

What's hot and what's not for the new domain names in Ireland

Date - 4th of March, 2014 - It is one month since the new gTLDs (generic Top Level Domains) became available on the open market and we're already seeing trends of the most and least popular choices that reflect the change in Ireland's economy and industries.

According to [Register365](#), the Irish online domain registrar, the activity for gTLDs in Ireland does not mirror the global trend with niche domains such as **.guru**, which tops the statistics globally with over 40,000 registrations, having just 7% take-up in Ireland.

Meanwhile, according to Register365 figures, domains such as **.kitchen** and **.photography** are proving a hit with Irish businesses with 30% and 22% take-up respectively, compared to minimal interest in **.holdings**, **.technology**, **.contractors** and **.estate**, the latter which had a 1% take-up in Ireland.

The new gTLDs were released in early February with new domain niches coming online each week giving businesses more choice and relevant extensions to acquire.

Last week saw the release of domains such as **.sexy**, **.diamonds**, **.tips** and **.tattoo**, and domains such as **.careers**, **.shoes**, **.recipes** and even **.domains** itself will become available for businesses to purchase over the next two weeks.

According to Sally Tomkotowicz, Customer Acquisition Marketing Manager for Register365, more Irish businesses should capitalise on the gTLDs that are available in their industries.

*"The exciting process of gTLD availability and buying is already proving unpredictable, for example we are really surprised to see that the front runner in Ireland is **.kitchen** as it's certainly not a global favourite.*

"We would strongly encourage online businesses to be aware of what is happening and pay particular attention to the new extensions that are relevant to them as a business. At Register365 we are hopeful that smaller businesses that were hit hard by the economic downturn will get a real boost by accessing loads of great new web addresses that were previously locked away."

For further information and updates visit www.register365.com

About Register365

Register365.com is one of Ireland's leading domain name registrars, providing specialised online solutions for everyone, whether you're an individual, a business, reseller or developer.

The wide range of services and products are designed to be flexible and accommodating and to provide everything the client may need to get online, including a friendly support team available seven days a week to help solve any issues.

Register365 is a Namesco Ltd company and is part of the DADA Group, an international group of companies providing professional Internet services for businesses and individuals. The Group currently have over 1.7million domains registered in over 250 extensions, 500,000 websites hosted on their platforms and over 520,000 clients using their products and services.

For more information: www.register365.com

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