



Domain name usage

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Matthew Yates

Campaign Manager, Nominet

Objectives

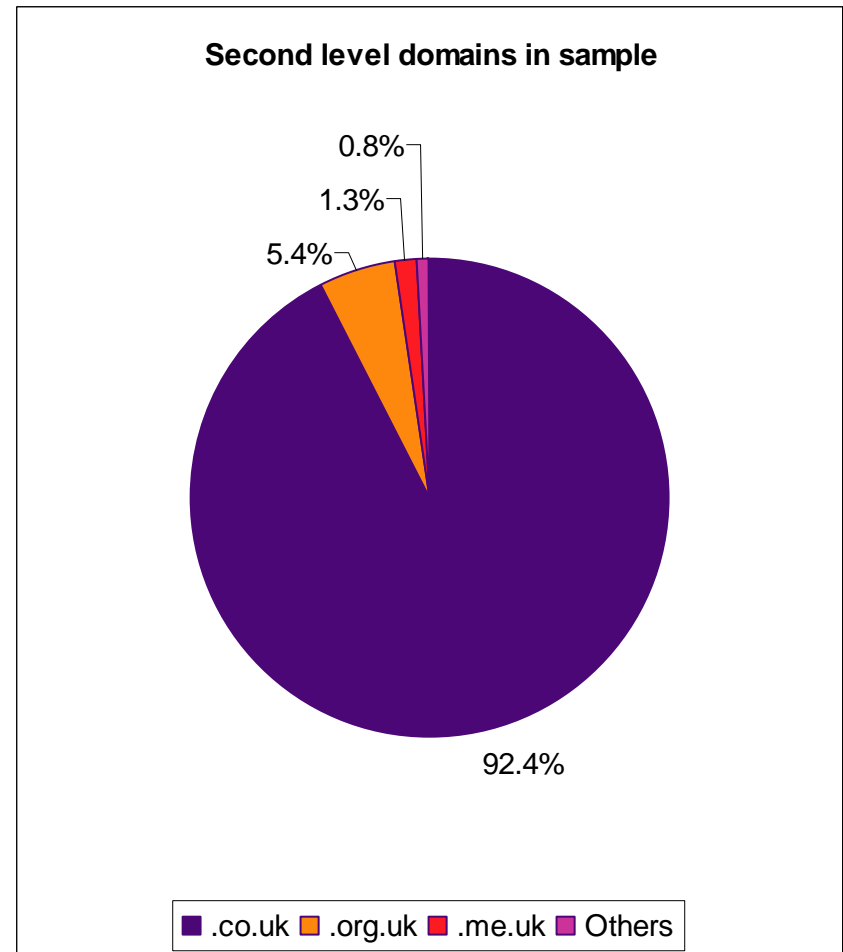
- Increase our understanding of usage of .uk domains
- Inform messaging for campaigns
- Update our registrars
- Provide information to a broad audience / increase understanding of the market

Methodology

- Random sample of 3000 domain names
- Statistical significance
 - 95% confident that answers are accurate to within +/- 1.8%
- Manual check of each web site to determine:
 - What type of web site is it: business, personal...
 - Its type of content: information, blog, ecommerce...
 - Size of the site
- Analysis of the domain name to determine:
 - Words used in the domain name
 - Geographic reference
 - Name
 - Acronym

