

Find a new, streamlined website domain among 600 choices!

Trying to find a **grabber website domain** ending in “.com” that contains less than an arm’s length of letters is a near-fruitless treasure hunt. You probably can’t use “.org” and will anybody come if it ends in “.net”?

The hunt is over. Last February, the ICANN (Internet Corporation for Assigned Names and Numbers), an international non-profit charged with overseeing the Internet’s infrastructure, modestly opened the namegates for website owners. Its **600-some new web domains** are dramatically changing the face of the Internet by providing more tailored domains beyond examples like “.com” and “.net”.

I’ll give some **examples below**. According to Ray King, CEO of Top Level Design, in bookbusinessmagazine.com, publishers (or anybody) can capitalize on the domain expansion to make their websites and products more accessible to readers (by adapting) secure, short, and succinct web URLs that are specific to their work or aims.

These new gTLDs are **not limited to publishers**. Any person or firm can get one of these new URLs.

Instead of best businesspracticesinorthopedicdentistry.com, a mouthful, I might try bestorthopedicbusinesspractices.dentistry—which, as I read it, is about as bad. Here are much better examples. Children Slay Monsters.com might be ChildrenSlayMonsters.book or ChildrenSlayMonsters.fiction.

Or perhaps Boiseflower.shop or stepmother.consulting?

You can check out the 600 new gTLDs at [Go Daddy](http://GoDaddy), enom, and

[Network Souldtions](#). I used [marcaria.com](#) where you can also see a long list of choices, with annual costs. It's **first-come, first-served**. Registrars will also "hold" a name for a yet-to-released extension so it's yours when that happens.

Is anybody "big" doing this? Google itself applied to manage 101 new gTLDs.

Do annual fees vary? Of course. In my niche:

K-12schoolboard.expert costs \$50

K-12schoolboardexpert.com is \$13

K-12schoolboardexpert.us is \$5.

Service might vary too. At least you want to use ICAAN-accredited domain registrars. According to Ray King in his recent blog "*Publishers Can Boost Discoverability with Newly Released Web Domains*," you can also use other non-Latin script, like Arabic and Chinese.

Here are a few **extensions already available** that might interest self- or giant publishers: guide, report, institute, consulting, education, reviews, training, university, services, and book.

Will this distinguish your firm or improve your online outreach? Can you target your title better? Or can you reassure your clientele that you are almost kin in their niche? Check the list and play around with new combinations. A more streamlined, simpler name **might be the key to the new you!**

Best wishes,

Gordon Burgett