

# SMALL BUSINESSES ON NEW GTLDS

State of U.S. Small Business Online

Over the next couple of years, domain standards like .com, .net and .org will be joined by potentially thousands of new domain extensions - also known as new gTLDs (generic top-level domains) — like .ninja and .photography. What do these new gTLDs mean for small businesses and should you care? To gain perspective from those already doing business online, SCORE and Verisign surveyed SMBs to get their thoughts.

## HOW WILL NEW gTLDs IMPACT SMALL BUSINESS?

**4 out of 5**  
Prefer a .com

Four out of five SMB website owners prefer a .com web address over a new gTLD web address



**81%**

81% of SMB website owners believe new gTLDs will be confusing to their customers

**94%**  
.com

Feel safe visiting a .com

**33%**  
A new gTLD

Feel safe visiting a new gTLD

94% of Internet users feel safe visiting a .com website  
VS.  
33% of Internet users feel safe visiting a new gTLD website

## WHAT DO SMALL BUSINESS OWNERS CONSIDER WHEN NAMING THEIR WEBSITE?

### CREDIBILITY

**77%**

77% of SMB website owners prefer a .com web address over a new gTLD that describes their business

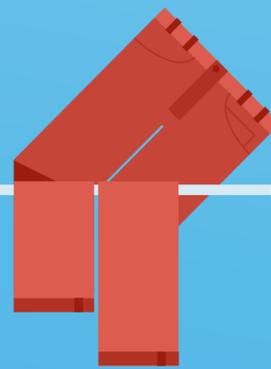


**77%**  
Prefer a .com  
Over a new descriptive gTLD

### CUSTOMER TRUST

**79%**

79% of Internet users would rather visit a .com web address than a new gTLD one that describes the business

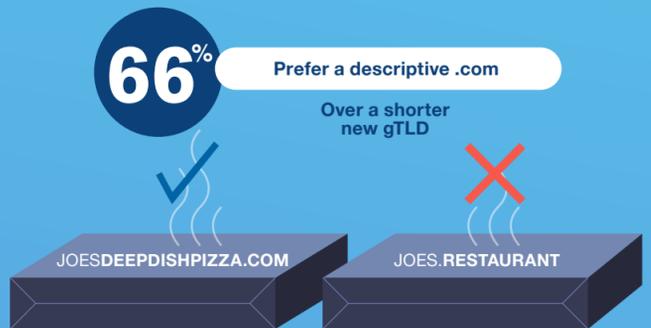


**79%**  
Prefer to visit a .com  
Over a descriptive new gTLD

### SEARCHABILITY

**66%**

66% of SMB website owners prefer a descriptive, longer .com web address to a shorter new gTLD one



**66%**  
Prefer a descriptive .com  
Over a shorter new gTLD

Learn more about new gTLDs and what they mean for your business at [VerisignInc.com/NewDomains](http://VerisignInc.com/NewDomains)

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FOR THE LIFE OF YOUR BUSINESS