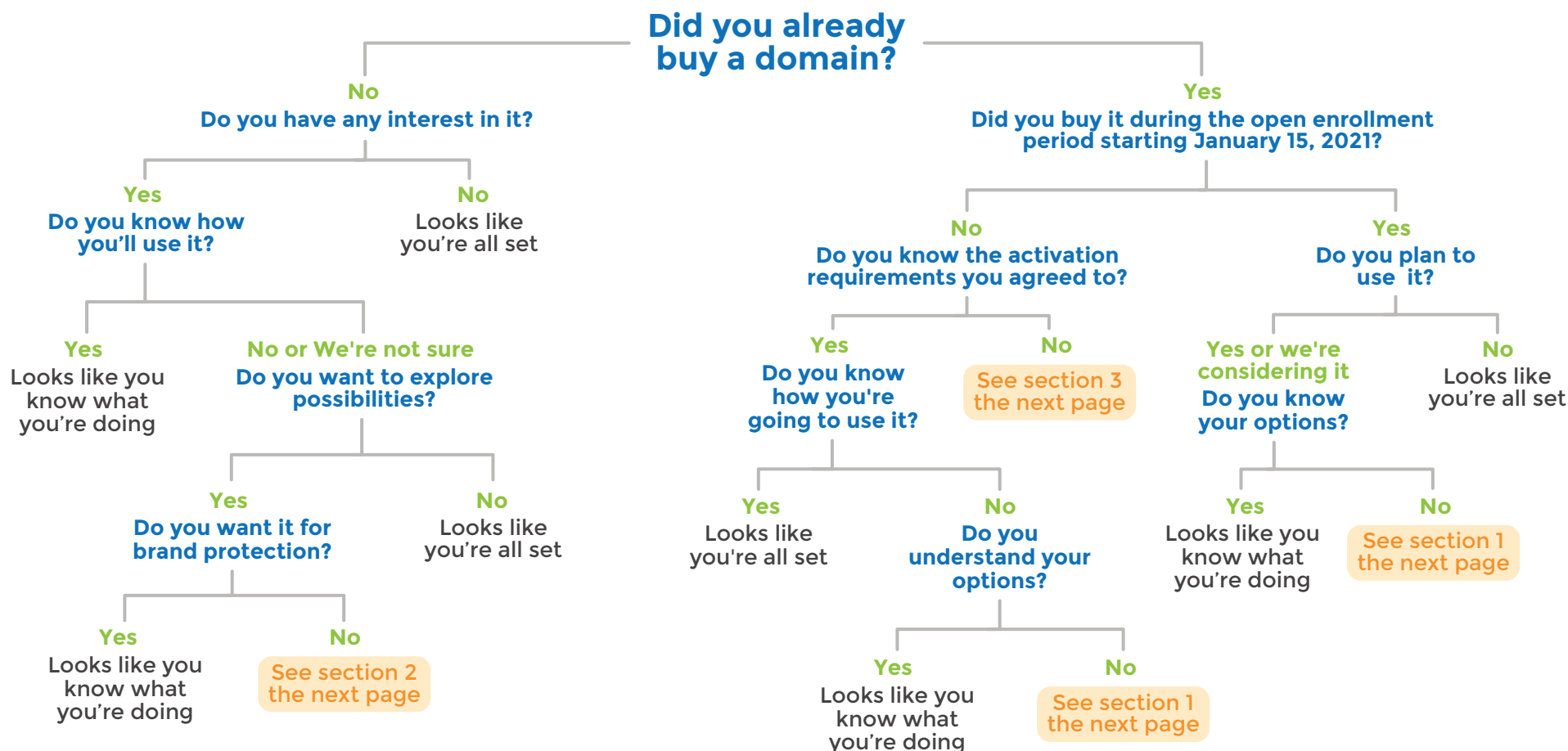


How Your Firm Might Use the .CPA Domain

The AICPA and CPA.com launched .CPA, a new, top-level, restricted domain in fall of 2020. The two-phase rollout was designed to meet requirements set in place by the Internet Corporation for Assigned Names and Numbers (ICANN), the organization that manages domains. Depending on when your firm purchased the domain, the usage requirements will vary. Domains purchased after January, 15, 2021, during the general availability phase have no activation requirements, which may appeal to firms that originally were interested but couldn't commit to the requirements.

This decision tree will help guide you through compliance and connect you to resources that will help you find success with your rollout.



* For help activating your domain, visit domains.CPA.com for a step-by-step guide, migrating your website videos, onboarding sessions and other resources under manage my domain.

1. Website Options

When it comes to the activation requirement of setting up a website, this doesn't necessarily have to be your main website if that doesn't match your strategy. There are three options you can consider. Whether you have to use it or are exploring options, think about how one of these web properties could help drive the firm's strategies.

Main Website

What is it?

A group of web pages all focused around a single entity. Information is tied together to provide information visitors are looking for in an easy-to-navigate way. Content is very broad and sites can be substantial in size.

How might it be used?

- Firmwide site
- Affiliate site
- Blog

Microsite

What is it?

This is typically a smaller website and, perhaps, even a website within your website that focuses on a single subject. Typically, they are designed for name awareness and education and not necessarily to close a sale. It may resemble your site directly or have its own design.

How might it be used?

- Industry specialty
- Service specialty
- Buyer persona focused
- Recruiting
- Firm event
- Campaign support
- Resource center

Landing Page

What is it?

A single web page around a single topic designed to get visitors to take a single action. Simple in design, they may match your site exactly or have a closely related design. Most often these are part of your existing site, but it can be a standalone page with its own domain.

How might it be used?

- Industry page
- Service page
- Communication sign-up
- Current event(s)
- Client portal
- Online payment
- White paper
- Ebook

2. Buying a .CPA Domain Today

If you haven't purchased a .CPA domain yet, you may be wondering if you should. That's a question only you can answer, but here are some reasons why a .CPA domain may make sense.



No activation requirements.

The only agreement is that you have to be licensed CPAs and firms to purchase it. As long as you renew the domain, you have time to figure it out.



Brand protection. Domains are now available to licensed CPAs and firms. That means another CPA out there with a similar name could buy your firm's name or a variation of it. Let's say your firm is Thompson CPAs. Today, Bob Thompson, CPA can legitimately buy thompson.cpa. If you think that may create market confusion for your firm, you may want to buy the domain so other CPAs named Thompson can't. In addition, let's say your firm is Smiley, Johnson and Smith. Maybe one day you may want to shorten that to Smiley Johnson or just Smiley. You may want to buy that domain now when it's more likely to be available.



Keyword-rich domains. If you have a specialized service or industry specialization, a .CPA domain with those keywords help brand you around that specialty and may be advantageous when it comes to online searches. (FYI: Google says the domain doesn't impact search results currently, but they don't reveal their algorithm and it could change at any time). If you do cost segregation in New York City, you may want NYCcostsegregation.cpa. Or if you are real estate experts, you may want commercialrealestate.com. Many of these keyword-rich domains are likely taken, but there may still be options available that match your strategic priorities.

3. Activation Requirements

These requirements apply to all .CPA domains purchased before January 15, 2021.

1. Within 30 days, set up web forwarding for at least one .CPA domain
2. Within 12 months, set up a website for at least one .CPA domain
3. Within 12 months, configure email for at least one .CPA domain*

*Doesn't need to be primary email domain.

NOTES:

- These activation requirements do not generally apply to domains associated with any trademarks your firm has registered.
- If you are unable to meet any of these requirements, it's suggested that you reach out to CPA.com to discuss.
- If you purchased your CPA domain on or after January 15, 2021, these requirements do not apply.



www.accountingmarketing.org