.ca .reddeer.ab.ca And so on...	Alberta	.yellowknife.nt.ca .fortliard.nt.ca .inuvik.nt.ca And so on...	
.bc.ca .vancouver.bc.ca .victoria.bc.ca .kelowna.bc.ca And so on...	British Columbia	.iqaluit.nu.ca .kingait.nu.ca .dorset.nu.ca And so on...	Nunavut
.mb.ca .winnipeg.mb.ca .brandon.mb.ca .thompson.mb.ca And so on...	Manitoba	.ottawa.on.ca .toronto.on.ca .mississauga.on.ca And so on...	Ontario
.nb.ca .saintjohn.nb.ca .moncton.nb.ca .fredericton.nb.ca And so on...	New Brunswick	.pe.ca .charlottetown.pe.ca .summerside.pe.ca .stratford.pe.ca And so on...	Prince Edward Island
.nl.ca .stjohns.nl.ca .mountpearl.nl.ca .cornerbrook.nl.ca And so on...	Newfoundland and Labrador	.qc.ca .montreal.qc.ca .quebeccity.qc.ca .laval.qc.ca And so on...	Quebec
.ns.ca .halifax.ns.ca .sydney.ns.ca .dartmouth.ns.ca And so on...	Nova Scotia	.sk.ca .regina.sk.ca .saskatoon.sk.ca .princealbert.sk.ca And so on...	Saksatchewan
.nt.ca	Northwest Territories	.yk.ca .whitehorse.yk.ca .dawsoncity.yk.ca .champagne.yk.ca And so on...	Yukon

Using your Domain for Email

There are still many companies, in particular micro-businesses and small businesses, which still use Gmail, Hotmail or their ISP's email service for business email. Not only does this look unprofessional and gives the impression of a fly-by-night business, business owners are losing out on the opportunity to promote their business brand each time they send an email.

Small businesses should set up multiple email accounts such as info@yourcompany.com, sales@yourcompany.com, president@yourcompany.com, finance@yourcompany.com and support@yourcompany.com. All of these emails can be forwarded to the same person (or multiple people) but gives the impression of a more sophisticated operation. By having a separate email address for each division of your company, it is also a great way to track the types of questions you get from customers. Overtime, this data can help you to determine where your next hire should be or where you should make improvements in your operations.

Integration of Social Media

With the boom in social media use for business, all companies should ensure that their names are protected in the various social media platforms. Accounts are free to set up so secure your Twitter and Facebook account names for your company and key members of your management team.

Domains for Staff

Contact information for staff changes frequently. Register a .TEL for each staff member and use the privacy feature for home and mobile phone numbers. .TEL is especially useful for companies where employees and contractors work in multiple locations. Rather than having to update internal phone lists, each individual only needs to update their .TEL name if their email address, phone number, or other contact details change. This is an inexpensive and time-saving strategy companies of any size can easily take advantage of.

For assistance implementing the above strategies, contact Webnames.ca by emailing corporate@webnames.ca or calling toll free 1-866-470-6820.