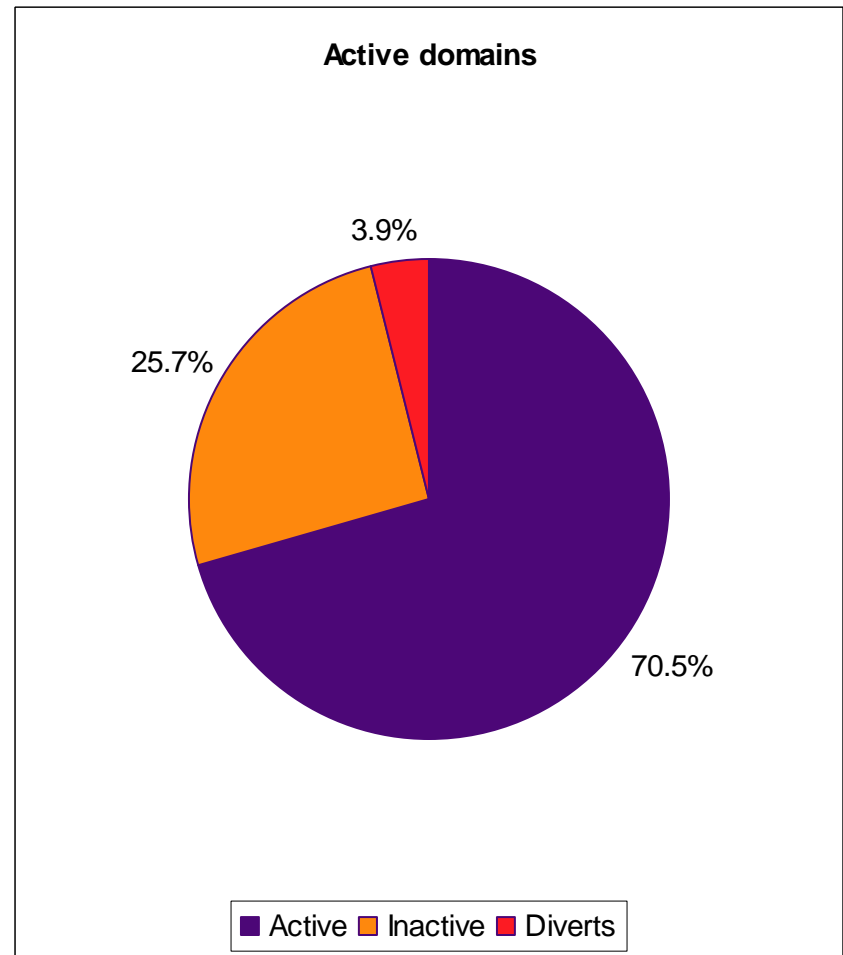
Second level domains

- Analysis of second level domains in the sample was checked
- Results consistent with known second level split on whole register
- Confirms that sample is an accurate reflection of the register

