

**.stockholm**

Reception of the TLD was exactly as we were expecting – silence. That’s when we knew what we were doing was working. After all, people only react when it’s negative and no one had called to tell us we were wrong.”

***Marcelle Abou Haidar
Johansson
Project Manager
.stockholm***

Stockholm, a forward-thinking global capital, adopted the .stockholm top-level domain (TLD) to overhaul its digital presence. Previously, the city's online identity was a labyrinthine – difficult for users to navigate and complicated by departmental resistance to change.

To address these challenges, the city opted for a multi-site structure under the .stockholm TLD. The aim was to significantly improve user experience by providing dedicated domains for specific services, allowing direct access to information. .stockholm also sought to enhance discoverability, as the old site's redundancies negatively impacted search engine optimization.