



A service of AICPA and CPA.com

About

As the business and technology subsidiary of the American Institute of Certified Public Accountants, the world's largest member association representing the accounting profession, CPA.com brings innovative solutions to the field, either in partnership with leading providers or directly through its own development. CPA.com is a thought leader on emerging technologies and a trusted business advisor to practitioners, as well as the registry operator of .cpa domains.

gTLD use case

.cpa

Category

generic

Registry Operator

CPA.com

Contact

<https://www.cpa.com>

support@domains.cpa

gTLD

What motivated you to apply for a new gTLD?

The American Institute of Certified Public Accountants (ATCPA) and CPA.com applied for the rights to own and operate the .cpa domain because we recognized the importance of enhancing the online visibility and professional standing of CPAs, as well as to protect the profession and its client base from online fraud and other threats. Our goal was to provide individual CPAs and CPA firms with a web alternative to better secure data, enhance client trust, and strengthen online brand positioning by offering shorter, more memorable domain names that highlight firms' niche, location, or industry.

How are you using the gTLD?

Since launching the .cpa domain in 2020, thousands of individually licensed CPAs and CPA firms have registered their preferred domains, with a 90% annual renewal rate. Firms recognize the ability of the .cpa domain to enhance their online presence and build trust with clients. Many use it as part of their broader marketing strategy, registering domains to promote niches, practice areas, and locations, such as dentist.cpa, church.cpa, advisory.cpa, and orlando.cpa. We also provide a free starter website that accountants can use to quickly create their web presence without any web design experience.

What were some of the considerations you made before applying?

A key requirement for domain registration was verifying eligibility by ensuring all applicants were licensed CPAs or CPA firms. We developed a process to confirm this and prevent impersonation. Additionally, we built an internal system to automate eligibility communication with registrars.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

Operating the .cpa gTLD has allowed us to offer an exclusive and high-trust domain option that is tailor-made for the CPA profession. It has enhanced our ability to support thousands of CPAs and firms in their marketing efforts and provided them with a powerful tool to elevate their online brand and build trust and credibility with clients and prospects.

How has having a gTLD changed or impacted your business?

An essential part of the mission of the American Institute of Certified Public Accountants (AICPA) is powering the success of CPAs by providing the most relevant knowledge, resources and advocacy, and protecting the public interest. In offering the .cpa domain, we help accomplish that mission by giving CPAs and CPA firms access to an exclusive branding opportunity that elevates their online identity and helps them deepen trust with existing and prospective customers.

“The greatest benefit has been the ability to offer a secure, exclusive domain that enhances the professional reputation of CPAs online. Through the .cpa domain and our free starter website, firms now have a quick and easy way to differentiate themselves from non-CPA competitors, elevating the reputation of the CPA profession.”

– CPA.com, Registry Operator