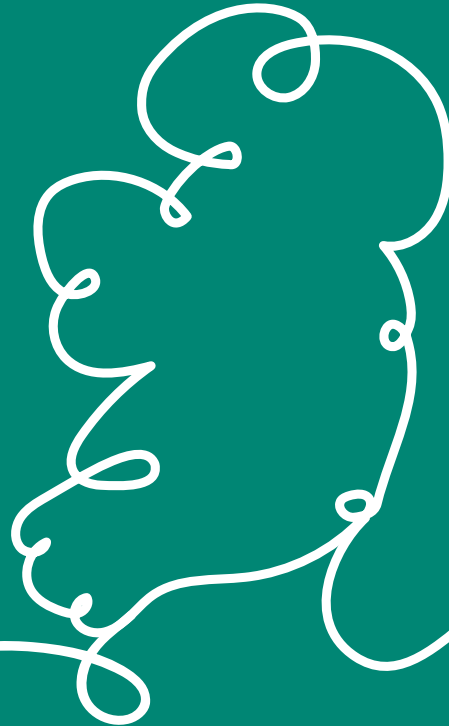
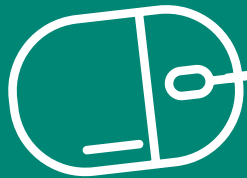


REGISTERING A .IE ONLINE ADDRESS

.IE IS IRELAND'S
OFFICIAL ONLINE
ADDRESS



IE Domain Registry

IEDR.IE

Getting online is a crucial part of growing your business. A **.ie** domain name is your online address, which enables you to reach out to new local and international customers, build existing relationships and sell your goods and services.



HERE'S WHY YOU SHOULD CHOOSE A .IE



It's identifiably Irish

.ie is the official Internet country code for Ireland and the only online address that is 100% Irish. A **.ie** tells the global community that you are Irish and the Irish community that you are local. You can even register an Irish language name if required, fadas and all.



It's more likely to be available

.ie offers a wider choice of available names compared to **.com**, as significantly more of those names are already registered.



Let your customers find you online

.ie addresses rank higher than **.com** addresses on Irish based search engines like Google.ie. Irish consumers are more likely to click on local website addresses.



Consumers can trust you

Every **.ie** applicant's identity is checked and validated at the point of registration. Consumers will have confidence in your business as **.ie** is a well-established and trusted domain.



It's the preferred online address for businesses in Ireland

Over 76% of all registered **.ie** online addresses are businesses which proves that they recognise the value of having a **.ie**.



Protect your brand

Securing your **.ie** online address strengthens your brand and protects your online identity. All **.ie** domains are registered on a first-come, first-served basis.



IE Domain Registry

HOW TO REGISTER A .IE

It's never been **easier and faster** to register a .ie online address.

- New customers only need to send one document proving a connection to Ireland.
- Returning customers can avail of **Fastpass** and do not need to re-submit any documents whatsoever.

STEP 1

Check if the name you want is available at www.iedr.ie

STEP 2

Choose an Accredited Registrar – a company through which you register, pay for and manage your domain name.

STEP 3

Complete the Registrar's online application, '**snap and send**' your supporting document and you're done!

[WWW.IEDR.IE](http://www.iedr.ie)

WHAT'S NEXT?

Now that you have registered your **.ie**, here's what you can do with it.

Build a website: A modern, well-designed website can help SMEs to market their products and services, attract new customers and drive revenue growth. An e-commerce-enabled website is a digital shopfront, allowing an SME to sell to new and existing customers at home and abroad 24/7. Get in touch with one of our Accredited Registrars who have easy-to-use website builder products.

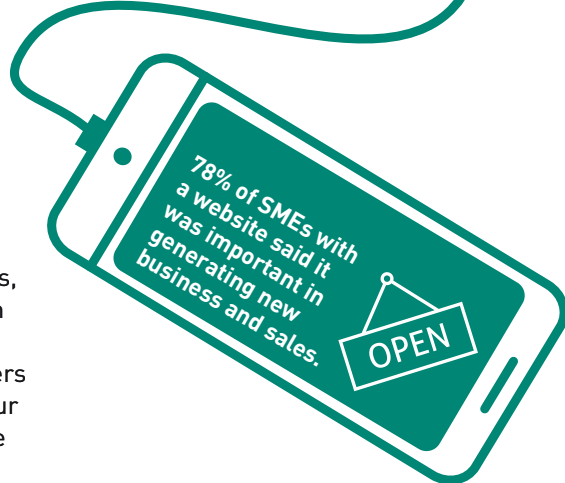
Set up an email address: Whether or not you choose to build a website, you should at least create your own email address with your **.ie**. A branded email adds a level of professionalism and legitimacy, which consumers can trust. It also means you don't need to settle for near-match usernames on free email services such as Gmail. Talk to your Accredited Registrar about matching your email to your **.ie** name.

If your plans change, contact your Registrar about selling your **.ie** online address. A good name can be valuable on the secondary market.

Find out more at www.iedr.ie

 [@IEDR_dot_ie](https://twitter.com/IEDR_dot_ie)

*All statistics are sourced from IE Domain Registry research: Digital Health Index Q4 2017 & Consumer Trust Jan 2017



IE Domain Registry