

New gTLD Strategy

preparing for ICANN's new gTLD rollout

Designed with your success in mind.

- Access to the Brand Advisory Team: A group of highly skilled legal, IT and marketing professionals
- Development and implementation of a successful Internet and domain name strategy
- Proven methodology to ensure clients stay focused on what matters

Visit www.cscglobal.com/4points, enter your contact details and get a free consultation. Get the facts and let us help you start building your new gTLD strategy today.



Determine the right trademarks to file with the Trademark Clearing house.

Consider key factors including: the number of trademarks you own, number of domains in your portfolio with matching trademarks, whether your organization owns .com domains, traffic analytics, and more.



Narrow the field of potential new gTLDs that will have the greatest impact on your business.

Examine key factors including: keyword and search popularity, industry/ vertical, geographic locations/markets.



Identify your brand and generic terms in the new gTLDs (including for your .BRAND) in order to maximize your opportunities and minimize your risks in the evolving digital landscape.

- Leverage our domain name and SEO experience to drive qualified traffic
- Maximize brand protection efforts
- Enhance and optimize your brand's online presence
- Realize a positive ROI



Achieve digital optimization in the new Internet landscape.

- Ensure digital IP is centrally managed, resolves to relevant content and is measured to quantify impact
- Identify and register "high impact/high risk" available domains and social media usernames
- Lapse domains that have no value and explore divesting unused domains that do have value
- Audit and streamline your domain name portfolio's DNS and SSL coverage
- Audit and monitor key digital channels (such as email, direct navigation, search, online marketplaces, social media and mobile apps)
- Prioritize infringements and enforce brand rights