



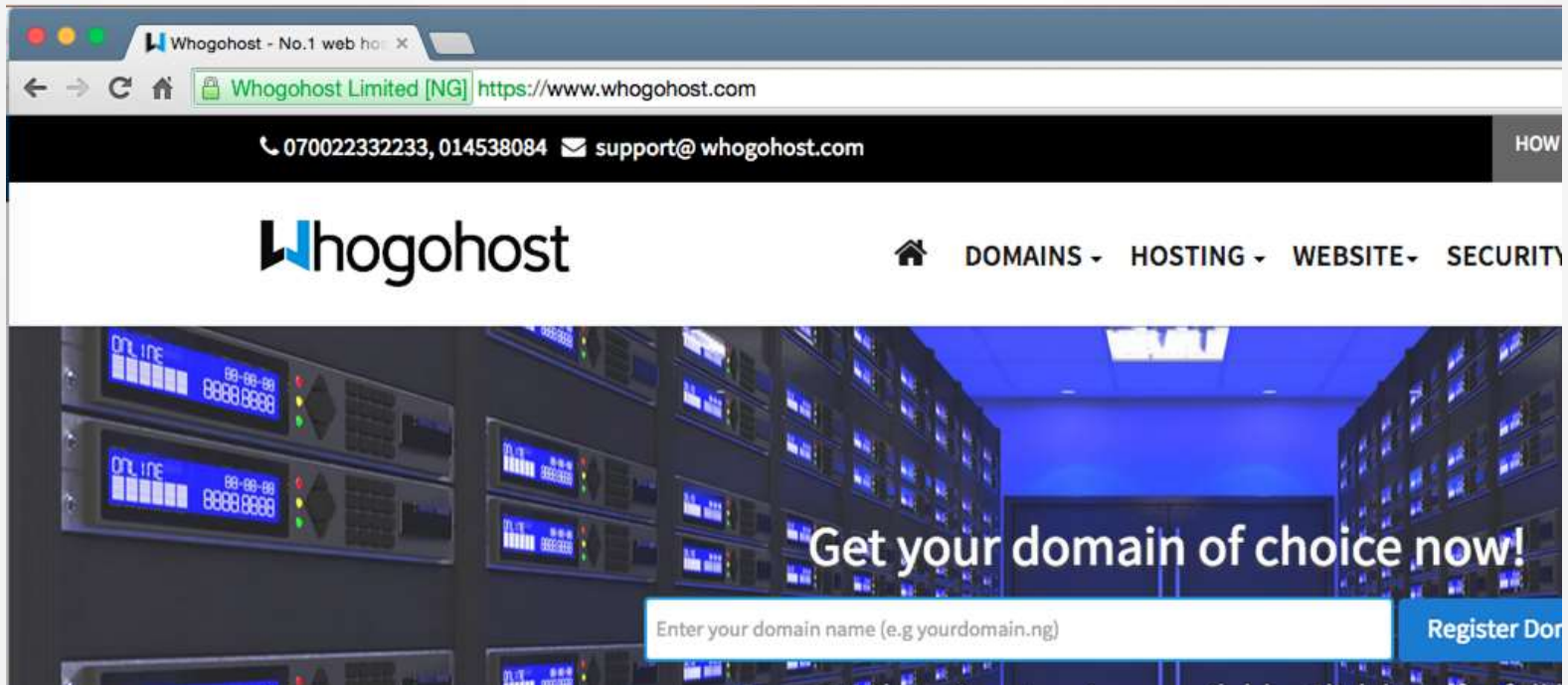
# Whogohost

**Power of .NG Visibility**

**'Toba Obaniyi**

# What is a domain?

A domain name, at the basic level, is the address that helps you navigate websites on the Internet.





# Types of .NG domains

- Closed domains. These domains are closed to a group of institutions that meet certain criteria, e.g. .edu.ng for accredited tertiary institutions or .gov.ng for government (federal and state) institutions
- Open domains. These domains are available for registration by the general public.

Examples of .ng domains include

.ng, .com.ng, .org.ng, .net.ng, .name.ng, .i.ng

# Why .NG domains?

- Using .NG sends a message to everyone that you believe in Nigeria, and you are proud to be one.
- Search engines, such as Google, rank the .NG websites higher than other sites in Nigerian searches.
- It is important to protect your brand in the .NG space.
- You have a wider range of domains to select from when registering with the .NG extension, rather than a gTLD.
- If targeting the Nigerian market, it is best to use .NG as your domain extension, to enable the Nigerian residents more open to your business.
- Nigerian secondary schools and institutions can register .sch.ng and .edu.ng respectively.
- You can also get creative with your domains, such as driv.i.ng, sleep.i.ng, danci.ng, ceili.ng, just like what Google did with googli.ng and Microsoft did with bi.ng.