

**WHY YOU SHOULD REGISTER AND USE YOUR  
.WALES AND  
.CYMRU DOMAIN**

**Domains are truly at the heart of the internet.** They all give business regardless of shape and size; individuals a chance to brand and promote themselves online.

Having a **.wales or .cymru** domain gives Welsh businesses a real opportunity to target the Welsh market, increase awareness of their services and share their passion for Welsh heritage.

**4 GREAT REASONS TO REGISTER AND USE YOUR DOMAIN**

**1 BOOST REGIONAL REPUTATION**

A **.wales** and **.cymru** domain name helps customers identify where your business is located, where the products come from or which area you provide services to. However, you don't have to be based in Wales to have a **.wales** and **.cymru** domain.

**DID YOU KNOW?**

Definition of a Welsh Business: A business that has at least one local distribution unit in Wales. So if you are located outside of Wales, you can still register a **.wales** or **.cymru** domain.

IN 2021 SMALL AND MEDIUM SIZED ENTERPRISES (SMES) ACCOUNTED FOR

**62.6%**

OF EMPLOYMENT<sup>1</sup>

**2 IMPROVE SEARCH RANKINGS**

A **.wales** or **.cymru** domain can give your business preferential treatment on search engine rankings over **.com** search results. Supplying key contact details such as your local telephone number and address can also assist search engines to improve your position, as well as credibility amongst your local target audience.

Your choice of domain can do wonders for attracting traffic to your website, especially if your business is currently working on a Welsh localisation strategy. For instance, having a **.wales** or **.cymru** domain will increase relevancy to customers in Wales. Therefore, the click-through rate to your site can be higher; and if the click-through rate is higher, Google will look more favourably on you. [See the full article.](#)

**3 INCREASE REACH**

Having an online presence for your business is more important than ever. It provides you with the ability to reach a much wider audience and allows you to be more creative in the way in which your business operates. You're able to reach global audiences much more easily and deliver your products and services to your target audiences via a **.wales** or **.cymru** domain - proudly displaying your passion for Wales at the same time.

in 2019-20  
**90%**  
of people used the internet<sup>2</sup> in Wales

**46%**  
of consumers completed a new online purchase that they previously only ever purchased in-store.<sup>3</sup>

**54%**  
of global shoppers find browsing for new products more enjoyable online than in-store.<sup>4</sup>

**4**

**SHOWCASE YOUR WELSH IDENTITY**

With the Welsh start-up community continuing to grow, enhancing the need to stand out as a modern business is more important than ever. Registering and using your **.wales** or **.cymru** domain name can be all you need to separate yourself from similar businesses in your space.

A **.wales** or **.cymru** domain name immediately communicates the message to potential customers that you're a Welsh brand; showcasing your support, as a devoted identity that cares about Welsh identity and language.

Not only does this add a unique selling point to your business, but as a generation that's big on Corporate Social Responsibility, your business will certainly receive kudos for making efforts to keep the Welsh language and culture alive.

**368**

domains registered between March 2020 - March 2021 were associated with the Welsh community<sup>5</sup>

Around **829,000 people** aged three or older are able to speak Welsh<sup>5</sup>

Maintaining and highlighting Welsh provenance can broaden awareness of the Welsh identity of both your business and the language

