

it.com Brand Guidelines, Marketing, and Positioning Suggestions

How to Express the it.com Domain on Your Website, Landing Pages, Social Networks, and Email

The it.com domain name is highly versatile and can be positioned in several ways. We suggest presenting the domain name in lowercase to reduce confusion between the uppercase expression of the letter i (I) and the lowercase L (l). It can be capitalized at the beginning of a sentence. Still, we often express it as "***The it.com domain name...***" when describing the domain name so that it can be expressed in lowercase without breaking capitalization rules 😊.

LogoTypes

Our launch package offers an excellent set of logotypes for various backgrounds in .png and .svg formats. However, we ask that the logo always be presented using our standard blue color on a white background or vice versa (hex color #16184c or PANTONE color 2766 C).

Reasons Why Third-Level Domain Names (tlds) Should be Promoted

Third-Level domains have been part of the Internet since its inception. They align with the original intent of the hierarchical structure of the DNS and the Internet pioneer's idea of how domains would work. They are compatible with apps worldwide and have no problems regarding Universal Acceptance (UA). They work with email clients and apps worldwide with little or no modification.

Third Level Domains are Universally Accepted

Consumers face no problems using Third-Level-Domain. Jon Postel is one of the Internet's fathers, especially regarding the DNS system. In his October 1984 introduction of RFC 920, called "The Purpose of Domains, he wrote that the DNS should work as follows:

"The domain system is a tree-structured global name space that has a few top-level domains. The top-level domains are subdivided into second-level domains. The second-level domains may be subdivided into third-level domains, and so on."

The above quote describes precisely what we allow you to offer in the it.com domain name! We expand the namespace on the Internet exactly how it was meant to be developed.

We conservatively estimate that at least six million ***developed*** domain names worldwide host their websites on domains like it.com (third-level domains). Moreover, these domains are compatible with ALL email servers and applications (many TLDs still are not).

Content Ideas for Marketing, SEO, and Sales Copy

The initials "IT" can stand for many things. Primarily we suggest targeting the global "Information Technology" audience. IT is often expressed globally as ICT or CIT (for Information, Communication, and Technology). But the acronyms are interchangeable and understood universally.

The IT employment sector is a highly-paid audience interested and capable of purchasing domain names, often in bulk. They are also Internet savvy and in need of good domain names. By offering the it.com domain, you will find large, lucrative audiences.

Below, we offer ideas and information for sales copy regarding:

1. The IT Employment Sector
2. IT Abbreviations
3. IT Acronyms

Feel free to use the copy shown in this document, or something similar, on your websites, landing pages, emails, or social networks.

IT Employment Sector

The worldwide full-time employment in the IT sector was projected to reach 55.3 million in 2020 (pre-corona estimation), an increase of 3.9 percent over 2019. Software developer/engineer, user support specialist, and systems analyst are three major job roles in the IT industry.

IT Pay

IT is one of the most in-demand and highest-paid professions in the world. The average salaries for IT professionals range from tens of thousands to over a hundred thousand dollars, depending on the region. Cloud computing is one of the most rapidly adopted technologies in today's information world, and those who work in this field are among the highest-paid IT professionals. Google's Professional Cloud Architect certification was the highest-paying certification among IT professionals worldwide in 2020.

Growing Demand for IT Professionals

The IT industry is booming, and there is a growing demand for IT professionals. With the widespread adoption of digital technologies, companies need skilled IT workers to help them stay ahead of the curve. As a result, there is a great demand for IT professionals and the different sub-fields within the industry.

Technology manufacturing, telecommunications, internet services, software publishing, and many other industries are part of the IT sector. There is an excellent opportunity in the field and the different sub-fields. The demand for IT professionals will only grow in the coming years.

Reasons to Use an it.com Domain Name

The it.com domain expands our existing namespace:

- Clients don't have to accept leftovers in well-mined gTLDs!
- There is a wealth of great domain names to claim.
- They can get short and easy-to-remember domains no longer available under .com.
- Simple pricing - The suggested retail price is only \$49 per year.
- An enormous range of short, one-word domain names are available
- Short .com domains like these would cost a fortune in the aftermarket.
- The it.com domain name can be used to establish a new international brand.
- The it.com domain name is easy for an audience to remember.
- Clients get all of the advantages of a trusted domain for SEO.
- These domains operate in the existing, accepted .com root.

And Then There is Italy!

- Our Registrars are finding great acceptance in the Italian market
- The population of Italy is 60,317,000 +
- Clients using Top-level .it domain names can capture lost traffic by registering the .it.com version since users in other countries may not be familiar with .it (they often type in it.com).

it.com Registration Policies

Domains may be registered in terms from 1 to 10 years. it.com Domains can:

- Be registered in strings with a minimum of 1 and a maximum of 63 characters.
- Begin or end with a letter or a number.
- Use all English characters (a through z), numbers (0 through 9), and dashes (-).
- Be registered by private parties, businesses, and organizations for legal reasons.
- Be registered using standard IDN strings.

Domains cannot:

- Begin or end with a dash.
- Include spaces.

DNSSEC - The .it.com zone is signed and can be used for sites utilizing DNSSEC, SSL Certificates, and Cookies with no issues. It is listed on the Public Suffixes List (PSL), and recognized by all common browsers in use.