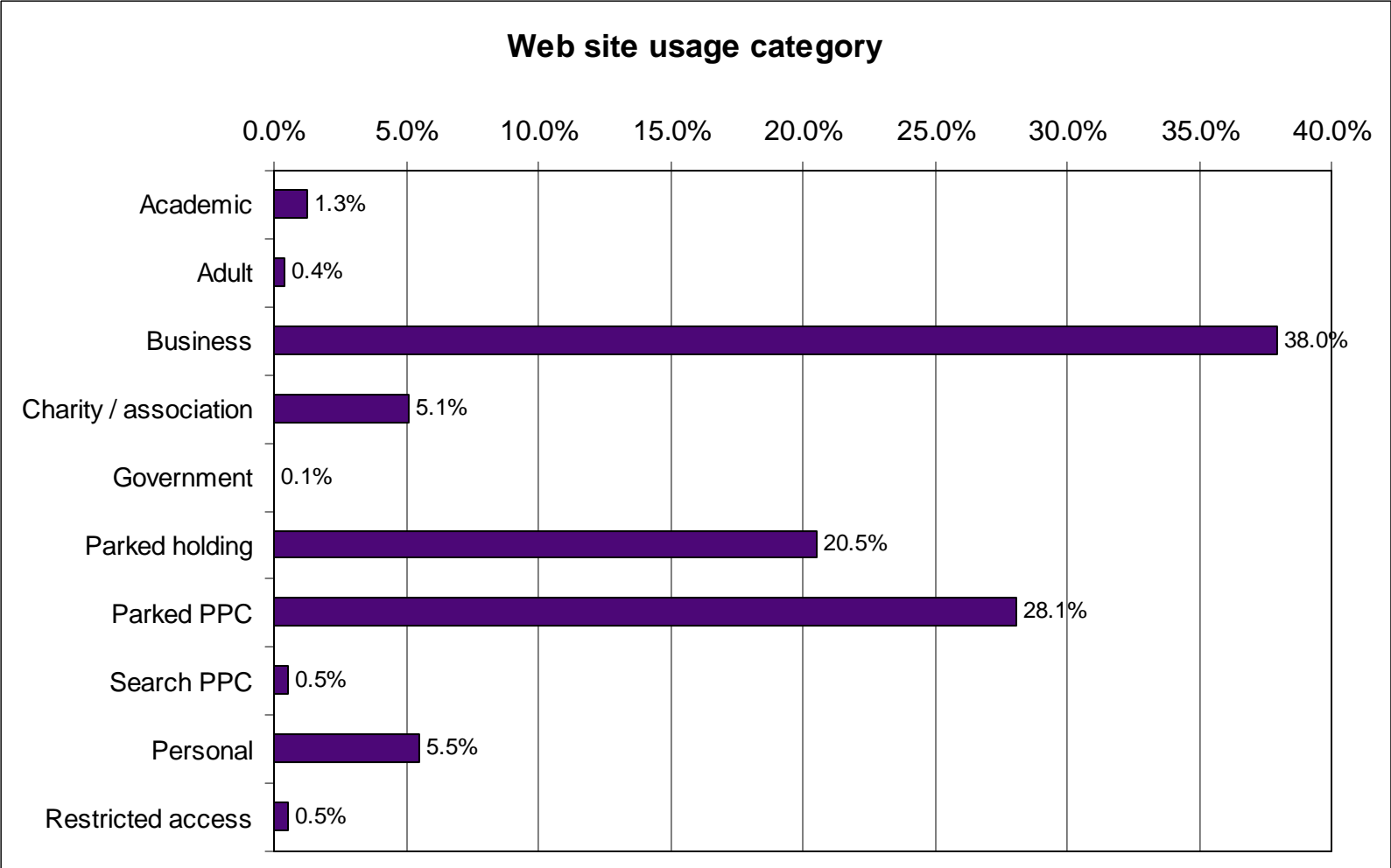


Active web sites

- 74.4% of domain names resolve to an active web site
 - 3.9% by diverting to another URL
- Inactive web sites 25.7% include
 - Server not found
 - Timeouts
 - Server errors

