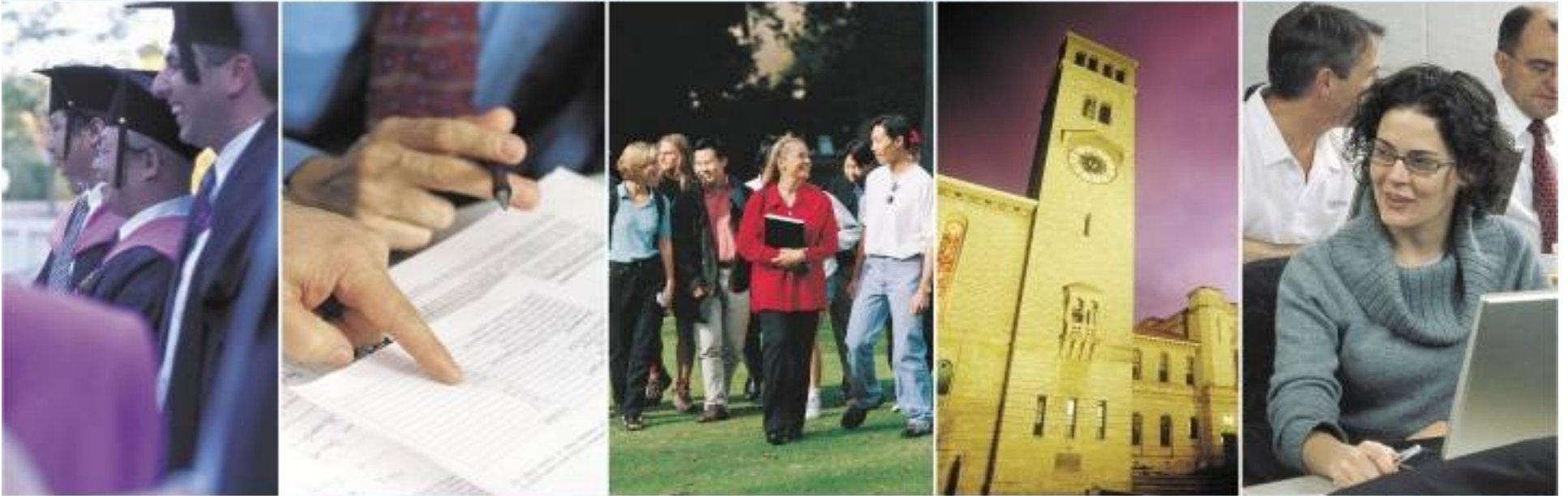


Domain Names and eBranding



THE UNIVERSITY OF
WESTERN AUSTRALIA

Business School

Achieving International Excellence

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UWA Business School

Overview

- Brands in an online environment
- Domain names as a brand
- Global versus country domains
- Domain name strategies
- Proactive Strategies
- Offline Strategies

Brands in an Online Environment

- Increased importance of brand trust
- Extend and enhance existing brand efforts
- Challenge of search engine listings
- Online visitors often guess, then search
- Domain names as a brand

Domain Name Branding

- Website addresses, such as
suteraharbour.com
suteraharbour.com.my
- eMail addresses, such as
sutera@suteraharbour.com
info@suteraharbour.com.my

Global versus Country Domains

Global

- Global admin (icann.org)
- Dozen+ and not two letters, .com, .org, .travel, .info
- Open access
- Usually less expensive, from US\$10 annually
- Rent, not own

Country

- Country-level admin
- 200+, two letters, .vn, .my, .th
- Usually restricted access
- Prices vary, such as 40-100 Ringgit in .my
- Rent, not own

Domain Name Strategies

- Branded name
- Free Google and Yahoo options such as hotelabc@yahoo.com or hotelabc@gmail.com
- Short, memorable, easy to type
- Global and local domains
- Start with email addresses
- Match email and website domain name
- Proactive is cheaper than reactive

Proactive Strategies

- Register name(s) now to prevent abuse
- Reflect on global (.com) versus local strategy (.com.my or.co.th)
- Reflect on multiple names, i.e, suterahar**bour**.com and suterahar**bor**.com
- Redirect to preferred domain name
- Register for multiple years
- Registration information is critical

Offline Strategies

- Collateral material
- Advertisements in all media
- Employee awareness
- Other?

In Summary

- Branding is particularly important online
- Domain names are essential to eBranding
- Domain name strategy should consider multiple names and be proactive
- Rent but never own

Thank-you

- uwa.edu.au
- Questions?

Links

- icann.org (administration and approved registrars)
- [.id \(www.cctld.or.id\)](http://www.cctld.or.id)
- [.in \(www.registry.in\)](http://www.registry.in)
- [.ky \(www.mptc.gov.kh\)](http://www.mptc.gov.kh)
- [.la \(www.la\)](http://www.la)
- [.my \(www.mynic.net\)](http://www.mynic.net)
- [.vn \(www.vnnic.net.vn\)](http://www.vnnic.net.vn)
- [.ph \(www.domreg.org.ph\)](http://www.domreg.org.ph)
- [.th \(www.thnic.net\)](http://www.thnic.net)