DOMAIN TYPES

DECODING THE EXTENSIONS

PRESENTED BY

AMAR SMART INDIA

RESEARCH BY - AMAR KUMAR

THE CLASSIFICATION

GTLD

Generic Top-Level Domains. Open for anyone to register (e.g., .com, .net, .org).

CCTLD

Country Code Top-Level Domains. Specific to a geographic location (e.g., .in, .us).

STLD

Sponsored Top-Level Domains. Restricted to specific organizations (e.g., .gov, .edu).

.COM - THE GLOBAL STANDARD

amarsmartindia.com

Purpose: Originally intended for 'Commercial' entities,

but now the most recognized domain worldwide.

Why use it? It builds instant trust and global authority.

If you are a business targeting a worldwide audience,

this is the default choice.

.IN - THE LOCAL IDENTITY

Purpose: The Country Code TLD for India.

Why use it? It signals to search engines and users that your entity is based in India or specifically serves the Indian market. Perfect for local businesses wanting to show national pride and relevance.

.ORG - THE COMMUNITY

`amarsmartindia.org`

Purpose: Short for 'Organization'. Historically used by non-profits, charities, and open-source projects.

Why use it? It carries a perception of trust and altruism. If 'Amar Smart India' was a foundation or NGO, this would be the ideal extension.

.NET - THE INFRASTRUCTURE

amarsmartindia.net

Purpose: Short for 'Network'. Originally for Internet Service Providers (ISPs) and infrastructure companies.

Why use it? A great alternative if .com is taken, especially for tech companies, app developers, or networking services.

.SHOP - THE MARKETPLACE

amarsmartindia.shop

Purpose: A specific gTLD designed for e-commerce and retail.

Why use it? It tells the user exactly what to expect before they even click: an online store. It's a powerful Call-to-Action built right into your name.
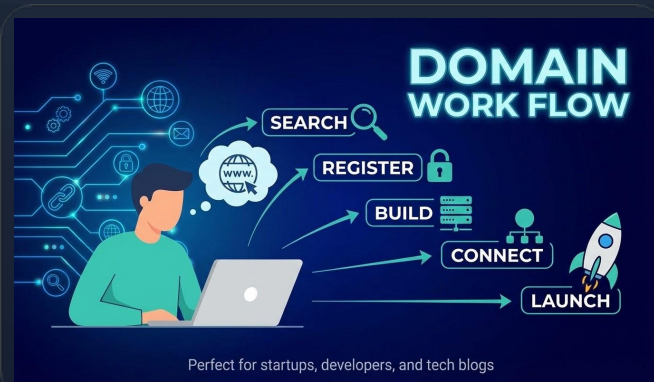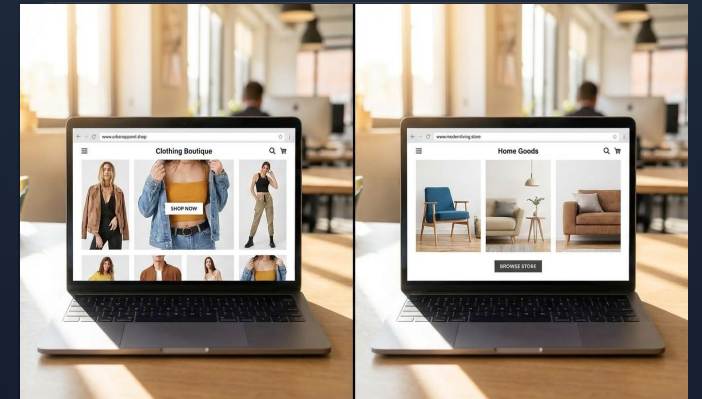
MODERN & NICHE EXTENSIONS

amarsmartindia.online

A versatile, all-purpose domain for any web presence.

amarsmartindia.tech

Perfect for startups, developers, and tech blogs.

amarsmartindia.store

An alternative to .shop for retail businesses.

RESTRICTED & SPONSORED (STLD)

Extension	Example	Restricted Use Case
.EDU	amarsmartindia.edu	Strictly for accredited post-secondary educational institutions (Universities/Colleges).
.GOV	amarsmartindia.gov	Restricted to US government entities. (Other countries use .gov.in, .gov.uk, etc.)
.MIL	amarsmartindia.mil	Exclusively for the US military services.

* These domains require proof of eligibility and cannot be registered by the general public.

HOW TO CHOOSE?

✓ **Global?** Go with .COM

✓ **Local?** Go with .IN

✓ **Non-Profit?** Go with .ORG

✓ **Selling?** Go with .SHOP

AMAR'S PRO TIP:

"Your domain name is your brand's first impression. Keep it short, memorable, and relevant to your audience."

QUESTIONS?

Thank you for exploring the world of domains.

https://amarsmartindia.tavrozone.shop/

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