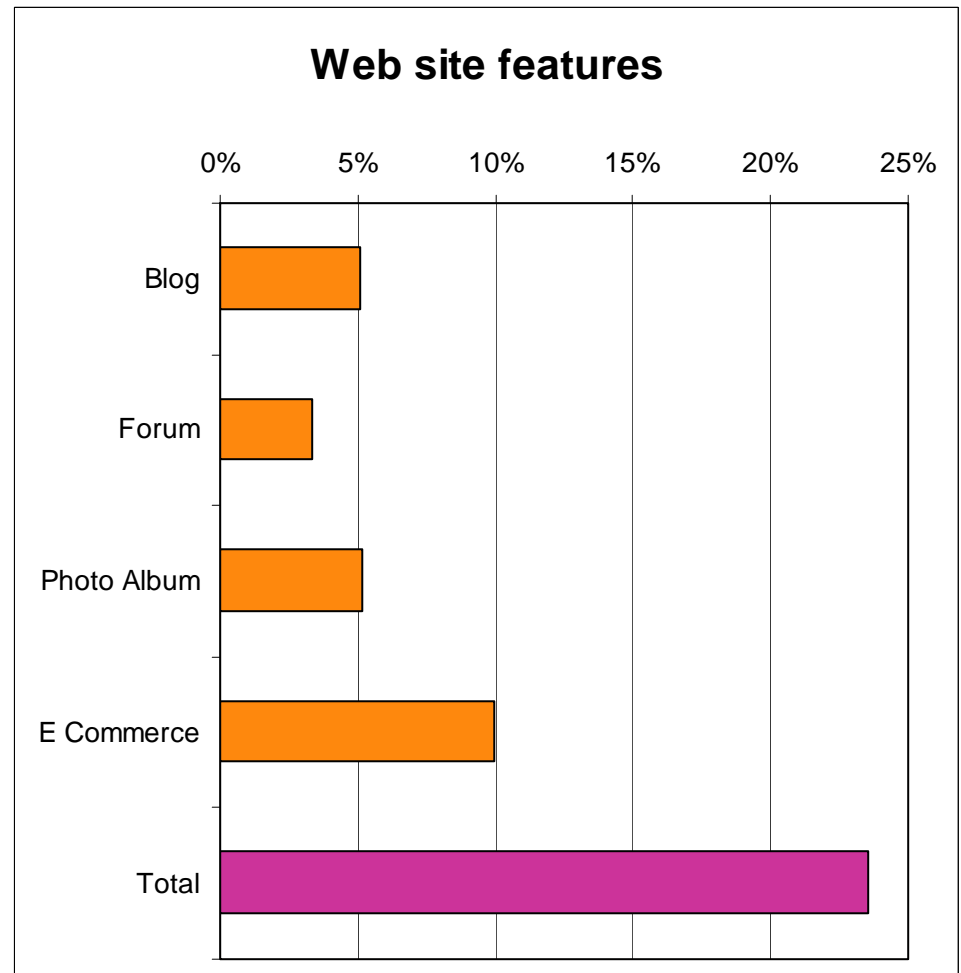


Web site usage

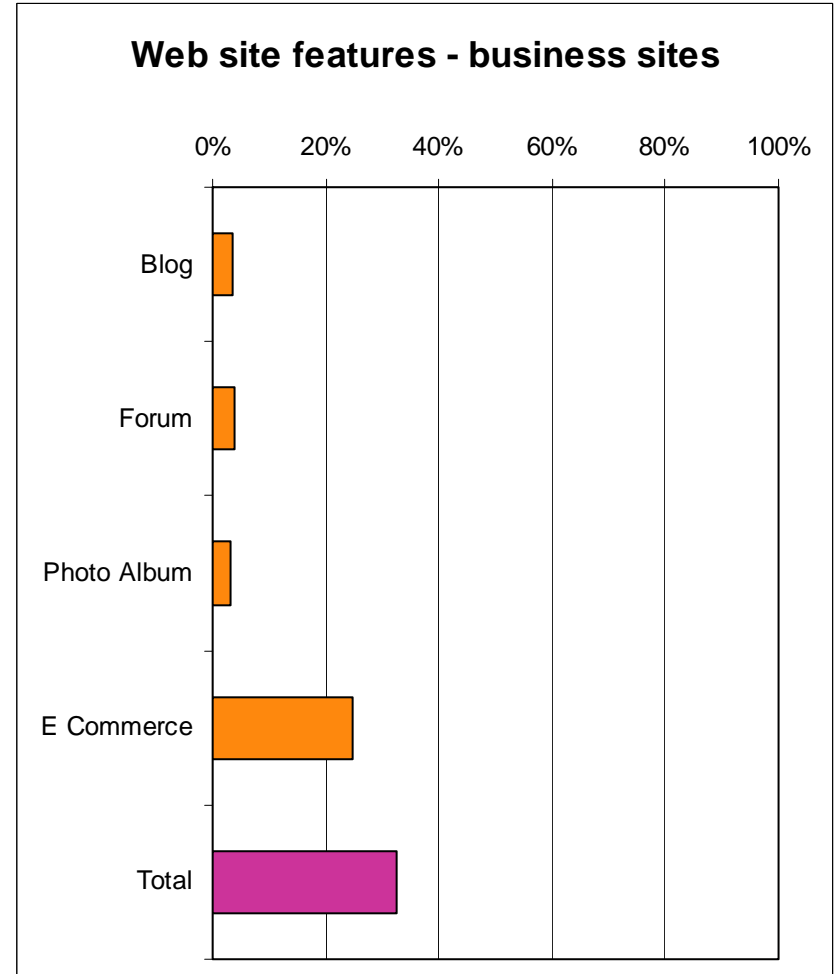
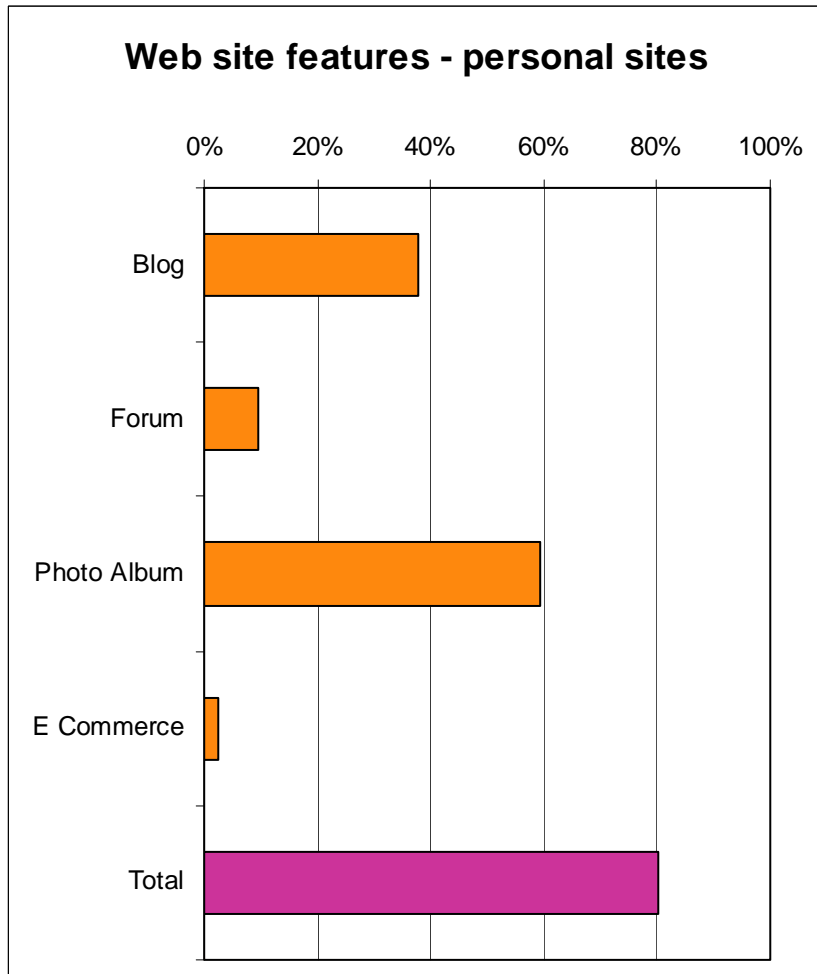


Web site features

- 24% of active sites feature either:
 - Blog
 - Forum
 - Photo album
 - E-Commerce

