



# .GOOGLE

## Blazing a trail: .GOOGLE supplies answers to dot brand questions

The ongoing roll-out of dot brand domains by multinational technology company and search engine giant Google is providing companies with multiple use cases for their own dot brand strategies. Whether used for corporate websites, product promotions or redirects, the company's investment in .GOOGLE is also increasing consumer awareness and expectations for dot brand domains.

### .GOOGLE case study in brief

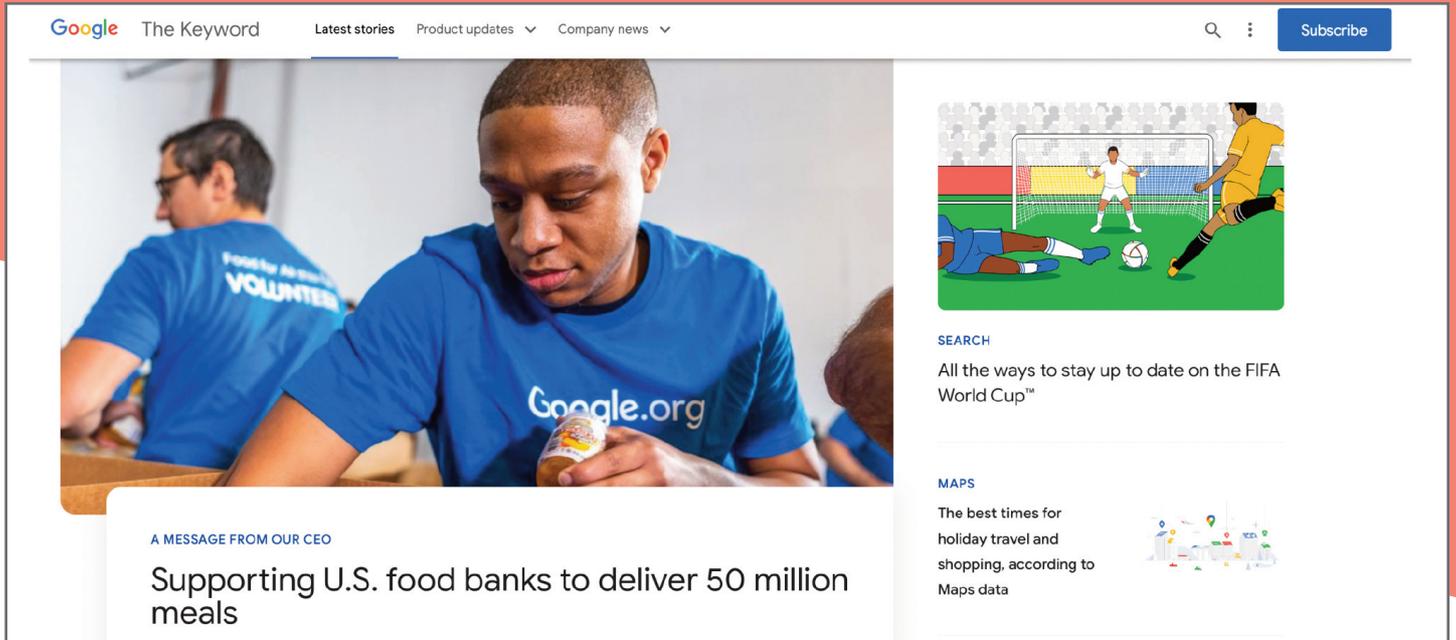
- **Initiatives**  
From corporate to product pages, DOT GOOGLE has blazed the way by establishing use cases at every turn.
- **Main model of use**  
Full migration and redirects.
- **Key benefits**  
Short, memorable and clearly branded URLs, which provide direct access to specific information, services and tools.

As Google's Christina Chiou Yeh shared at ICANN's Contracted Parties Summit in November 2022, Google knew it was "sitting on a great brand asset" with .GOOGLE; but the challenge was deciding where to start. "Those first use cases set the tone for what kind of content is going to live there," said Chiou Yeh, who was lead for marketing product strategy at Google Registry at the time and responsible for Google's corporate domains portfolio including the launch of .GOOGLE.

### Dipping a toe into the dot brand with BLOG.GOOGLE

Although Google was expected to move quickly to launch its first dot brand domain, it wasn't until 2016 that it went live with BLOG.GOOGLE, its first site.

