

**Benefits of a .Earth Domain**

***Articulating the true value and benefits of a .Earth domain to your customers and end-users is paramount. This is why we have compiled that following list of top seven benefits of a .Earth domain for you to re-purpose anyway you like!***

**The Seven Key Benefits of a .Earth Domain:**

**7) A .Earth Domain is a Platform:**It allows all environmentally conscious citizens to share their voice about enriching life on Earth.

**6) More Meaningful Than .com:**Brand yourself “Right of the Dot,” and expand beyond the traditional “dot com” or “dot net.” A .Earth domain extension is a simple and highly effective way of letting everyone know that your organization’s mission is to save the planet.

**5) Make “Earth” Part of Your Company Name:**Consider changing your branding to include “Earth” in your organization or campaign’s name.  [Catalog.Earth](http://www.catalog.earth/)and [Access.Earth](http://access.earth/)are prime examples of organizations that are effectively using the .Earth domain name as part of their overall brand.

**4) Share Your Passion:** The .Earth domain reinforces the passion that many organizations and individuals have for the planet.

**3) Cost-Effective:**Securing a new .Earth domain extension will not break the bank – even for premium names.

**2) Trust in You:**.Earth domain names convey a higher level of trust to your customers, partners, and constituents when they are seeking out information about your organization.

**1) Put Earth First (Always):**In this day and age, it’s always good to remind ourselves that the Earth does come first. Show your audience.