



WEBSITE | 7 MIN READ

# Domains and Domain Names: What They Are and 10+ Examples

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Securing a domain or domain name is the first step to help you get found by prospects on Google.

In this post, we'll cover everything you need to continue the process of setting up a website. Here are some of the sections below:

- [what a domain is](#)

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- **what a domain name is** (and **what parts it's made up of**)
- **types of domains**

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### What Is a Domain?

A domain is a part of the web address nomenclature someone would use to find your website or a page of your website online. It is a string of text associated with the numerical IP address of a website that's much easier for people to remember and search.

Every website has an **IP address**, which is a unique string of numbers that connect computers to web servers. IP addresses are great for computers, but difficult for people to memorize. That's where domains come in. A domain name is connected to a website's IP address so people can more easily remember and search for a website by its domain and their browser can still find the specific web server that hosts the website via the associated IP address.

A domain is often compared to a home address. Just as a GPS coordinates every time they want to find a location, they input a street address into their phones. The same goes for websites. Instead of a website's IP address, visitors simply type a domain name into their browser.

### What does a domain look like?

A domain typically consists of two or three parts. For example, `blog.hubspot.com` is a domain.

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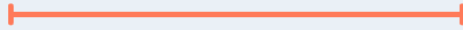
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# What does a domain look like?

<https://blog.hubspot.com/website/what-is-a-domain>



DOMAIN NAME



A domain is one part of a complete web address, or **URL**. A URL typically consists of a protocol, domain name, and path. For example, the URL of this blog post is:

<https://blog.hubspot.com/service/what-is-a-domain>. It's made up of the following parts:

- protocol ("https://")
- domain name ("blog.hubspot.com")
  - subdomain ("blog.")
  - second-level domain ("hubspot")
  - top-level domain (".com")
- **subdirectory** ("/website/")
- path ("/what-is-a-domain")

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# Anatomy of a Web Address



We'll cover the parts of a domain name in more detail [below](#). First, let's cover why domains are important.

## What are domains used for?

Domains are not only used to simplify how visitors find your website. Below we'll look at several other reasons domains are used.

### 1. To Gain Ownership

Perhaps most importantly, a domain gives you ownership over your website's address. No one else can claim it while you have it registered. This grants you total control over what website it points to, which domain name registrar maintains it, what information is associated with your domain name account, and whether you can sell it.

### 2. To Solidify Your Brand Identity

A domain name that matches or resembles your business name helps create a consistent online brand identity. A visitor's knowledge base, for example, will notice similarities between your domain and your business name, as do other elements like the color scheme and logo.

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A domain name that aligns with your company name establishes credibility, and makes your website appear more legitimate and professional to users. That builds trust with your visitors so they feel comfortable taking actions, like submitting a survey or form on a web page with that same domain name.

Some website builders will provide a templated subdomain to free users, such as **accountname.wixsite.com/address**. However, a custom website complete with a **custom domain name** such as **accountname.com** may seem more credible and professional to incoming visitors!

## 4. To Be Memorable

If your domain is easy to remember, visitors can easily enter it into their search bars. This may result in more direct traffic to your site. For example, T-Bones Great American Eatery has a short and sweet domain name: **t-bones.com**. This is much easier to remember than an alternative like **t-bonesgreatamericaneatery.com**.

## 5. To Stand Out Against Competitors

A simple but catchy domain name can set you apart from competing sites with clunkier or confusing domains. For example, if Google had been named **BackRub**, it might not have competed as well with Yahoo and other search engines.

## 6. To Build Authority

In addition to strengthening your brand, domain names can also help you predict how likely your website will appear in the SERPs compared to your competitors. As a rule of thumb, the older a domain is, the more **authority** it has. That's because it's had time to accumulate quality content, internal link

## What is a domain name

A domain name is the unique name of a website on the World Wide Web.

The term “domain name” is used interchangeably with “website name.” The difference is that one is the name of the

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For a quick overview of what a domain name is and what it's made of, check out this video by Elegant Themes. Then continue on to learn about domain names in more detail.

## Everything You Need to Know About Domain Names



## The Parts of a Domain Name

There are typically two parts of a domain: the second-level domain and the top-level domain. If read left-to-right, these parts decrease in specificity.

## Parts of a Domain Name

hubspot

Second-Level Domain  
NAME

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www.

