

Namesco relaunches as names.co.uk

names.co.uk goes back to its domain name roots

Worcester, UK, 15 January 2013 - Namesco, one of the UK's top domain name, web hosting and website builder providers, has recently relaunched as names.co.uk - going back to its registered .co.uk roots and highlighting to customers the importance of choosing the right domain name from day one.

names.co.uk relaunches the 16 year old brand with a new logo, website and improved product offerings for customers. The matching of the brand name with the domain name is intended to be more memorable for customers when navigating to the site. This increased focus on the domain name highlights for customers the importance of their own web domain in the UK market.

The company also wants to highlight to customers its UK origins, with the business founded in Worcester and the names.co.uk name registered on 23rd August 1996. names.co.uk has strong local support and wants to encourage other UK small businesses and high street shops to make similar considerations.

Stephen Ewart, Marketing Manager for names.co.uk, is director of the brand in the UK and explained the move: "Moving back to our website domain name is an important step for our business and sends out a vital message to our customers. Having a simple, highly relevant and consistent domain name is important to having success for your brand and can prove to be one of the best decisions you can make in setting up your new business."

"We want to focus our brand on names - helping customers get the right domain name is a clear business strength we have and we really care about UK companies getting this right first time. Whilst a lot of companies are fighting it out on price in the Domain and Web Hosting industry, our strategy is to simply focus on improving our product offer without eroding our UK based support centre, which we know is so highly valued by our customers. The simplicity of moving to names.co.uk reflects our simple approach to focusing on the important things."

New research commissioned by names.co.uk to market the rebrand shows that 63% of new business owners register their domain name more than 3 months after registering their business at Companies House, with 1 in 5 losing the domain name they really wanted.

For any business looking to rebrand, names.co.uk are keen to stress that it can by no means be easy and careful consideration at the launch of a new business is advised incredibly important. Stephen Ewart advises, "Any online business looking to rebrand should make use of Google Analytics to measure how customers find your business. If a rebrand requires a domain name change then this can affect SEO rankings, we were fortunate in the fact that we didn't have to change our primary domain name with names.co.uk already being a popular search."

names.co.uk's main challenge is to ensure that the existing customer base understand they are the same reliable company that they have always been. However, no matter what problems crop up, Stephen is keen to stress that "If you think that a brand change is right for you and your customers, then go for it, regardless of the work involved in updating information that contains your brand name, it will be worth it!"

names.co.uk is part of the international DADA Group of companies. The brand re-launch has been timed to coincide with the launch of an innovative new website with improved navigation, new products for customers and a PR and marketing campaign focussing on the importance of names. The name change provides a base and focal point for a complete new brand style.

About names.co.uk

names.co.uk was founded in Worcester and provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Ecommerce solutions and Business Servers.

names.co.uk has over 15 years' experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.

names.co.uk is part of the Dada Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.8million domains registered in over 250 extensions and over 510,000 clients using their products and services.

For more information please see www.names.co.uk

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