

**WHY YOU SHOULD REGISTER AND USE YOUR
.WALES AND
.CYMRU DOMAINS**

Domains are truly at the heart of the internet. They give businesses of all types and sizes and individuals looking to share exciting personal projects, a chance to brand and promote yourself to the online world.

Patriotic domains such as **.wales** and **.cymru** take this one step further, giving Welsh businesses a real opportunity to target the Welsh market, increase awareness of your services and share your passion for Welsh heritage.

4 GREAT REASONS TO REGISTER AND USE YOUR DOMAIN

1 BOOST REGIONAL REPUTATION

A **.wales** and **.cymru** domain name helps potential customers identify where your business is located, as well as where the products come from or which area you provide services to. However, you don't have to be based in Wales to have a **.wales** and **.cymru** domain.

DID YOU KNOW?

Definition of a Welsh Business: A business that has at least one local distribution unit in Wales. So if you are located outside of Wales, you can still register a **.wales** or **.cymru** domain.



THERE ARE
267,000

ACTIVE ENTERPRISES IN WALES¹

2 IMPROVE RANKINGS

.wales and **.cymru** are local domains which can give your business preferential treatment on search engine rankings over **.com** or **.co.uk** search results. Supplying key contact details such as your local telephone number and address will assist search engines to improve your position and credibility amongst your local target audience.

Your domain name can do wonders for attracting traffic to your website, especially if your business is currently working on a Welsh localisation strategy. For instance, having a **.wales** or **.cymru** domain will increase relevancy to users in Wales. Therefore, the click-through rate to your site can be higher; and if the click-through rate is higher, Google will look more favourably on you. See the [full article](#).

3 INCREASE REACH

Having an online presence for your business is more important than ever. It provides you with the ability to reach a much wider audience and allows you to be more creative in the way in which your business operates. You're able to reach global audiences much more easily and deliver your products and services to your target audiences via a **.wales** or **.cymru** domain – proudly displaying your passion for Wales at the same time.

94%

of people who use the internet, access it daily²

35%

of all retail in January 2021²

46%

of UK consumers⁵ purchased a product online that they had previously only ever purchased in store

4 SHOWCASE YOUR WELSH IDENTITY

With the Welsh start-up community continuing to grow, enhancing the need to stand out as a modern business is more important than ever. Registering and using your **.wales** or **.cymru** domain name can be all you need to separate yourself from similar businesses in your space.

A **.wales** or **.cymru** domain name immediately communicates the message to potential customers that you're a Welsh brand; enhancing your reputation as a patriotic business that cares about Welsh identity and language.

Not only does this add a unique selling point to your business, but as a generation that's big on Corporate Social Responsibility, your business will certainly receive kudos for making efforts to keep the Welsh language and culture alive.

368

domains registered between March 2020 – March 2021 were associated with the Welsh community⁴

28%

of the population in Wales speak Welsh³.

Maintaining and highlighting Welsh provenance can broaden awareness of the Welsh identity of both your business and the language

THE ONLINE COMMUNITY

During COVID-19, businesses were forced to adapt to the changing environment and restrictions. Due to the inability to have in-person contact, many businesses took to the online community in order to keep their businesses operating. In Wales, #SupportLocalWales brought local communities and businesses together, supporting one another online.

A **.wales** and **.cymru** domain clearly displays to all those that see your website that you're a Welsh business.

85%

of businesses surveyed in Wales have continued to trade in 2021, while 14% of companies have paused trading⁷. This potentially due to an inability to adapt and trade with the restrictions in place

.WALES AND .CYMRU DOMAINS IN ACTION

Here is a breakdown showing what a selection of these registered domains are being used for:

5,310

.WALES AND .CYMRU DOMAINS REGISTERED⁶

- 18 | WELSH LANGUAGE
- 38 | ARTS & CULTURE
- 47 | OUTDOOR ACTIVITIES
- 17 | EVENTS & ORGANISATIONS
- 10 | LIFESTYLE
- 8 | AUTOMOTIVE BUSINESS
- 8 | THE ENVIRONMENT
- 6 | BEAUTY

- 52 | SERVICES
- 55 | BLOGS
- 55 | ENTERTAINMENT & MUSIC
- 64 | COVID-19 RELATED
- 69 | SPORTS & LEISURE
- 87 | FOOD AND DRINK RELATED PRODUCE
- 89 | HOLIDAY/ TOURISM
- 90 | TECH SERVICES
- 103 | TRADES SERVICES
- 110 | HEALTH SERVICES

368 COMMUNITY

230 BUSINESSES

135 | PERSONAL USE
i.e. personal project pages, political candidate pages etc.

Check out how **other Welsh businesses** are getting the most out of being online with their **.wales** and **.cymru** domains.



1 Size Analysis of Active Businesses in Wales, Report 2019
2 Stats roundup: the impact of Covid-19 on ecommerce
3 Welsh language data from the Annual Population Survey: April 2019 to March 2020
4 Data extract from the Nominet BI system, 2021

5 2021 Report from Retail Economics and NatWest
6 Data extract from the Nominet BI system, 2021
7 Economic Intelligence Wales (May 2021)
8 National Survey for Wales, 2018-19 Internet use and digital skills