THE FLAG REGISTER

WEB3 DOMAINS, EXPLAINED WITHOUT THE JARGON

*COLLECTION "FLAG DOMAINS FOR BEGINNERS"*

SPECIAL EDITION - CHOOSING YOUR TLD

# How to Choose a Good TLD

*A TLD is the end of a domain name: the .usa in brand.usa. To choose one well, just think of a postal address and read it backwards. This guide explains why, with simple examples.*



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THE STARTING IDEA

# A Postal Address, Read Backwards

When you write an address, you start with the smallest and finish with the biggest. A domain name works the same way.

```
Mrs. Martin        the person
12 Lilac Street    the street
75011 Paris        the city
France             the country
```

On an envelope, the postman reads in this order: the person, the street, the city, the country. But to understand where the people are, you have to read the other way. The country holds millions of people. The city holds fewer. The street fewer still. And the person, at the very top of the address, is alone.

A domain name follows the same logic. In brand.usa, the word "brand" is the name you choose (the SLD). The ".usa" at the end is the TLD: it is the country. It decides which big group of people your name lives in.

**Buying a TLD means choosing which level of the address you stand on. We start from the bottom: the country.**

## Why start with the country

Under a country TLD there is the whole population of the country: businesses, shops, associations, private people. Each of them may want a name like bank.usa, pizza.usa or lawyer.usa. The more people there are, the more possible buyers for each name.

That is why the author of this guide chose his countries among the most populated and the most economically developed: many inhabitants, many businesses, so many people looking for a name.

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THE FOUR LEVELS

# The Country, the City, the Street, the Person

The lower you go in the address, the smaller the circle of people becomes. Here are the four levels, from widest to narrowest.

| | |
|---|---|
| **The country** | *everyone* |
| **The city** | *the residents* |
| **The street** | *the neighbours* |
| **The person** | *one family* |

## 1. The country

Example: .usa. It covers every profession, every city, every sector. Under a country TLD, you can imagine hundreds of useful names: brand.usa, bank.usa, lawyer.usa, pizza.usa, miami.usa. Each one speaks to a different audience.

## 2. The city

Example: a TLD named after a big city. There are still many people, but only those of the city. The possible names are limited to what makes sense in that city: its districts, its local trades, its shops. A very large city can weigh more than a small country, so always compare the number of people, not just the level of the address.

## 3. The street

Example: a TLD named after a famous street. The people interested in it are the residents, the shopkeepers and the visitors of that street. The circle gets small: few names make real sense, and few people look for them.

## 4. The person

Example: a TLD that is a person's name. You are at the very top of the address, at the smallest. Only that person, or their family, has a real reason to want a name like marie.smith or paul.smith. It is a niche: you can sell very few names, because almost nobody else needs them.

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YOUR TURN

# The Ten-Name Test, and the Checklist

Before you choose a TLD, do this little exercise. It takes five minutes and costs nothing.

## The ten-name test

Take a sheet of paper. Write ten names that people might want under this TLD. With .usa it is easy: brand.usa, studio.usa, miami.usa, lawyer.usa, bank.usa, doctor.usa, pizza.usa, hotel.usa, coach.usa, shop.usa.

Now do the same with a person's name. After two or three names, you run out. If you cannot write ten names, the TLD is too narrow.

**If you easily find hundreds of names, the TLD is wide. If you find three, it is a niche.**

## The checklist

— What level of the address is it: country, city, street or person?

— How many people live in this area?

— How many businesses and shops work there?

— Can I write ten useful names under this TLD in five minutes?

— Is the TLD easy to say and to write in full?

— Who are the possible buyers of each name?

## To remember

Think of the postal address backwards. The lower the TLD sits in the address, like a country, the more people there are. The higher it sits, like a street or a person, the fewer people there are, and the fewer names to sell.

THE LITTLE GLOSSARY

TLD: the end of the name, after the dot (.usa).
SLD: the name you choose, before the dot (brand).

SOURCES - FREENAME OFFICIAL HELP AND BLOG

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