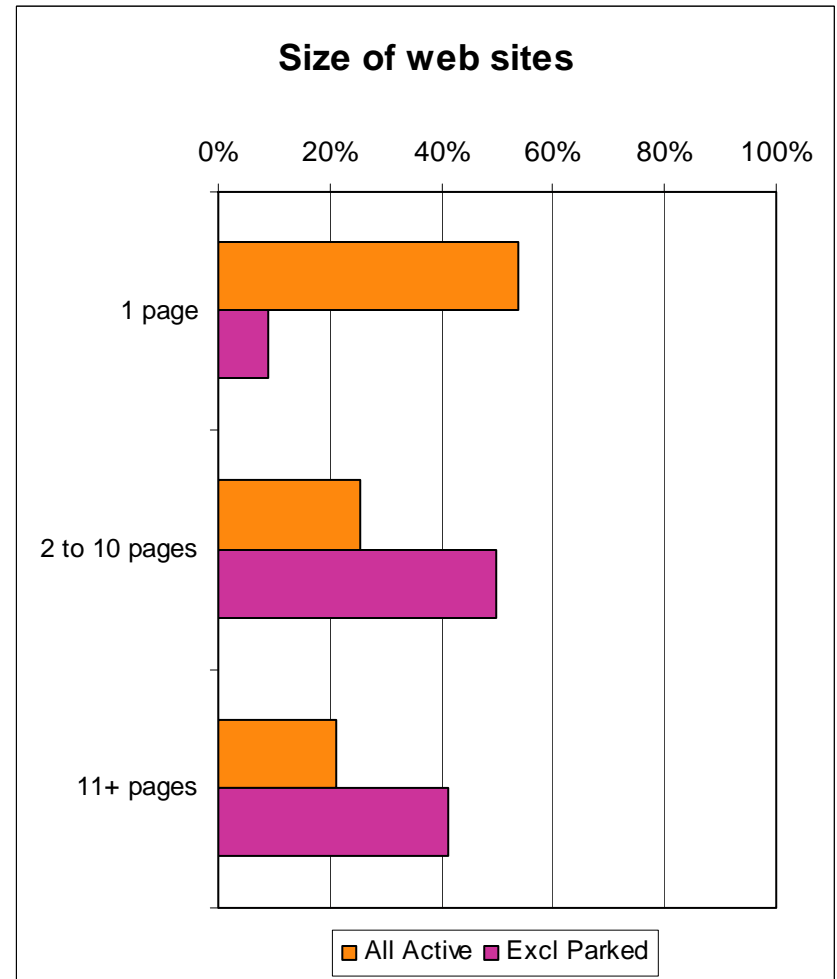
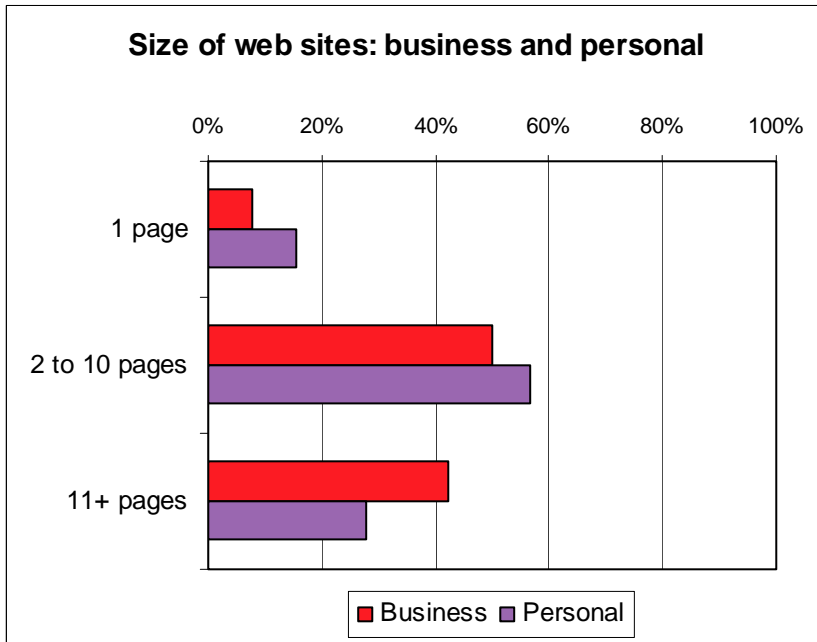