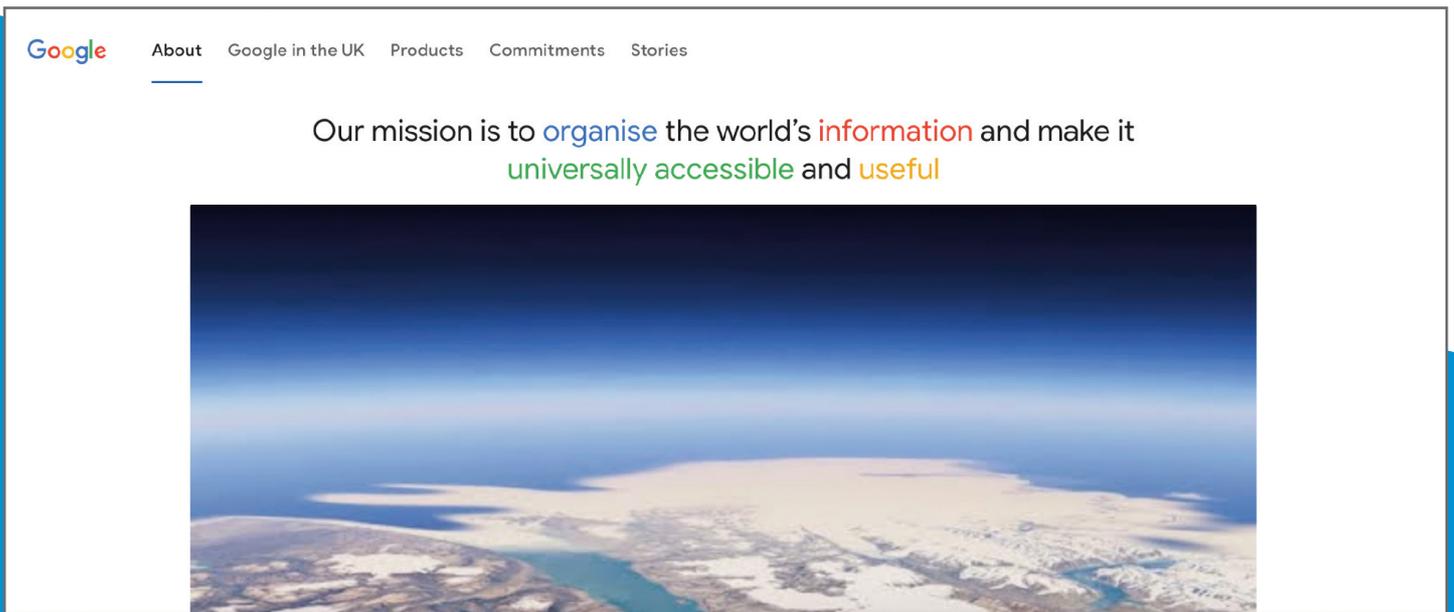
...dot brands enable registrants to create a distinctive and cleanly branded online presence that is easy for web users to find and explore.



[BLOG.GOOGLE](https://www.blog.google)

BLOG.GOOGLE provided the opportunity to test the waters, as it enabled the company to unite nine separately designed and hosted blogs under one brand (“The Keyword”) and under one instantly recognisable domain. This was followed by the launch of .GOOGLE domains for corporate content, such as SUSTAINABILITY.GOOGLE, DIVERSITY.GOOGLE and, later, ABOUT.GOOGLE.

This was the beginning of a strategy to use .GOOGLE to “talk about ourselves”, noted Chiou Yeh during her November presentation. It required some internal education before the strategy could be rolled out. However, once you have established a first strong use case, more will naturally follow: “With BLOG.GOOGLE being such a public-facing use case, it



[ABOUT.GOOGLE](https://www.about.google)



legitimise[d] the use of .GOOGLE for other marketing teams who [were] hesitant to dip their toes in the water," she said, adding that "another big win was when the team moved the company's About page in 2019".

Google's About page had high visibility and authority as it was linked to from the main Search page (GOOGLE.COM) and thus required a carefully planned migration to ABOUT.GOOGLE due to the number of internal links that needed to be moved and reconfigured.

