

# 5 GREAT REASONS

WHY YOUR CUSTOMERS SHOULD RENEW 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.

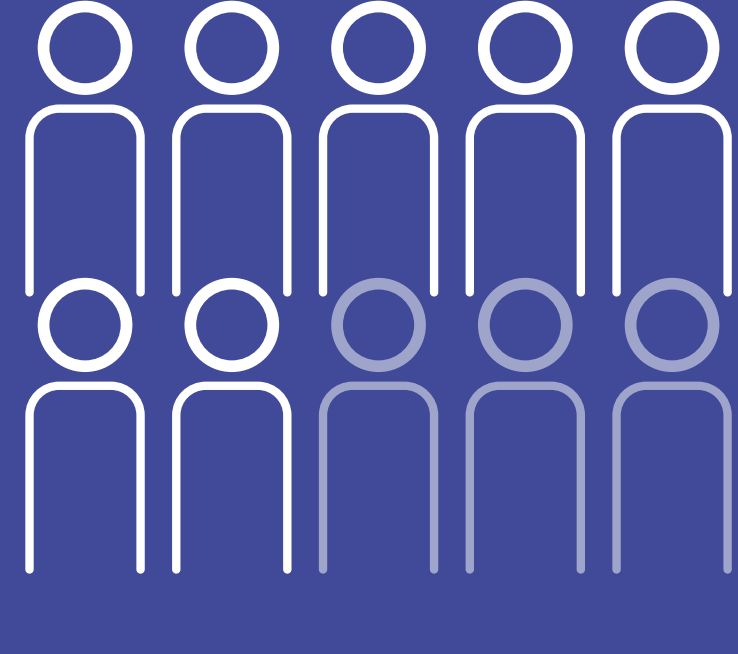
**More than 10 million .UK domains have been registered.** And with good reason, .UK domains can help your customers:

- 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<sup>1</sup> with a **consistent brand**
- Rank higher on search engines like Google for searches made in the UK<sup>2</sup>
- Offer products and services to UK consumers from businesses overseas
- Protect their brand by stopping other businesses globally from registering a .UK web address with their company name
- Did you know 10-13% of our customer's businesses are non-UK-based?

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

WELL SOMEONE CHOOSING TO KEEP THEIR .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

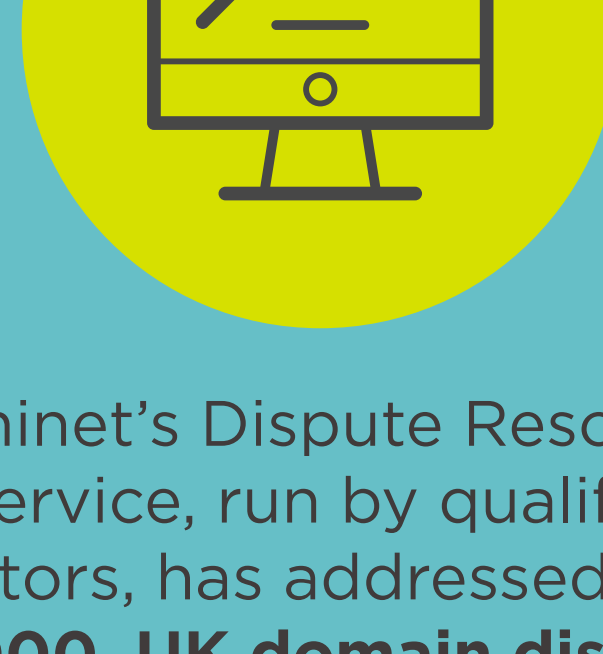


(2019 Trust and Awareness Research, Nominet)

### 2. BE PART OF A MORE SECURE AND TRUSTED NAMESPACE



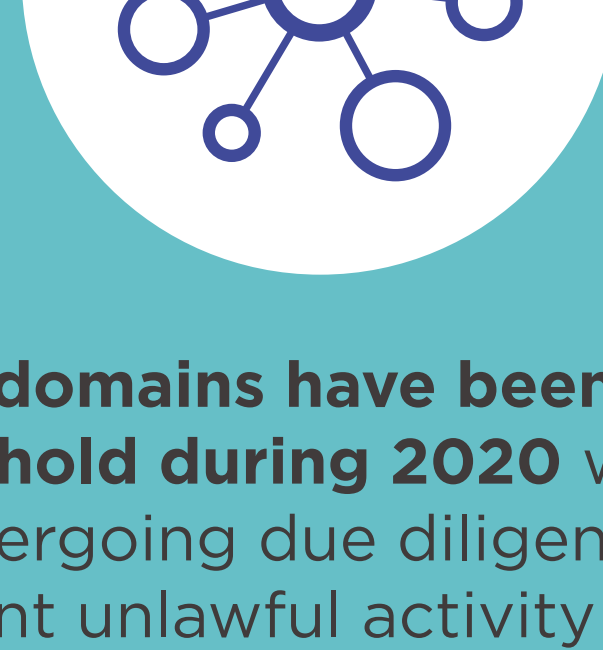
Our Domain Watch anti-phishing initiative **suspends suspicious domains** at the point of registration to help keep .UK safe



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



1 <https://www.techradar.com/uk/news/why-your-business-needs-a-uk-domain>  
2 <https://www.techradar.com/uk/news/why-your-business-needs-a-uk-domain>  
3 <https://www.techradar.com/uk/news/why-your-business-needs-a-uk-domain>  
4 <https://www.techradar.com/uk/news/why-your-business-needs-a-uk-domain>  
5 2019 Trust and Awareness Research, Nominet  
6 <https://www.techradar.com/uk/news/why-your-business-needs-a-uk-domain>  
7 <https://www.nominet.uk/uk-domains/security-services>  
8 <https://www.nominet.uk/over-28000-domains-suspended-as-law-enforcement-and-industry-keep-uk-safe/>  
9 <https://media.nominet.uk/wp-content/uploads/2020/09/Social-Impact-Report-2020.pdf>