

# Choosing the Right Domain Strategy for Your Brand





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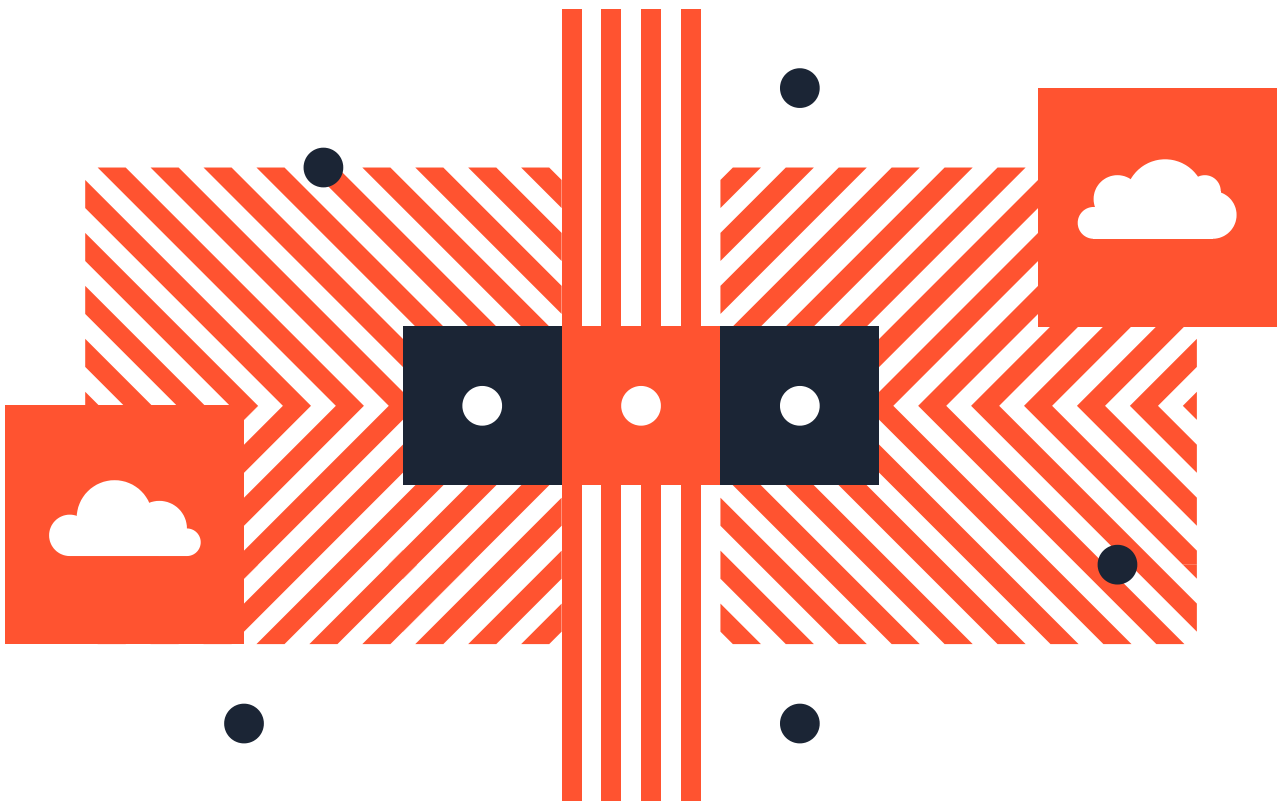
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# Introduction

Your domain name is more than just a web address. It is a key part of your brand identity, digital presence, and how customers find and trust you online. With increasing competition for good names, the growth of new domain extensions (TLDs), and the risks of cyber threats like typosquatting, choosing the right domain strategy has never been more important.

In this post, we'll cover the essential elements of domain strategy, including how to protect your brand, the rise of new TLDs, and how to plan for international growth.



