

# .US State of the Domain ICANN Puerto Rico





2.1m +

Domains Under Management

46.5%

New Creates are higher YoY

80%

Average Blended Renewal Rate 59%

Identify as individuals (per Nexus review)

### This is .US

Share Your Story with a Web Address that's Uniquely Yours.

- **Dates**: January 1 February 15
- Audience: Newly engaged couples in search of creating a wedding website
- What: Custom ".us" URL to personalize your wedding website
- **Promotion**: Social and paid media including Facebook, Pinterest, Programmatic and content promotion.
- CTA: .US is Your Story Get Started



## National Small Business Week

- Dates: April 30<sup>th</sup> May 6<sup>th</sup>
- Audience: Small business owners in the U.S.
- What: Advocate SBA initiatives & resources like SBA.gov and promote use-cases of .US business owners, wedding sites, or family sites.
- Promotion: Facebook and Twitter
- CTA: Learn More



### Dream with .US

We Don't Just See Businesses. We See the People Behind Them.

- Dates: June 26 July 24
- Audience: "Main Street": small business owners that don't already have a website.
- What: "Online toolkit for small." businesses - All the resources you need to create your online storefront and get your website off the ground"
- Promotion: Social and paid media including Facebook and Twitter promotion.
- CTA: Start with .US





**ROADMAP** 

Getting a Small Business Online is Easier Than You Think — Here's What You Should Know



In today's eminently digital age--when seemingly everything is online and everyone is carrying around smartphones, laptops. and tablets--many small businesses are delaying setting up an online presence. Not only is this surprising, it's also a risky move. After all, in the current market if your business isn't online, people are not going to be able to find you.

What stops small businesses from getting started? Knowing where to begin. Endless social media platforms like Facebook. Pinterest, Instagram, and Twitter make it seem like getting online is a massive undertaking. Then, there's all the complication with designing and optimizing a website.

Chose a name, select a design, add content and go! Let us help you quickly navigate the overly saturated web builder market. From a single landing page to a robust website

Here's everything you need to know to get started.





Download

BUSINESS

Cheese on

toast

STEP 3



Simple Ways to evamp Your SMB's



Increase Converons on your Website with these



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## **SMB Content Series**

01



3 Mistakes to Avoid When Registering a Domain Name

02



8 Tips to Help Search Engines Find Your Small Business Website 03



Getting a Small Business Online is Easier Than You Think

04



6 Tricks to Make Your Small Business Website More Engaging

## **SMB Content Series**

05



Hashtags and Domain Names

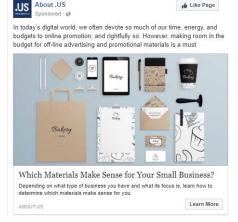


How to Drive Traffic to Your Website



Social Media Strategies: Why Your Business Needs to Get Social

08



Getting the Word Out: Promotional Materials for Your Business

09

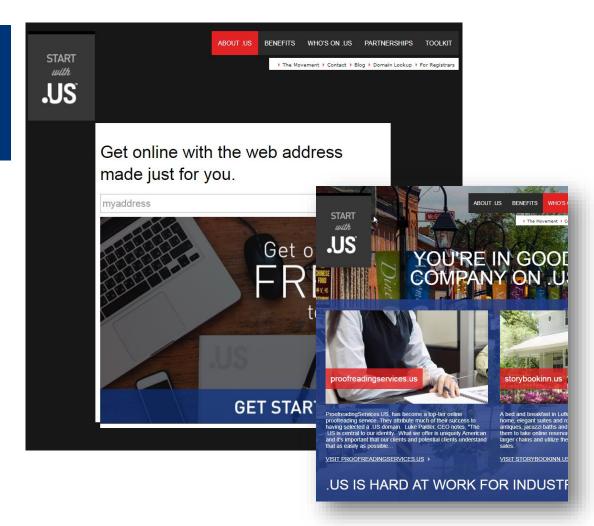


How to Master Lead Generation

### **2017 Fully Responsive**



#### **2016 Templated Design**



## SEM Campaign

- **Dates**: January 2017 Present
- Keywords: Domain, registry, TLD, buy/purchase Ad Groups
- Goal: Drive awareness of .US as domain extension of choice for businesses, families, and couples.
- Secondary: Provide resources to small businesses through online toolkit

#### Get a .US Domain - SEO-Friendly and Memorable

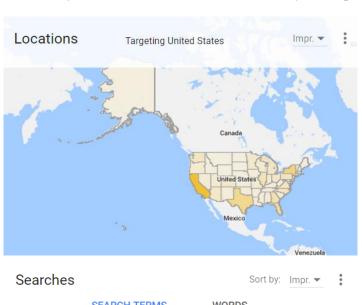
Ad www.about.us

Search your .US Domain Name & Get the Web Address you Really Want. Find Yours.

.US is Your Story · Personalized .US Domains · SMB's Online Home · .US is... Service catalog: Domain Name Availability, SMB Online Toolkit, .US Stats an...

.US Tip: Drive Engagement .US
.US Tip: Get Social .US

.US Tip: Get Found
.US Tip: Driving Traffic





# JS + weekly

## Everfi

In partnership with .US and Weebly, we have sponsored Everfi's digital learning student program.

This program will reach hundreds of students\*\* and their families with a .US domain, website and web services to gain experience in the digital world.

The program kicks off in October 2017 with campaigns expected to rollout state by state through Everfi.

# Education For The Real World



<sup>\*\*</sup>No students under the age of 13 will be included in the program due to online privacy policies & restrictions.

## THANK YOU

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