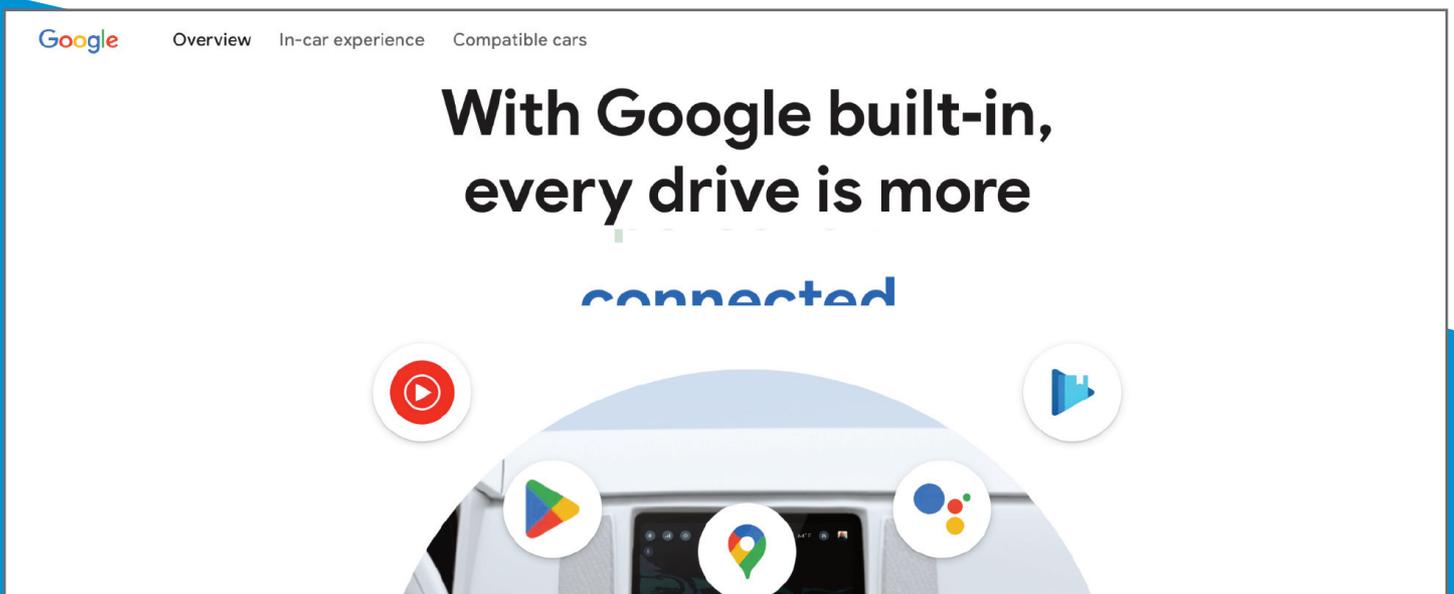
As this page represented marketing's biggest source of visitors, it was a high-profile "win" when the team reported back to say the volume of traffic post-migration was the same as before. It just shows that "it is possible to move things over without losing traffic," added Chiou Yeh. "[Of course,] most people are hesitant to be the first one, but you convince a few use cases to launch and you'll have more to follow." This has proved to be the case for .GOOGLE, which has continued to roll out both corporate and product marketing sites. The search giant now has between 100 and 150 .GOOGLE sites live at any one time, including websites that have been fully migrated and redirects to both dot brand and dot com URLs.

## From corporate to product pages, marketing campaigns and more

Examples of fully migrated product pages include TV.GOOGLE for its entertainment screening business, DESIGN.GOOGLE and CREATORS.GOOGLE for website design, LENS.GOOGLE for its Google Lens product, PIXEL.GOOGLE for the Google phone, GROW.GOOGLE for its eLearning platform, and BUILT-IN.GOOGLE for using Google Maps as an in-car satnav.

Google has also created dedicated URLs for specific Google marketing campaigns, as well as branding around core values, from health & well-being to investment in innovation and support for political causes. Examples of marketing sites include SHOPSMALL.GOOGLE (for a joint campaign with American Express to support Small Business Saturday in the US) and NEXTBILLIONUSERS.GOOGLE (which conducts research and builds products for people around the world who don't yet have access to the internet).

Domains to support core values and innovation include AI.GOOGLE,



[BUILT-IN.GOOGLE](#)



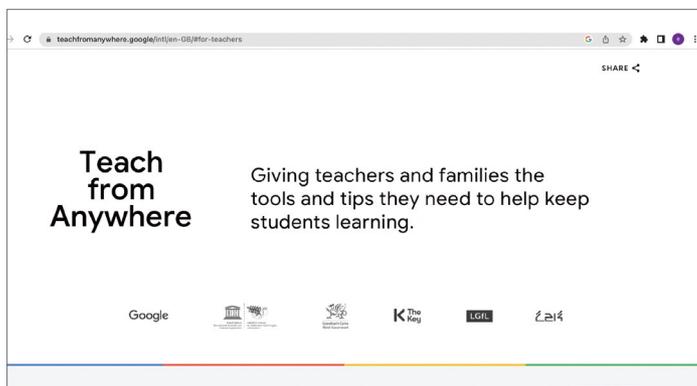
HEALTH.GOOGLE and WELLBEING.GOOGLE (for “digital wellbeing through technology”). Meanwhile sites such as ELECTION.GOOGLE, WOMENWILL.GOOGLE, PRIDE.GOOGLE and CRISISRESPONSE.GOOGLE profile specific causes which align with Google’s corporate values.