Second-Level Domain (SLD)



If you're building a website for your business, consider buying a domain that reflects your business's name. This will make it easier for people to find your website without needing to spend a lot of time scouring Google for it. For instance, [hubspot.com](#)'s second-level domain is "hubspot".

## Top-Level Domain (TLD)

The **top-level domain** is the **extension**, or the part of your domain that comes after your second-level domain.

It specifies what type of entity your organization registers as on the internet. For example, HubSpot's top-level domain is ".com" since we're a commercial entity in the United States.

Most American businesses also register their website with ".com". In fact, according to [data from Verisign](#), the largest TLD in 2021 was .com, with 158.6 million reported domain names in the domain name base.

## What is a domain name example?

An example of a domain name is **usps.com**. This is made up of a second-level domain ("usps") and top-level domain (".com"). It is one of the most visited government domain names, according to [Statista](#).

Other examples of popular domain names are "youtube.com", "irs.gov", and "tiktok.com". Check out more in the list below:

The advertisement features a white background with a close button in the top right corner. On the left, the text "CMS SOFTWARE WITH FREE WEB HOSTING" is displayed in bold teal letters. Below this is an orange button with the text "LEARN MORE NOW" in white. On the right, there is a graphic of a person with a large orange head and a pink body, holding a teal sign that says "www." with a cursor pointing at it. The entire advertisement is set against a teal background at the bottom of the page.




# Domain Name Examples

- youtube.com
- irs.gov
- tiktok.com
- linktr.ee
- dailymail.co.uk
- change.org
- abcnews.go.com
- etsy.com
- gofundme.com



These are just a few domain name examples — there are literally millions more. According to [data from Verisign](#), there were over 360 million registered domain names at the end of 2021.

To get a better idea of possible domain below.



## Types of Domain

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## 2. Country Code Top-Level Domains (ccTLD)

## 3. Internationalized Country Code Top-Level Domains (IDN ccTLD)

## 4. Subdomain

# Generic Top-Level Domains (gTLD)

gTLD refers to the best known and most broadly used TLDs:

- .com
- .net
- .biz
- .org
- .info

.com is the most popular by far. As of January 2022, **54% of global websites** used a .com top-level domain. The next most popular — .ru — is only used by 5%.

# Country Code Top-Level Domains (ccTLD)

These two-letter TLDs refer to specific geographical locations. Here are the most common ones:

- .cn (China)
- .ru (Russia)
- .de (Germany)
- .br (Brazil)
- .au (Australia)
- .uk (United Kingdom)

The advertisement features a white background with a small close button in the top right corner. On the left, the text 'CMS SOFTWARE WITH FREE WEB HOSTING' is displayed in a bold, teal, sans-serif font. Below this text is an orange rectangular button with the white text 'LEARN MORE NOW'. To the right of the text is a circular graphic with a pink-to-red gradient. Inside the circle is a stylized person with an orange head and a black body. A teal rectangular box with the text 'www.' and a cursor icon is positioned over the person's torso. The entire advertisement is set against a dark green background at the bottom of the page, which also contains a white downward-pointing arrow icon.



## Internationalized Country Code Top-Level Domains (IDN ccTLD)

These are domains that can be displayed in non-Latin character sets (e.g. Chinese).

## Subdomain

A **subdomain** is a domain that is part of a larger domain, appearing before the root domain name (e.g. **blog**.hubspot.com). Since a subdomain appears to the left of the SLD, it is also referred to as a third-level domain (3LD).

Another example of a domain name with a subdomain is **tools.usps.com**. It is made up of a subdomain ("tools."), a second-level domain ("usps"), and top-level domain (".com").

You may already be familiar with this domain name. In March 2022, it was the most popular government domain, getting over 244 million visits in 30 days according to **Statista**.

Now that you know what a domain is, you're ready to register one. Check out the step-by-step process in [Everything You Need to Know about Custom Domains](#).

**Pro Tip:** CMS Hub users can add their **custom domain** to HubSpot for free. This allows you to connect your new domain to hosting, CDN, and security features all at one time.

## Setting Up Your Domain


If you want to acquire a domain name, you must buy one and register it. To do this, visit a domain name registrar, like GoDaddy or Google Domains, plug your desired domain name in, check its availability and price, and then buy it, if it's in your price range. From there, you'll be able to associate that domain with your website and make your site accessible via the web address.

*Editor's note: This post was originally published for its comprehensiveness.*

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