

THE 5 MOST COMMON QUESTIONS

ABOUT THE NEW DOMAIN EXTENSIONS

Your domain no longer has to live on a .com extension. Now, you can choose from over 1,500 (and counting) domain extensions that are more relevant to your brand. From .ROCKS to .DIGITAL to .BIBLE (our favorite), the possibilities are bigger and better than ever. As the operator of .BIBLE, we get asked a lot of questions about the new domains. Here are a few of the FAQs and their answers.

Will choosing a new gTLD extension for my new domain affect my SEO (search engine optimization)?

No way! SEO is affected more by keyword usage, on-page optimization of content (appropriate tags, etc) and backlinks. There are over 200 factors that Google uses to rank websites. While we don't know all the secrets of the Google algorithm, we do know that all domain extensions are equally weighed by calculating search result ranking, for both legacy TLDs (like .COM or .ORG) and new gTLDs (like .BIBLE or .NEWS).

If I switch from my current domain to a new gTLD extension, will I lose my current search ranking?

There should be no impact with search engines as you switch to a more relevant domain name. Google's help center has extensive site move documentation for you if you need it. One of the things they promise is that they treat a move from a dotcom to a notcom the same as any other site move.

What makes a great domain name?

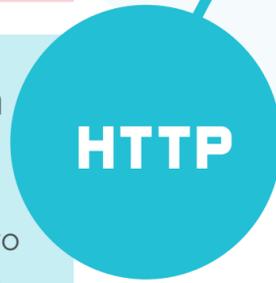
Your domain is your organization's "welcome mat" on the internet. You want a name that provides instant association with your mission. A url that is short & memorable. And an address that has great branding potential.

Does having a shorter domain name really matter?

Yes! It helps with brand recall! You want to make it as easy as possible to remember your brand, engage with your brand and find your website again and again. A shorter domain name helps you achieve this.

What if people don't recognize the new gTLD extension?

Millions of people are using websites with new gTLD extensions everyday, making it more and more common to see a "notcom" domain. It's a good practice to use the www prefix on printed materials, as a way to educate about your new gTLD address. For example - www.get.bible.



5
FAQs

READY FOR THAT NEW GTLD?

There's never a bad time to strengthen your brand. Whether your organization is brand new or decades old, it may be time to consider a new gTLD extension. Provide instant association to who you are and what you do with the right domain extension.

Our team at .BIBLE is ready to help you think through how to make the most of the .BIBLE domain. Reach out to us.

WWW.GET.BIBLE