

.Best

About

BestTLD Pty Ltd. is the sole registrant and registry operator for the .best TLD. The company uses the .best gTLD to provide a dedicated online space where businesses, influencers, and content creators can promote their products, services, and content. BestTLD Pty also has developed platforms that allow users to easily create their own .best websites.

gTLD use case

.best

Category

Generic

Registry Operator

BEST TLD Pty Ltd

Contact

 go.best

 cyril@ceo.best

gTLD

What motivated you to apply for a new gTLD?

The primary motivation for applying for the .best gTLD was to create a unique, memorable, and easily identifiable space on the internet for individuals, businesses, and organizations to showcase their best products, services, and content.

How are you using the gTLD?

We are using the .best gTLD to provide a dedicated online space where businesses, influencers, and content creators can promote their best products, services, and content. We have also developed platforms that allow users to create .best websites easily.

What were some of the considerations you made before applying?

We considered the potential market demand, the technical and financial resources required for registry operations, and the brand positioning necessary to make .best an appealing choice for users. Extensive market research, technical infrastructure planning, and stakeholder consultations were conducted to ensure readiness.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

Operating the .best gTLD has allowed us to position our registry as a leader in premium TLDs, attracting top-tier clients and partnerships. It has also enabled us to create unique branding opportunities for users that emphasize quality and excellence.

How has having a gTLD changed or impacted your business?

The .best gTLD has significantly enhanced our brand's visibility and credibility in the domain industry. It has also opened new revenue streams and expanded our customer base to include a diverse range of industries seeking to highlight their best offerings.

We have effectively utilized the .best gTLD to launch and promote several innovative projects that highlight the unique capabilities of our domain extension. Two of our most notable initiatives are the Best App (app.best) and Web.Best.

“By offering a specialized TLD like .best, we provide a platform where users can distinguish their best offerings, thus building credibility and trust with their audience. This helps brands stand out in a crowded digital marketplace.”

– BestTLD Pty Ltd., Registry Operator