# What Is Domain Strategy?



***A domain strategy is the plan you use to manage your domain names in line with your business goals. It ensures your web presence supports marketing, brand protection, expansion, and discoverability.***

A strong domain strategy covers:

- Selecting the right domain name and extension
- Registering common variants to protect your brand
- Managing domains across international markets
- Keeping domains secure, up-to-date, and consistent



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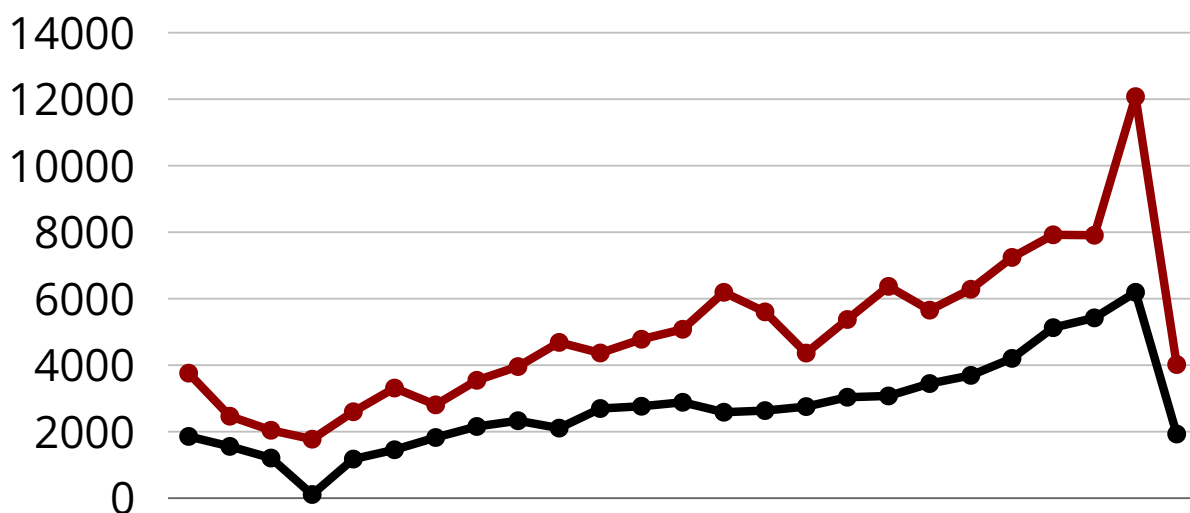
# Protecting Against Typosquatting

Typosquatting is when someone registers a misspelt version of your domain in an attempt to impersonate your brand or trick your customers. It can damage your reputation, steal your traffic, and even lead to phishing attack

Here's how to reduce your risk:

- **Register typo variants:** Secure common misspellings or nearby keys (e.g. yourbrandd.com or your-brand.co)
- **Use tools:** Services like DNSTwist or DomainTools help identify similar domain registrations
- **Monitor for misuse:** Keep an eye on new domains that resemble yours, especially if they point to suspicious content
- **Enable DNSSEC and domain locking:** These technical controls protect your domains from hijacking
- **Secure your email:** Set up SPF, DKIM, and DMARC to stop others sending emails from fake domains
- **Act quickly:** Use legal tools like UDRP complaints or cease and desist letters if someone registers a harmful lookalike

## Total number of domain name cases and domain names filed to WIPO from 2000 to 2024 YTD



# The Rise of New TLDs and What They Mean for Branding

With hundreds of new TLDs now available – such as .tech, .design, .studio, or .shop – brands no longer need to rely solely on .com or .co.uk.

These new options can open up more relevant, creative ways to position your brand.



## Benefits of new TLDs:

- More availability: Short, clean names are easier to secure
- Stronger messaging: TLDs like .law or .agency clearly reflect your industry
- Marketing flexibility: Ideal for campaigns, product launches, or sub-brands

## However, consider the risks:

- Some users still default to .com, so unfamiliar TLDs may affect trust
- Using multiple TLDs can create confusion if not managed carefully
- You may need to register new TLDs defensively to protect your brand

A good approach is to combine your main domain with selected new TLDs for specific purposes – for example, yourbrand.com as your core, with studio.yourbrand or careers.yourbrand for specific functions or teams.

# International Domain Strategies

If you're expanding into global markets, your domain strategy must adapt to different languages, locations, and expectations.

There are three main ways to structure your international presence.

	Example	Best for
ccTLDs (country domains)	yourbrand.fr	Local trust and SEO
Subdirectories	yourbrand.com/fr	Simpler management
Subdomains	fr.yourbrand.com	Flexible for teams or hosting needs

Registering country-specific domains (e.g. .fr, .de, .es) can help build trust and improve local search performance, especially in Europe. Even if you don't launch right away, securing these domains early helps avoid cybersquatting.

## Other tips for international strategy:

- **Localise, don't just translate:** Adapt your content, tone, currency, and legal messaging for each market
- **Use hreflang tags:** These tell search engines which version of your site to show based on language or country
- **Keep governance central:** Even if regions operate independently, centralise renewals, ownership, and security

