Get your own Brand Name gTLD by Peter D

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As we all know the Internet industry is ever-changing and it is about to change yet again. This new change will create new opportunities, especially for businesses. The Internet Corporation for Assigned Names and Numbers or more popularly known as ICANN has recently approved the new round of generic top-level domains (gTLDs). At present there are 22 TLDs, including the most commonly used .com, net and .org. The agency will start taking applications for the new gTLDs from January 12, 2012 to April 12, 2012.

So what is so special about the new gTLD program? It is an exclusive and a limited opportunity for large businesses to own a new gTLD of their personal choice. A new gTLD name could be a generic name, a brand name or a geographic name, or could be specific and limited to any community.

By applying in this period businesses will have the opportunity to acquire and manage their own .Brand Domain Name. Associations as well as organizations will also be permitted to apply for a gTLD linked with their organization. This is an interesting period for businesses as by getting their own personal gTLD, businesses can further strengthen their brands. Many organizations also believe that by having their own Brand Name TLD, their marketing efforts are also likely to improve. A .Brand gTLD is also expected to help an organizationâ€™s website to get higher rankings in search engines, thus eventually helping in boosting website traffic.

Companies that have a web address that reflects their name, is expected to help both branding and security. It is a great chance for businesses around the world to promote and advertise their brand name, products, community or cause in a new and a creative way. The main purpose behind this initiative is to allow businesses to create new opportunities in the web industry.

Only large and established corporations, businesses or institutions are eligible to apply in the new gTLD program. The applicants also need to give ICANN with a proof of a claim to the new gTLD they want. The new gTLD application is likely to cost around USD$185,000.

Net4 India, which is a leading domain registration company, thoroughly understands the ICANN rules for new gTLD applications. Net4 provides businesses with Operational, Financial & Legal advisory, Technical support for new gTLD applications. The company will also help in free evaluation of string which your company wishes to apply for.

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Author is expert content writer for a new gTLD and .brand domain name registration. Visit Newgtld.in for detail information on a Top level domain and .geo domain registration.

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