Features – personal and business sites



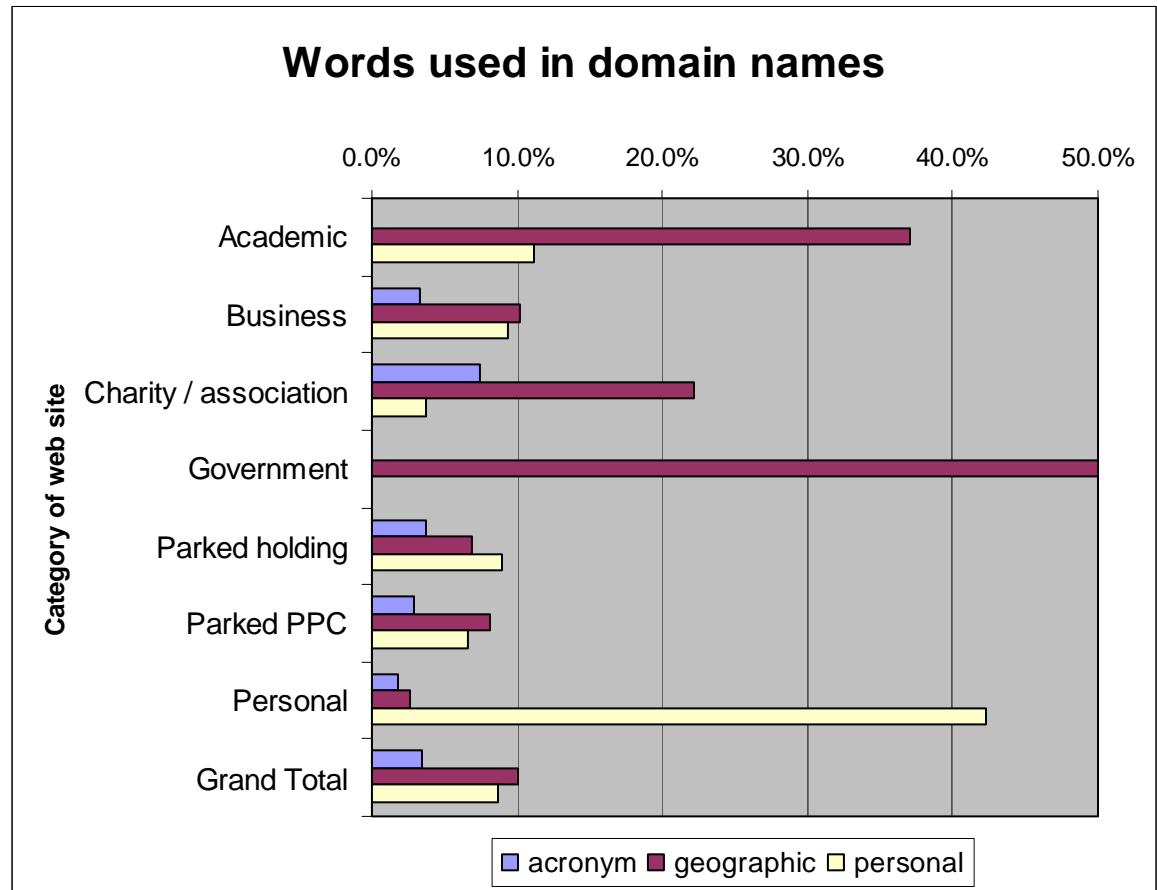
Size of web sites

- For all web sites, a single page site is most common
- When parked sites are removed, 2 to 10 pages is most frequently seen
- Business sites are most likely to have 11+ pages