[WOMENWILL.GOOGLE](https://www.womenwill.google)

Other URLs provide quick links to fundamental technical resources, including DNS.GOOGLE and SRE.GOOGLE, while still others provide easy access to necessary resources, such as PASSWORDS.GOOGLE and WALLET.GOOGLE.

In addition, Google has several URLs dedicated to internet safety and security, including SHOPPINGADVICE.GOOGLE and PROTECTINGCHILDREN.GOOGLE, plus URLs that ensure secure access to safe content for parents and teachers, such as FAMILIES.GOOGLE and TEACHFROMANYWHERE.GOOGLE.



[TEACHFROMANYWHERE.GOOGLE](https://www.teachfromanywhere.google)

## Added built-in security

The .GOOGLE TLD has also been pioneering in the area of security by being the first TLD to be added to the HSTS preload list in 2015. HSTS (HTTP Strict Transport Security) is a technical standard whereby a web browser is instructed to interact with a given domain name (and all its subdomains) only using an HTTPS connection. In other words, it will not resolve the domain name over an HTTP connection. This heightens security by helping to prevent an HTTP man-in-the-middle attack from occurring.

For browsers to know which domain names to treat with HSTS the domains must be added to a preload list for the browser. Google Chrome maintains its own preload list, allowing site administrators to request the addition of their domain name(s) to the list (<https://hstspreload.org/>). The other major browsers - such as Firefox, Opera, Safari, and Edge - also have their own preload lists based on the Chrome list.

Typically site administrators will add individual domain names to the preload list, but it is possible for TLD operators to add their entire TLD to the list. Since HSTS applies to all subdomains of a given domain, adding a TLD to the list has the effect of automatically enforcing HSTS (and thus, HTTPS connection) for every domain name in the TLD. This means that any site created under .GOOGLE will automatically be secured by HTTPS (in conjunction with a relevant security certificate being issued), adding an enhanced level of trust and security to the TLD.

## Having some fun with .GOOGLE: A strategy for redirects

As we have written previously, dot brands enable registrants to create a distinctive and cleanly branded online presence that is easy for web users to find and explore. This



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includes using domain names that are short, memorable and instantly recognisable as official sites, as can be seen with domains such as TRAVEL.GOOGLE or ENVIRONMENT.GOOGLE, for example.

Such a straightforward naming structure is valuable not only for new or fully migrated websites, but also for redirects to existing sites. Google uses keyword redirects to provide swift access to established products, such as with HOME.GOOGLE, which takes users to [home.google.com/welcome](https://home.google.com/welcome), MEET.GOOGLE (for Google's online video calls function), which redirects to [meet.google.com](https://meet.google.com) and TRENDS.GOOGLE, which redirects to [trends.google.com](https://trends.google.com). While such sites already followed a clear naming structure on the .com string, the dot brand provides users with an even quicker and more intuitive way to access these product pages. The shorter URLs also lend themselves better to advertisements.

Indeed, Google seems to be pushing the boundaries and having fun with this approach, launching HEY.GOOGLE and OKAY.GOOGLE to redirect to Google's Assistant ([assistant.google.com](https://assistant.google.com)) and GO.GOOGLE to redirect to the main search engine ([google.com](https://google.com)). It also had its own dot brand version of an April Fools' Day prank in 2015 when the search engine launched the reverse search engine [WWW.COM.GOOGLE](https://www.com.google).

**We look forward to seeing how else Google utilises .GOOGLE in the coming months and years and how that sets the tone for other companies to take advantage of their dot brands.**

[HEY.GOOGLE](https://hey.google)

Make  
Google  
dim  
it.



"Hey Google, dim the bedroom lights"

[Learn more](#)

To see if a dot brand is right for your company, contact us at [experts@comlaude.com](mailto:experts@comlaude.com)

To read other dot brand use cases visit: [dotbrand.domains](https://dotbrand.domains)