.US Marketing Statements & Copy

**We know that the hardest part of writing is that thought or idea. Please use our approved marketing copy to help you create the best possible campaigns for your .US domain sales and programs.**

**Quick Snippet**

As the online destination for everyone with a dream, idea or business made for the USA, .US captures the collective spirit of the nation.

**Elevator Pitch**

.US is the domain for everyone with a dream, idea or business made for the USA. It captures the collective spirit of the nation, and also of its individual communities. After all, being American is about more than just where you’re from—it’s also a mindset. The United States was founded with a pioneering spirit, and today you’re part of that continuing legacy. Being on a .US conveys the highest standards of quality and identifies you as trustworthy, inspiring confidence in people who visit your site. The people you want to reach will know how much effort and heart you put into what you’re doing. Choosing a .US web address shows you’re committed to supporting the U.S. and celebrating American ingenuity.

**HEADLINES**

* If you’re creating, delivering, selling or dreaming up something for the USA, welcome home.
* Celebrate American ingenuity by choosing a .US web address.
* America was founded with a pioneering spirit. Show you’re part of that legacy.
* You’re more than just a business. You’re part of the community.
* Stand out in your community with a .US web address.
* The online destination for everyone with a dream, idea or business made for the USA.
* Showcase your hard-working spirit on a .US

**LANDING PAGE COPY (LONG)**

As the online destination for everyone with a dream, idea or business made for the USA, .US captures the collective spirit of the nation and its individual communities. After all, being American is about more than just where you’re from—it’s also a mindset. The United States was founded with a pioneering spirit, and today you’re part of that continuing legacy.

Being on a .US conveys the highest standards of quality and identifies you as trustworthy, inspiring confidence in people who visit your site. The people you want to reach will know how much effort and heart you put into what you’re doing. Choosing a .US web address shows you’re committed to supporting the U.S. and celebrating American ingenuity.

**LANDING PAGE COPY (SHORT)**

As the online destination for everyone with a dream, idea or business made for the USA, .US captures the collective spirit of the nation and its individual communities.

Being on a .US conveys the highest standards of quality and identifies you as trustworthy, inspiring confidence in people who visit your site—and helping you reach new audiences. Choosing a .US web address shows you’re committed to supporting the U.S. and celebrating American ingenuity.

**KEY BENEFITS**

* **.US inspires confidence:** Being on a .US conveys that your business is a vital part of your community, and that inspires confidence in your customers.
* **.US celebrates American ingenuity:** You come from a long line of American pioneers and inventors who worked to push us toward the next frontier. Being on a .US shows that you value that legacy and are working to continue it today.
* **.US supports our nation:** Choosing .US shows that you’re committed to investing in U.S.-based operations, providing opportunities for the most tenacious workforce in the world.
* **.US is flexible:** .US gives you the versatility to connect with people at the national level, as well as at a local level within specific communities.
* **.US is trustworthy:** A safe, reliable domain, .US meets the most stringent security standards.
* **.US is available:** With many desirable names still available, .US can help you secure a web address that fully captures the spirit and personality of you or your business.
* **.US is SEO-friendly:** Get discovered more easily and increase your web traffic. Search engines tend to rank websites on a .US higher in searches done within the United States.
* **.US isn’t only for Americans:** Available to any company with a bona fide presence in the United States or participating in the sale of goods or services to the USA, .US immediately associates your products and services with America, which conveys the highest standards of quality.
* **.US comes with support:** Take advantage of the resources .US provides to make building and promoting your website easy and successful—from help choosing a name to tips for designing your site to analytics and measurement tools.

**SOCIAL POSTS - GENERAL AUDIENCE**

FACEBOOK

**Headline:**

Showcase your hard-working spirit on a .US

**Copy:**

Have an idea or business that’s helping push America forward? It belongs on a .US web address.

**CTA:**

Get yours

TWITTER

**Copy:**

Have an idea or business that’s pushing America forward? Show off your pioneering spirit on a .US web address. *[with 22 characters for URL]*

**SOCIAL POSTS - SMALL BUSINESS AUDIENCE**

FACEBOOK

**Headline:**

Showcase your hard-working spirit on a .US

**Copy:**

Is your business helping push America forward? Then it belongs on a .US web address.

**CTA:**

Get yours

TWITTER

**Copy:**

Is your business helping push America forward? Show customers your pioneering spirit by choosing a .US web address. *[with 22 characters for URL]*