



# .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



## 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.

## ROADMAP

WHERE DO I START?

Pepper jack mozzarella

STEP 1

DRIVE TRAFFIC TO YOUR SITE

Taleggio caerphilly cheese and wine.

STEP 2

PROMOTE YOUR BUSINESS

Cheese on toast

STEP 3

STEP 1

Where do I start?

Get the Check List

Download

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 design.

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



Get the Check List

Download



6 Simple Ways to Revamp Your SMB's Online Presence for Better Visibility



Increase Conversions on your Website with these 3 tactics



Increase Conversions on your Website with these 3 tactics

# SMB Content Series

01

**.US** About .US  
Sponsored · Like Page

Learn the 3 Mistakes to Avoid When Registering a Domain Name



**Don't Make These Mistakes with Your Domain Name!**  
Getting the exact domain name you want can be tricky. This often forces businesses and startups to get 'creative' in registering a name – and causes common errors along the way.

ABOUT.US [Learn More](#)

3 Mistakes to Avoid When Registering a Domain Name

02

**.US** About .US  
Sponsored · Like Page

8 Tips to Help Search Engines Find Your Small Business Website



**Is Your Business Visible to Search Engines?**  
Mastering some SEO basics is really quite simple. Learn about the ways to ensure your small business website is visible to all the search engines.

ABOUT.US [Learn More](#)

8 Tips to Help Search Engines Find Your Small Business Website

03

**.US** About .US  
Sponsored · Like Page

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



**Ready To Launch Your Website?**  
Fortunately, creating a website is no longer a daunting task. Today, there are a plethora of tools and sites to make it as painless as possible. [Learn More!](#)

ABOUT.US [Learn More](#)

Getting a Small Business Online is Easier Than You Think

04

**.US** About .US  
Sponsored · Like Page

Learn About 6 Tricks to Make Your Small Business Website More Engaging



**Implement These Simple Tricks!**  
Building an engaging website doesn't have to be complicated. It's really all about starting with a good website structure, adding quality images and content, and making sure to include call-to-action elements.

ABOUT.US [Learn More](#)

6 Tricks to Make Your Small Business Website More Engaging

# SMB Content Series

05

06

07

08

09

**.US** About .US Sponsored · Like Page

Most small business owners know that social media can be a powerful and cost-effective marketing tool. However, what most people don't realize is that using the right domain name and hashtags in your social media posts can be critical for achieving success.



**What Hashtags Should Your Small Business Use?**  
For the customer, the right hashtag combined with a trusted domain name can be an easy and effective way to find a local business.

ABOUT.US [Learn More](#)

Hashtags and Domain Names

**.US** About .US Sponsored · Like Page

Learn four simple ways to get potential clients clicking through to your website.



**Drive Traffic to Your Website!**  
Your company's website is an enormous asset for building your business. Ensure that it continues to work for you by employing simple, regular steps to keep it updated, relevant and looking sharp.

ABOUT.US [Learn More](#)

How to Drive Traffic to Your Website

**.US** About .US Sponsored · Like Page

The social media revolution that's taken place over the last decade has changed lives and online brands across the globe. Social media is a major component of any brand's online presence.




**Make social media work for your business!**  
Social Media Strategies: Why Your Business Needs to Get Social

ABOUT.US [Learn More](#)

Social Media Strategies: Why Your Business Needs to Get Social

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In today's digital world, we often devote so much of our time, energy, and budgets to online promotion, and rightfully so. However, making room in the budget for off-line advertising and promotional materials is a must.



**Which Materials Make Sense for Your Small Business?**  
Depending on what type of business you have and what its focus is, learn how to determine which materials make sense for you.

ABOUT.US [Learn More](#)

Getting the Word Out: Promotional Materials for Your Business

**.US** About .US Sponsored · Like Page

Once your site is live, you can focus on getting your website to work for you. First things first, how do you start generating leads? As a business owner, this is one of your biggest priorities.



**Get Your Website to Work for You!**  
Implement these simple steps to ensure customers can quickly navigate your website and encourage purchases, appointments and sales.

ABOUT.US [Learn More](#)

How to Master Lead Generation



# 2017 Fully Responsive

**START with .US**

WHY .US GET .US WHO'S ON .US FAQs RESOURCES

For Registrars Policies & Governance Contact Blog WHOIS

## The Address for Every American Dream

.US is the web address for American dreams of all kinds. The business you started. The cause you embrace. The civic organization that works to make your community better. Your home and family life.

Your website shows where you're going. Now get a web address that shows where you're from. To get started in finding a home for your dream, search in the box below.

myaddress .US SEARCH

Online Toolkit  
Getting that website up is easier than you think. We'll show you how to do it.

Facts about .US  
How many web addresses are on the internet? How did the whole thing start? Get the facts.

### Roadmap

- STEP 1: Where do I start? LEARN MORE
- STEP 2: Drive traffic to your site LEARN MORE
- STEP 3: Promote your business LEARN MORE

**STEP 1 Where do I start?**

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 design.

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

**Step 1 Checklists**

DOWNLOAD

**Some Ways to Get Started**

- Launch Your Website in 3 Simple Steps [Read More >](#)
- 3 Common Mistakes to Avoid when Registering a Domain Name [Read More >](#)
- 6 Tricks to Make Your Small Business Website More Engaging [Read More >](#)

**Online Toolkit for Your New Site**

Getting that website up is easier than you think with the .US Online Toolkit. All the resources you need to create your online storefront and get your website off the ground.

[Download the Complete Toolkit](#)

### Roadmap

- STEP 1: Where do I start? [Learn More](#)
- STEP 2: Drive traffic to your site [Learn More](#)
- STEP 3: Promote your business [Learn More](#)

# 2016 Templated Design

**START with .US**

ABOUT .US BENEFITS WHO'S ON .US PARTNERSHIPS TOOLKIT

The Movement Contact Blog Domain Lookup For Registrars

## Get online with the web address made just for you.

myaddress

START with .US

YOU'RE IN GOOD COMPANY ON .US

proofreadingservices.us storybookinn.us

GET START

.US IS HARD AT WORK FOR INDUSTRY



# 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](http://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 Tip: Get Found](#)

[.US Tip: Get Social](#)

[.US Tip: Driving Traffic](#)

Locations Targeting United States Impr. ▾ ⋮

Searches Sort by: Impr. ▾ ⋮

SEARCH TERMS	WORDS
us domain	us domain center
us domains	us tld
us domain name	us domain meaning
us domain names	domain us
what is us domain	dot us domain
us domain registration	usa domain



## 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.

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

# Education For The Real World







# THANK YOU

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