



## 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

.quest

## Category

generic

## Registry Operator

XYZ Registry  
(XYZ.COM LLC)

## Contact

<https://xyz.xyz>

[hello@xyz.xyz](mailto:hello@xyz.xyz)

## What motivated you to apply for a new gTLD?

The creation of .quest was driven by the need to provide a domain extension that resonates with individuals, businesses, and communities dedicated to guiding, inspiring, and supporting others on their journeys. There was a clear gap for a broad-use TLD that could symbolize expertise, leadership, and the pursuit of excellence across a wide range of fields, from personal development to professional expertise.

## How are you using the gTLD?

XYZ Registry has launched a site at <https://go.quest> that allows visitors to learn about .quest, search for the .quest domain of their choice, and find registrars that carry .quest.

## What were some of the considerations you made before applying?

The .quest TLD was expected to drive growth by offering a broad-use domain option for those committed to making a positive impact in their field or community. Using our strong network of registrar partners, we were able to increase the availability and awareness of .quest for users.

gTLD



Learn more at:  
[newgtldprogram.icann.org](https://newgtldprogram.icann.org)

## How has your organization benefited from operating a gTLD?

The greatest benefit of operating the .quest gTLD has been the ability to empower individuals and organizations to position themselves as leaders and experts in their fields with an affordable, memorable, and easily acquirable domain name.

### How has having a gTLD changed or impacted your business?

Having a gTLD like .quest has helped establish XYZ Registry as an industry leader and has given us the opportunity to provide a broad-use domain extension that signifies purpose and direction. The .quest domain has helped users create authoritative online presences that inspire trust and confidence among their audiences. Providing the .quest domain further enhances our goal of choice and availability in domain names.

***“The .quest TLD offers a unique and meaningful option for those who position themselves as leaders, mentors, or experts. By using a .Quest domain, individuals and organizations can clearly signal to their audience that they are the premier destination for guidance, knowledge, or support in their respective fields. The availability and affordability of this TLD empowers users to create a distinct online presence that reflects their commitment to helping others achieve their goals and complete their quests.”***

– XYZ Registry (XYZ.COM LLC), Registry Operator