

# 10 Good Reasons for Choosing a .VN

.VN is the Vietnamese country code top level domain, just as there is a country code top level domain for Germany (.de) or for Japan (.jp), and for 247 other territories in the world. A website under .VN is accessible from anywhere in the world like all sites with domain names registered under other top level domains (.com, .de, etc).<sup>(2)</sup>

However, .VN has several specific characteristics that make it complementary to other top level domains (.com, .org, etc.). As a holder of a .VN domain name, you benefit from several specific advantages:

## **Ease of Registration**

Thanks to the ease of registration conditions for .VN domain names, Dot VN has automated its registration procedures. The registration and approval process are made online by Dot VN for all registrants. .VN is unrestricted ccTLD meaning that there is no need for local presence or verification.

## **Relevance**

.VN still has many valuable domain names available in the 2<sup>nd</sup> and 3<sup>rd</sup> levels that can enable businesses to own an identifiable or easy to remember name. The tld market is very saturated and viable domain names are very difficult to find.

## **Visibility**

Vietnamese Internet users have made it known that they would like to have Vietnam companies registered under .VN. This figure underlines the strong appeal of Internet addresses under .VN and its increasing necessity for an entity wishing to communicate with Vietnamese Internet users.

## **Identification and qualification**

The registrants of a .VN domain name are identified on an official database at the time of registration of their domain name. WHOis databases are provided to the public which can be used to identify the registrant, allow any Internet user to know who (or what) is behind a .VN domain name.

## **No risk**

.VN domain names are registered on a per year basis, the minimum registration being one year. This means the registrant can choose not to renew if they are displeased with their domain selection.

## **Technical reliability**

Dot VN has created a control panel for our registrars and registrants to help maintain a level of technical management for all end users. The control panel is operated in real time and will allow

users to modify their .VN domains. Features include DNS changes, transfer of domain, modification of contact information and also renewal.

### **Reliable Staff**

In case of need, Dot VN teams are at your disposal to help resolve potential administrative or technical problems related to your domain name under .VN.

### **Concierge Service**

For clients looking to transfer .VN domain names from another registrar or reseller, Dot Vn offers a concierge service that will allow for seamless transfer.

### **Search Engine Benefits**

Most of the large search engines will give you a higher search ranking for a site that has the tld of the searchers country. For example, if someone from the Vietnam is performing a search for widgets, a search engine will often rank widgets.com.vn higher than other sites selling the same product but only have a .com tld.

### **Expand you clientele**

The best policy someone looking to gain online presence is to purchase both a .com and a ccTLD. This allows you to appeal to both international and national customers. The potential sales that you can get with a ccTLD should not be overlooked as a small investment in an extra domain can bring big returns for you and your business.

### **Future Growth**

Vietnam currently has the world's 2<sup>nd</sup> fastest growing economy. .VN is your ticket to this exploding market.