25 Acronym Definitions for it.com

- IT Information Technology
- IT Internet Technology
- IT Insurance Technology
- IT Italy (Including Sardinia & Sicily)
- IT International Trade
- IT Individual Training
- IT Item
- IT Institute of Technology
- IT Investment Trust
- IT Innovative Technology
- IT Information Theory
- IT Income Tax
- IT Individual Therapy
- IT Instructor
- IT Instructional Technology (educational technology)
- IT Institutional Training
- IT Information Systems Technician (US Navy Rating)
- IT Italic (linguistics)
- IT Immunotherapy
- IT Intermittent Therapy
- IT Intercity Transit
- IT Incentive Training (US DoD)
- IT Improved Touring (racing forum)
- IT Inspection Traveler
- IT International Technology Division
- IT Increasing Term Rider (life insurance)

Information Technology Expressed in 45 Languages

The expression IT is used and recognized globally in no less than 45 languages, which will help you to sell it.com domains all over the world. Some languages reverse the order of words, but in most cases, they still recognize the meaning of the letters, IT. See the following examples:

- 1) **Afrikaans** - inligtings tegnologie
- 2) **Albanian** - teknologjia e informacionit
- 3) **Azerbaijani** - informasiya texnologiyalari
- 4) **Basque** - informazioaren teknologiak
- 5) **Belarusian** - інфармацыйная тэхналогія
- 6) **Bosnian** - informacione tehnologije
- 7) **Catalan** - tecnologia de la Informació
- 8) **Corsican** - tecnulugia infurmazione
- 9) **Croatian** - informacijska tehnologija
- 10) **Czech** - informační technologie
- 11) **Danish** - Informationsteknologi
- 12) **Dutch** - informatie Technologie
- 13) **Estonian** - infotehnoloogia
- 14) **Filipino** - teknolohiya ng impormasyon
- 15) **Finnish** - tietotekniikka
- 16) **French** - informatique
- 17) **Frisian** - ynformaasje technology
- 18) **Galician** - tecnoloxía da Información
- 19) **German** - Informationstechnologie
- 20) **Greek** - ΤΕΧΝΟΛΟΓΙΑ της ΠΛΗΡΟΦΟΡΙΑΣ
- 21) **Hungarian** - információs technológia
- 22) **Indonesian** - teknologi Informasi
- 23) **Irish** - teicneolaíocht Faisnéise
- 24) **Italian** - tecnologie dell'informazione
- 25) **Javanese** - teknologi informasi
- 26) **Latvian** - informāciju tehnoloģijas
- 27) **Lithuanian** - Informacinės technologijos
- 28) **Luxembourgish** - Informatiounstechnologie
- 29) **Maltese** - informazzjoni teknoloġika
- 30) **Norwegian** - informasjonsteknologi
- 31) **Polish** - technologia informacyjna
- 32) **Portuguese** - tecnologia da Informação
- 33) **Romanian** - tehnologia de informație
- 34) **Russian** - информационные технологии
- 35) **Scots Gaelic** - teicneolas fiosrachaidh
- 36) **Serbian** - информациона технологија
- 37) **Slovak** - informačné technológie
- 38) **Slovenian** - Informacijska tehnologija
- 39) **Spanish** - tecnologías de la información
- 40) **Swedish** - informationsteknologi
- 41) **Sundanese** - Téknologi informasi
- 42) **Tatar** - Информацион технология
- 43) **Ukrainian** - інформаційні технології
- 44) **Welsh** - Technoleg Gwybodaeth
- 45) **Yiddish** -

The Time is Right to Offer it.com Domain Names!

The it.com domain name offers a unique opportunity to grow your business right now. New TLDs are no longer new; the next round has been coming every two years for the past eight years. Take advantage of this. It's a great domain name, with a vast, global audience, at a time when not much else is happening. Why spend time preparing for a new TLD you may or may not ever see? The it.com domain name is something you can profit from right now!

About Intis Telecom and the it.com Domain Name

The it.com domain name is backed by Intis Telecom, a trusted international telecom company with UK, US, and Hong Kong offices. They also have representatives in Germany and Israel.

The it.com domain name will open the door to a world of opportunities for customers, both old and new, delivering a practically unlimited set of meaningful domain names that can boost the brand presence of those who invest in them.

Contacts:

Head Office:

Intis Telecom
20 Hammersmith Broadway
London, W6 7AF
United Kingdom

Email: info@it.com

Phone: +44 (0) 739 2000 000

Other Offices:

Intis Telecom Inc. 19 Cornell St.
Staten Island, NY, 10302-2010
United States

Phone: + 1 646 893 7766

Email: info@it.com

In the US:

Joe Alagna

Phone: +1 951-313-7200

Email: joe@it.com

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Intis Telecom Pacific Limited (因季斯電訊太平洋有限公司)

One Capital Place, 18 Luard Road Wan Chai,
Hong Kong, 999077

Phone: + 852 3 7027 698

Email: info@it.com

Sources:

- Statista, Inc.
- Acronyms from The Free Dictionary
- Language Information from Igor Katsevi, in [different languages.com](http://differentlanguages.com)
- RFC 920 - <https://www.rfc-editor.org/rfc/rfc920>