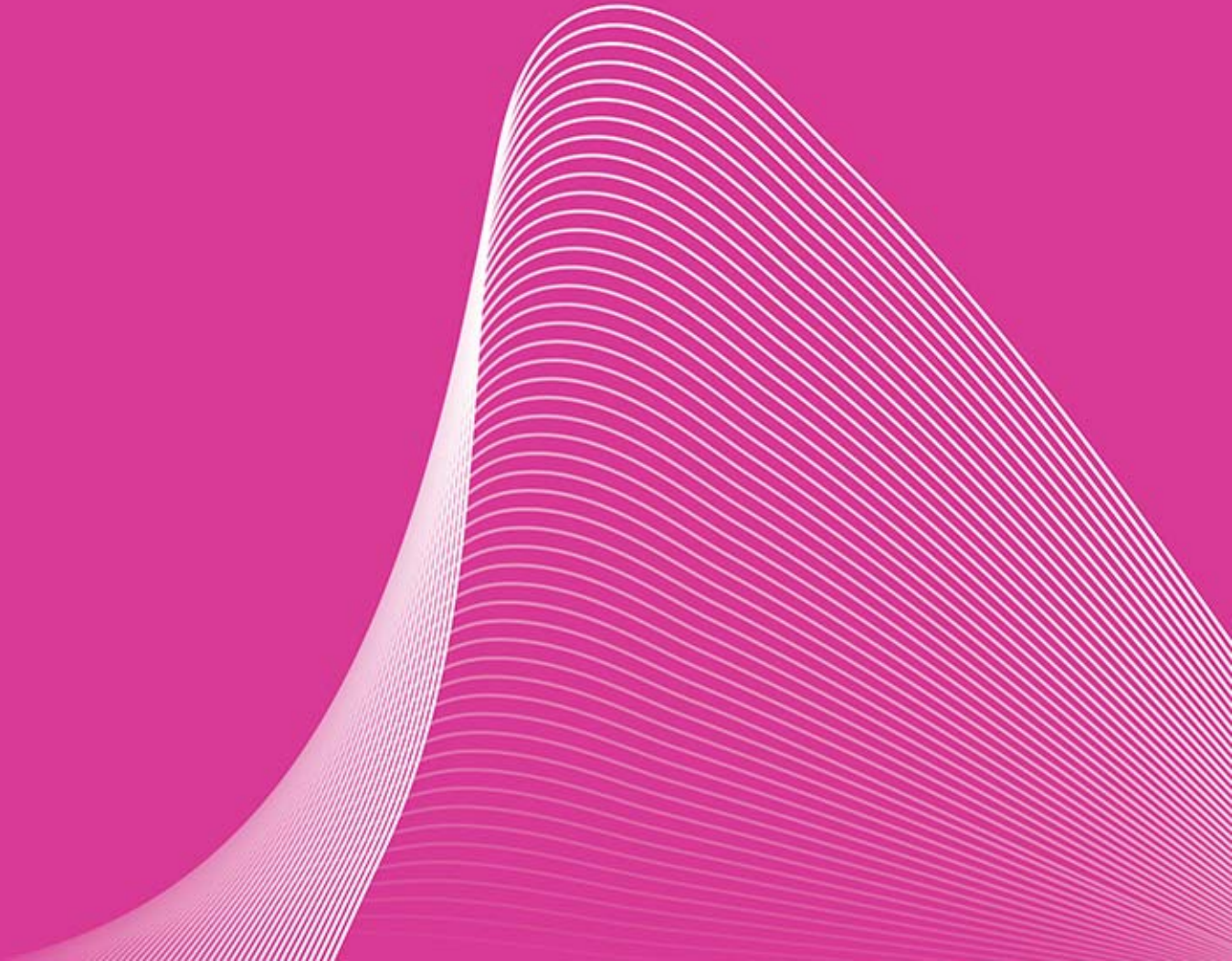
Words used in domain names

- 22% of domain names include either a personal name, geographic reference or acronym
- Personal web sites show a high number of names
- Government and academic domain names show a high proportion of geographic references
- Overall geographic references are most popular



Domain name usage
Conclusions

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Conclusions

- Large number of .uk domains resolve to a web site: 70.5%
 - Still many 'inactive' domain names – 25.7%
 - Some could be associated with email only services
 - High proportion of domain names on a holding page – 14.5%
- 59.8% of .uk domain names are used for active web pages
 - 19.8% of total domain names are used for PPC sites (1.4 million)
 - 40% of .uk domain names are used for active content focused web sites
 - 2.9 million .uk web sites
- Blogs and forums are popular on personal web sites
 - Opportunities to further develop personalised hosting solutions
 - Combined with stats on why people don't renew, suggests that maybe people still find it challenging to work out how to use for personal use