

Unlocking London's Online Potential: The Case of .LONDON

The Greater London Authority and London & Partners recognised that London's global prominence demanded a distinct online presence. This vision gave birth to the .LONDON top-level domain (TLD), a natural extension of the city's powerful brand, designed to carve out a dedicated digital space for all London-centric entities. As a proud subsidiary of London & Partners, .LONDON actively champions businesses, organisations, and individuals eager to associate with the capital, with a particular emphasis on fostering local business growth through initiatives like the "Grow London Local" programme.

"The fit was obvious...it really did feel like a great opportunity for us to put London in the heart of more business identity, more individual identity," says Jo Darwin, Director, .LONDON.

Objective: Stand Out in the Digital Crowd

In a bustling digital world, .LONDON carves out a distinct space, reflecting the capital's vibrant culture. More than just a domain, it's a bespoke online haven for every London entity, from startups to landmarks. Crucially, .LONDON champions the city's small and medium enterprises through its "Grow London Local" programme. This initiative empowers local businesses with vital resources at grow.london/local, helping them be heard above digital noise. With 35,000 domains and growing, .LONDON isn't just a digital address; it's a commitment to quality and a testament to London's enduring spirit, fostering local growth and global recognition.

Tangible Impact: .LONDON's Websites

This digital reflection of the city's culture spans from iconic sites like Sky Garden to the current Mayor's campaign. Beyond big names, .LONDON empowers local businesses, following approximately 5,000 active websites across sectors like real estate, health, and consultancies to better understand its audience. Its "Grow London Local" program provides vital resources, like those on register.london/insight-and-guides/. Additionally, geo-targeted campaigns ensure the city's local businesses find their unique online address.

This success is underpinned by a "clean" domain portfolio, verified by partners like CleanDNS, fostering trust and authenticity for all London-centric entities.

To learn more about operating and applying to run a gTLD, visit:

<https://newgtldprogram.icann.org/en>.