

.CEO

About

XYZ Registry was founded by Daniel Negari with the goal of providing memorable TLDs that appeal to a wide range of individuals and organizations. The registry operates many TLDs, including .xyz, .beauty, .pics, and .ceo.

gTLD use case

.ceo

Category

generic

Registry Operator

XYZ Registry

Contact

<https://xyz.xyz>

hello@xyz.xyz

gTLD

What motivated you to apply for a new gTLD?

The opportunity for the .CEO gTLD was driven by the need to provide a dedicated digital space for top executives, allowing them to establish their personal and professional brands online. In an increasingly digital world, where authority and leadership are essential, there was a clear demand for a domain extension that specifically caters to CEOs and other C-suite executives. .CEO was designed to offer these leaders a unique and prestigious platform to enhance their visibility, connect with peers, and showcase their expertise.

How are you using the gTLD?

The .CEO TLD provides an authoritative and distinctive domain extension that immediately signals leadership and credibility. By using a .CEO domain, executives can create a powerful online identity that aligns with their status and responsibilities. This TLD helps executives stand out in a crowded digital landscape, offering a tailored solution for personal branding, networking, and sharing professional insights, thereby addressing the need for a specialized online presence for leaders.

What were some of the considerations you made before applying?

XYZ acquired .CEO to take up the helm and offer a platform where CEOs could claim their name, build a professional brand, and connect with other leaders, all while differentiating themselves in the digital realm. Using our strong network of registrar partners, we were able to increase the availability and awareness of .CEO for users.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

The .CEO gTLD presented the opportunity to build a trusted and exclusive domain space for business leaders. The benefits included fostering a community of executives who value the importance of a strong online identity, enhancing personal and corporate branding efforts, and providing a prestigious platform that aligns with the stature of CEOs.

How has having a gTLD changed or impacted your business?

Having a gTLD like .CEO has helped establish XYZ Registry as an industry leader and global brand, and has given us the opportunity to allow individuals to connect with a global network of fellow CEOs using a domain tailor-made for leaders. The acquisition of .CEO further enhances our goal of choice and availability in domain names.

“The greatest benefit of owning the .CEO gTLD has been the ability to create a tailored and prestigious online space for CEOs and top executives. By providing a specialized domain extension, .CEO has empowered leaders to take control of their personal and professional brands, enhancing their authority and visibility in the digital world.”

– XYZ Registry, Registry Operator