

Why is **.eus** better for you than any other domain?

- It's a dot that brings together many points of view: your own, your neighbour's, your friend's, that of your friend's friend.
- A point of reference for your ideas, products, hobbies and tastes.
- A starting point to express who we are and where we come from.
- A point of contact for those who speak in the same way as we do.
- A dot that distinguishes us in the Internet.
- A dot that supports our companies, workers, students and teachers.
- A dot that will be a pause and picking up where we left off for our community, for our culture and for you.

Get going and set up your own .eus domain name



our domain

**For further information,
check out the www.domeinuak.eus
website**



What is it and who are we?

The .eus domain is a top level domain of the community of the Basque language and culture; it puts Euskara (the Basque language) on the level of other languages, that will help in the normalization of euskara and that provides an international recognition for the country of euskara.

Why .eus?

- It expresses **identity**: the nature of the community of the Basque language and culture.
- It is a domain that brings us closer to the **market and the customer**, so that we can sell in the customer's language and express the quality certificate of Basque companies.
- It helps in adapting to the new rules for **search engines** and is useful for identification purposes.
- It protects **brands** so that no unauthorised use can be made of them.

Who is it for?

- Organisations
- Associations
- Companies
- Private individuals



our
domain

How can it be obtained?

1

Go to www.domeinuak.eus, and check whether the domain you want to use is available

2

Select a registrar

3

Go to the registrar's website

Domain changing

recommendations

- Make the change **step by step**: do not change the domain, server and website all at the same time.
- **Check out the website structure and traffic** to identify the most important content.
- The new domain should **not** be **indexable until migration has been completed**.
- Use **Redirect 301** to redirect all the addresses of the old domain to the new one.
- **Update** all the **links** to the old website: in social network profiles, external references, etc.
- Use **Google Webmaster Tools** to analyse the evolution of the traffic, to spot the sites in which errors appear and to inform the search engines about the domain change.
- **Keep** the old domain for six months, so that the **link visibility** can move from the old domain to the new one.

More information and handbook on the migration process at www.domeinuak.eus/en/migrazioa

If you have any queries, we are here to help:
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