HAVE A COUNTRY CODE TOP-LEVEL DOMAIN (ccTLD) NAME?
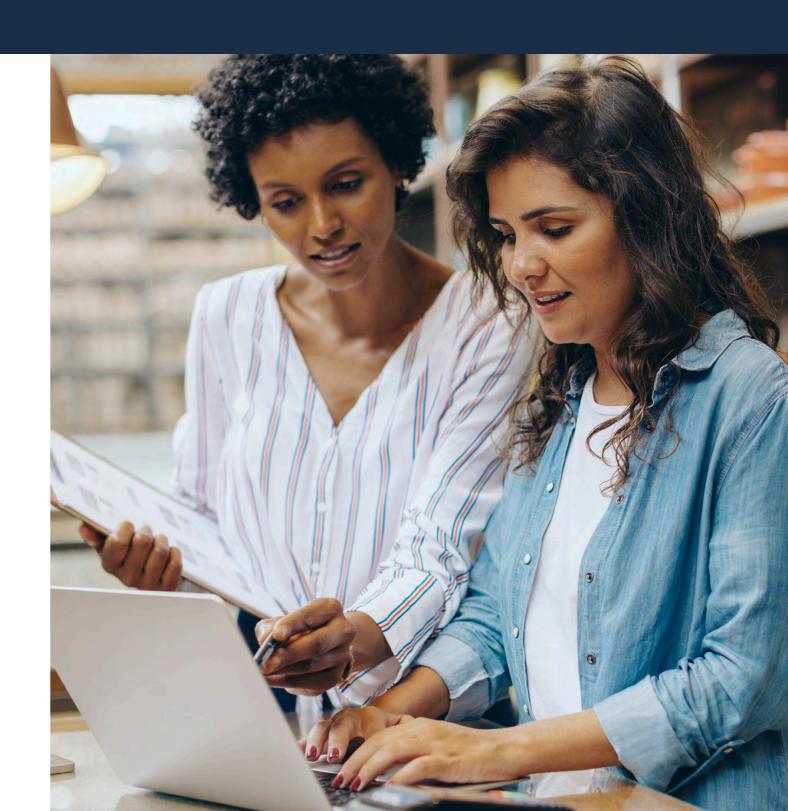## GET A .COM.

.com

Have a Country Code Top-Level Domain (ccTLD) Name? Get a .com too.

By **Henrik Scheel,** Founder of StartupExperience.com and owner of HenrikScheel.dk and HenrikScheel.com

So, you've registered your domain name and are building your brand. As you start to grow, keep in mind that using more than one domain name can bring in more than one kind of customer and expand your reach. For example, if you started your business on a country code top-level domain (ccTLD) name, you could register the matching .com domain name for a variety of uses – such as **domain name forwarding** (or redirection) or a professional email address. You can also register a matching .com domain name to support your own personal branding - which is what I chose to do - since your name can serve as a consistent online presence to showcase all of your work.