In June 2021 The Welsh Economy had the highest quarterly GDP growth<sup>6</sup>

**Wales 6.2%**

**England 4.8%**

**Northern Ireland 4.8%**

**THE GROWING ONLINE COMMUNITY**

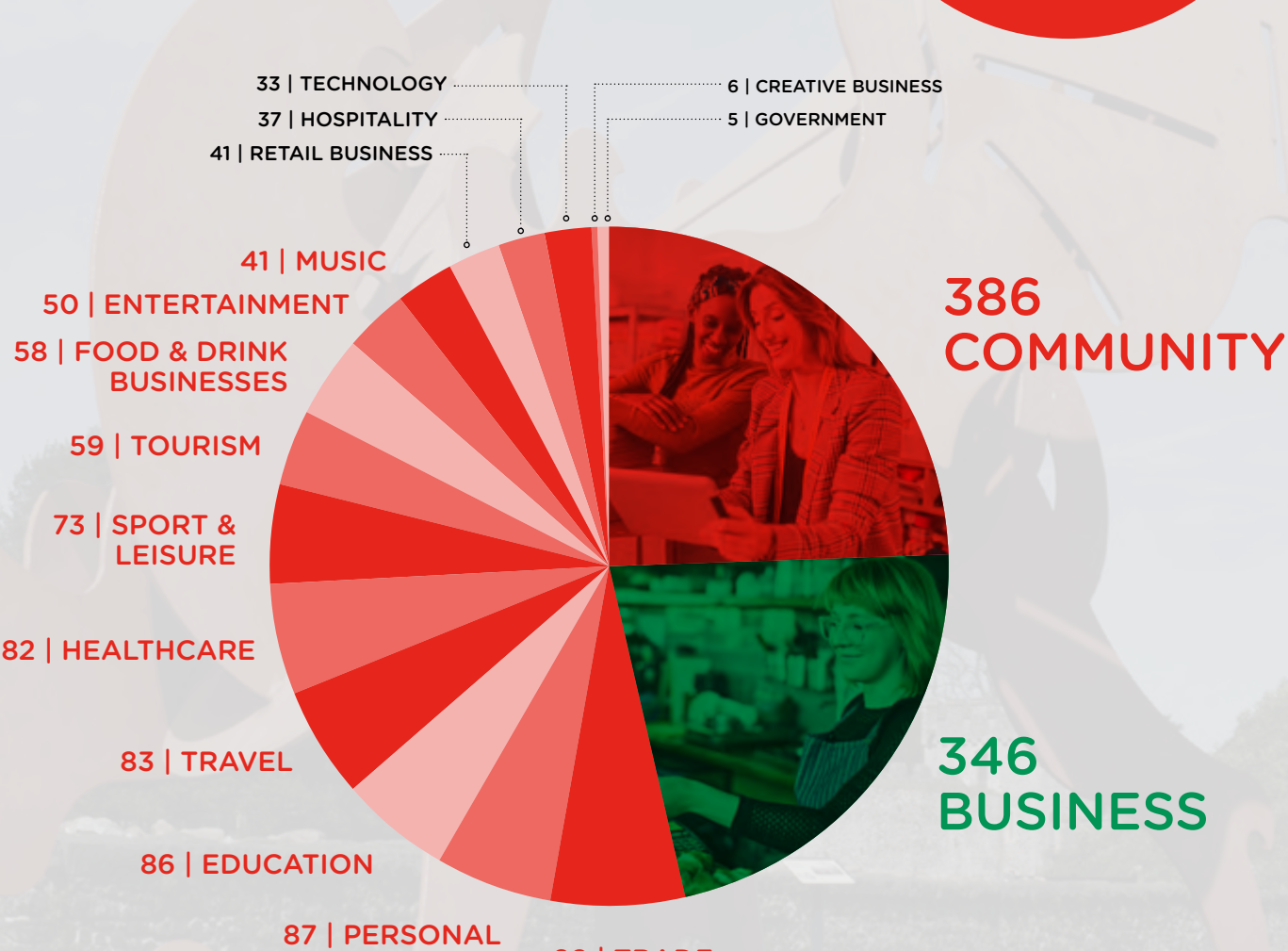
During COVID-19, businesses were forced to adapt to the changing environment and restrictions. Due to the inability to have in-person contact, many businesses took to the online community in order to keep their businesses operating. In Wales, #SupportLocalWales brought local communities and businesses together, supporting one another online.

A **.wales** and **.cymru** domain clearly displays to all those that see your website that you're a Welsh business.

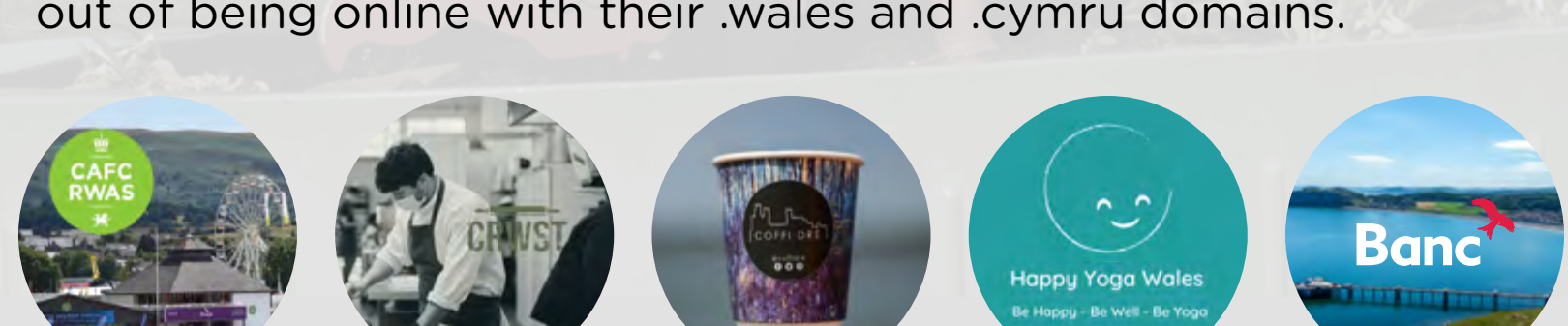
**.WALES AND .CYMRU DOMAINS IN ACTION**

Here is a breakdown showing what a selection of those registered domains are being used for:

BETWEEN MARCH 2021 AND MARCH 2022 THERE WAS A TOTAL OF  
**4,097**  
.**WALES** AND **.CYMRU** DOMAINS REGISTERED<sup>8</sup>



Check out how **other Welsh businesses** are getting the most out of being online with their **.wales** and **.cymru** domains.



1 Welsh language data from the Annual Population Report Survey:2021  
 2 National Survey for Wales: Internet Skills and Online Public Sector Services (April 2019 - March 2020)  
 3 NatWest 2021 Retail and Leisure Trends Report  
 4 Stats roundup: the impact of Covid-19 on ecommerce 2021  
 5 Welsh language data from the Annual Population Report Survey:2021  
 6 Data extract from the Nominet BI system, 2021  
 7 Economic Intelligence Wales, Quarterly Report (June 2021)  
 8 Data extract from the Nominet BI system, 2021 - 2022