



6 REASONS WHY YOU SHOULD CHOOSE A .UK ENDING DOMAIN

1

Domains are at the heart of the internet. They allow businesses to share exciting products and projects, as well as a chance for both individuals and brands to promote themselves to the online world.

Having your website or email on a .UK ending domain provides more opportunities to personalise and represent yourself reputably.

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



2

IMPROVE THE CREDIBILITY OF YOUR BUSINESS

Did you know that your choice of domain name could impact how professional you appear?

With more choice than ever before, people are being more selective with their domain names to stand out against competitors and have a reputable association.

Using a .UK domain ending will indicate to your potential customers that you are operating a safe and secure website.

91%

of people associated with safety!
of people associated with .co.uk with safety!

70%

When buying online, 70% of people prefer to click on a .UK domain!

3

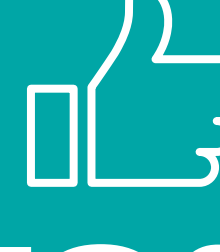
INCREASE YOUR CUSTOMERS TRUST IN YOU

Our research has shown that consumers are being more cautious and selective with the businesses they would choose to buy from online.



70%

of people rank any .UK domain ending as their first preference!



78%

of people think a professional-looking website makes a difference when selecting a company!



54%

of people will only use a business found online if it owns a website!

4

BOOST YOUR SOCIAL IMPACT AND HELP SAFEGUARD YOUNG AND VULNERABLE PEOPLE IN THE UK

- A proportion of the cost of every domain registered goes towards helping young people in the UK, in fact by registering a .UK domain ending, you have contributed to improving the lives of **over 1 million young people per year**.
- Our .UK namespace works with the **Internet Watch Foundation (IWF)**, making the internet a place for young people that's free from abuse and exploitation.
- **Our Social Impact initiatives;** promote greater connectivity, inclusivity and security. This includes collaboration with the government, charities, and industry bodies to make improvements to the services that support young and vulnerable people.



OVER 1 MILLION LIVES IMPROVED PER YEAR

NOMINET SOCIAL IMPACT

5

BE PART OF A MORE SECURE AND TRUSTED NAMESPACE

- The .UK namespace is protected by **Domain Watch**, an anti-phishing initiative, suspending suspicious domains at the point of registration to help keep .UK safe from cybercrime.
- .UK ending domains are overseen by 13 reporting agencies (including law enforcement), who request the suspension of domains to prevent criminal activity.

7,289

.UK family ending domain registrations were related to COVID-19² (between 18 March 2020 and 27 January 2022)

As businesses adapted to offer their products and services digitally.

Although, with this increase in registrations there were also increases in fraudulent activity online.

62%

of registration requests related to COVID-19 underwent due diligence checks or have been suspended²

6

MAKE IT MEMORABLE

With more businesses moving online, finding a catchy and available domain name can sometimes be a challenge. However, with .UK ending domains there are a wide range of options to choose from.

Make an impact with the right .UK family domain extension.

.CO.UK

A **.co.uk** domain is widely more associated with small businesses and business start-ups.

.ORG.UK

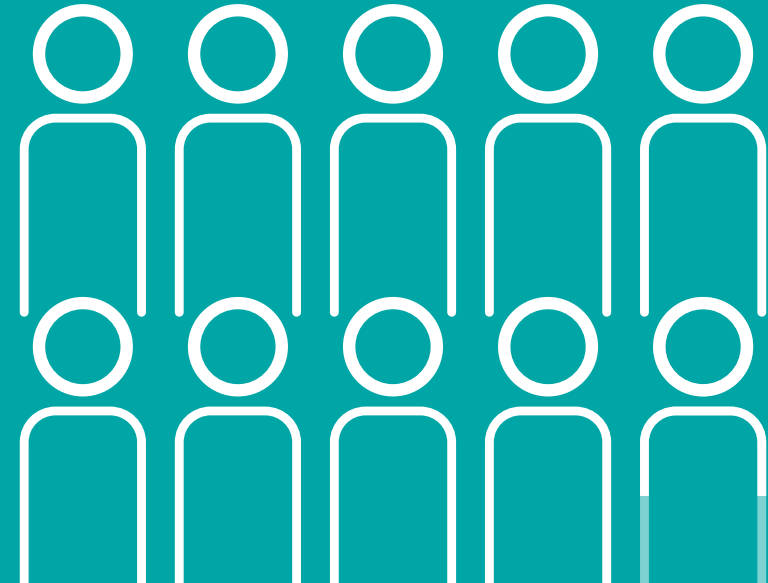
org.uk is trusted because it's used by official charities and non-profit organisations.

.UK

If you're a UK-based business with UK customers, using a **.uk** ending demonstrates to visitors where you're from.

.ME.UK

If you're looking to build a personal brand online, such as through a personal blog or portfolio a **.me.uk** domain ending would be better suited as it's directly more personal and unique to you.

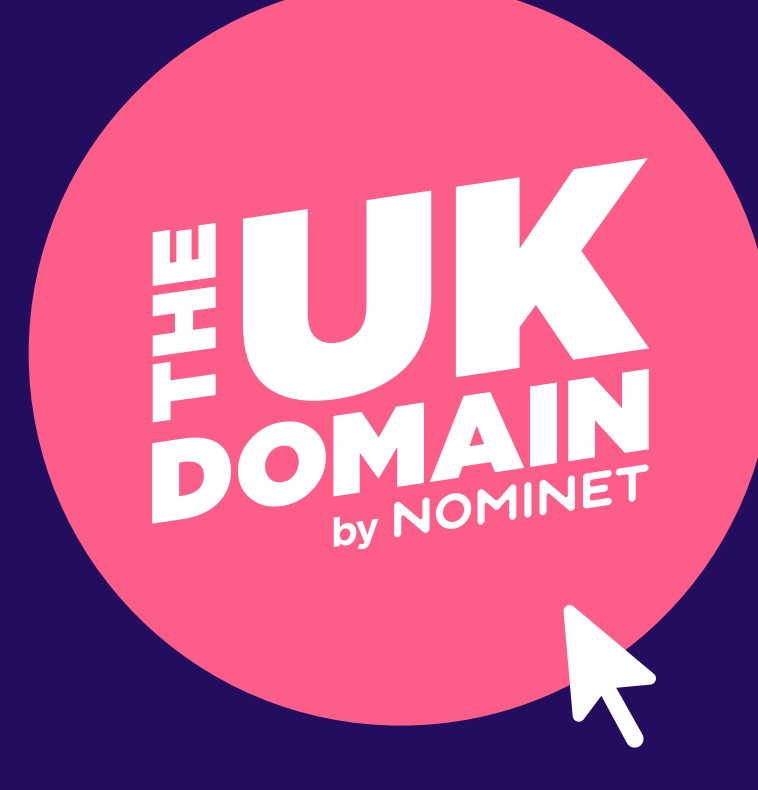


95%

of people have heard of at least one .UK family domain ending!

47%

of people spontaneously mention .UK domains when asked to think of domain names!



FIND YOUR IDEAL .UK FAMILY DOMAIN TODAY

Discover how other businesses are getting the most out of being online with their .UK family domains:



CHECK OUT HOW TO SUPPORT YOUR ONLINE JOURNEY **IN OUR HELP CENTRE**

Footnotes & References

1 - Trust & Awareness Research 2021, conducted by Yonder on behalf of Nominet

2 - COVID-19 registrations report 18 March 2020 - 27 Jan 2022