I'm from Denmark where the ccTLD is .dk. Since .dk is very popular locally, I used HenrikScheel.dk when first starting out. I didn't have a website at the time, so I decided to forward this domain name to my LinkedIn page, as I was already connected with many local businesses and entrepreneurs. If I'd stayed in Denmark, that might have been fine.
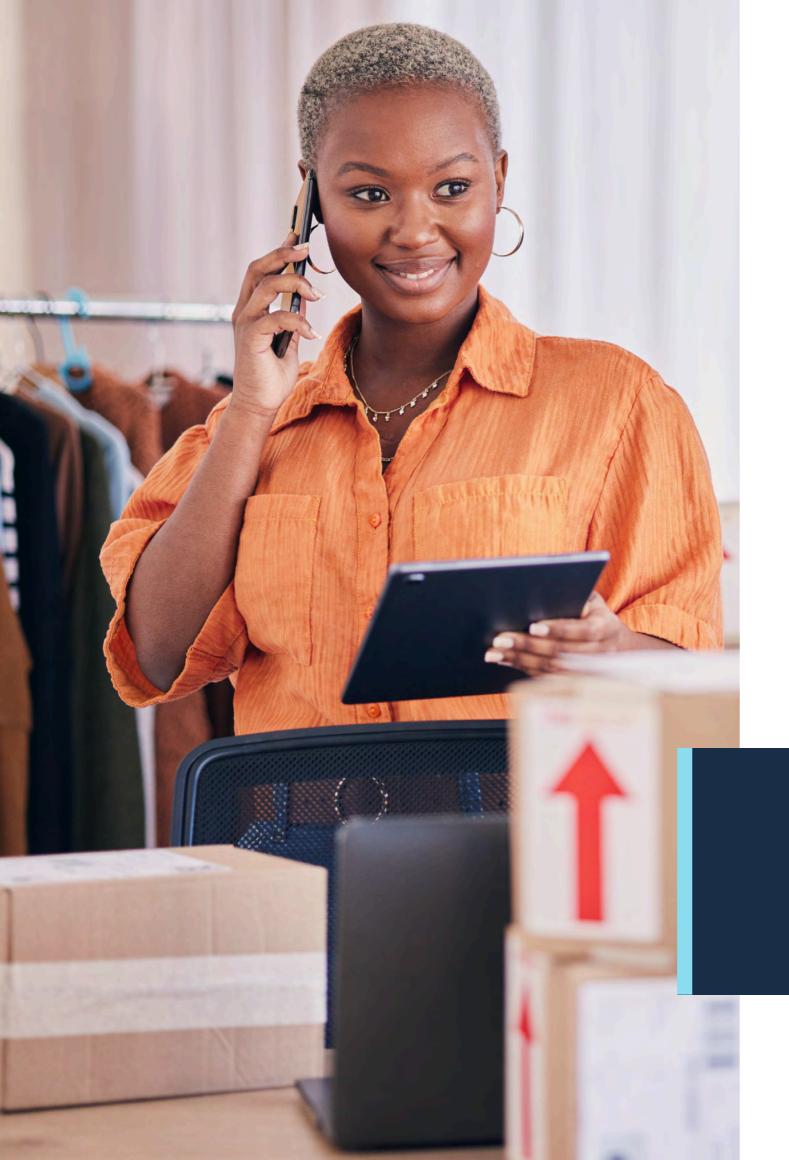
However, as I hoped to someday build a brand beyond Denmark, I also registered **HenrikScheel.com**. I felt it was important to have HenrikScheel.com because, as an entrepreneur, my personal brand helps people discover me (and my businesses) online, and .com domain names are recognized and trusted by customers around the world. Moreover, many people trust clicking a .com domain name when accessing information about a business.

So, if you don't have your .com domain name, you may be missing out on visitors to your online presence (or worse, another company may register your matching .com, which can confuse your potential customers).

Fast forward to today, I now use both HenrikScheel.dk and HenrikScheel.com for my personal website where I showcase all of my work as an entrepreneur (I host my site on my .com domain name and forward my .dk domain name to it). I also use HenrikScheel.com for my professional email address. Even though much of the work I do is through my business, keeping the other domain names active has the following benefits:

→ Expands my reach when I meet people in-person, or when they find me through articles I've written.
→ Keeps me in touch with people who knew me before I started my businesses.
→ Helps ensure I capture all the traffic intended for my online presence, no matter if someone types in HenrikScheel.dk or HenrikScheel.com.
→ Serves as a central online presence to showcase all my work as an entrepreneur.

You'll find that many larger companies using ccTLD domain names are more likely to have also registered their matching .com domain name. In France, for example:

90% of the .fr names on the French stock market have a matching .com registered.

Of the top 50K sites in France as measured by site traffic, 77% of the .fr domain names have a matching .com registered.

Additionally, many multinational companies have in-language websites for the countries where they do business that use the local ccTLD, but they also have matching .com domain names for their global site and corporate email addresses.

More than half (57%) of all .fr registrations have a matching .com

Once you're ready, the process of registering a .com domain name is easy, and similar to the process of registering a ccTLD. You simply:

- → **Search for available domain names** using a domain search tool.
- → Choose a registrar that has all the services you need (like professional email and web hosting).
- → Type in your chosen domain name(s) and your information.
- → Select how long you want to register the name (you can typically select for up to 10 years).

Keep in mind, the annual cost of registering a domain name is typically a nominal expense when compared to overall marketing spend but has the potential to deliver significant marketing value.

Summary

Whether you're hoping to expand your customer reach or enhance your personal and company brands, pairing a .com domain name with a ccTLD gives customers more ways to find you and your business online. Registering both a .com and a ccTLD domain name can reduce the chance that customers go to another website with a similar name. So, if you only have a ccTLD, help more customers find your business website by registering your matching .com domain name today.

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