



The advantages of the .eu website extension

The .eu website extension is an icon of trust for EU citizens across the world and residents of the EU. By joining the pan-European online community, .eu domain name holders celebrate their European digital cultural identity with a safe and reliable extension. Do you want to learn what makes more than 3.6mil .eu domain names so successful? [EURid](#), the manager of the .eu, .eu (Cyrillic script) and .eu (Greek script) top-level domains presents the distinct advantages European individuals and businesses should consider when powering their online future with a .eu domain name.

1. **Global gateway** – With just a few clicks, your .eu domain name becomes your European passport to the Internet and a gateway to the world. If you want your products and services to be considered when consumers make their purchase decisions, having an effective and easily discoverable online presence is crucial. With a website that demonstrates the sense and qualities associated with Europe and attracts potential customers from around the globe, you have the capacity to exponentially broaden your market. With a .eu online presence, you can participate in the [.eu Web Awards](#), the online competition awarding the best .eu, .eu or .eu websites the recognition and promotion to help you to reach out to even more customers.
2. **Security through empowerment** – The .eu extension will enable you to upgrade your online presence with top security by having your domain name [DNSSEC](#)-signed and therefore reducing the chances of your customers being misled to phishing or other ill-intentioned websites. By selecting [lock services](#), you can protect your .eu domain names against potential unintended changes such as deletions or transfers.
3. **Multilingualism** – in addition to providing support in all EU official languages, your domain name can contain characters from any official EU language, providing you with the ability to fully express yourself online. Domain names with special characters (IDNs) are particularly important for preserving the rich cultural and linguistic heritage of the countries in the European Union.

[Register](#) your .eu domain name today – two steps is all it takes!

