



| Make your brand stand out with a .xyz microsite

What is a microsite?

A microsite is a stand-alone, simple website that is ideal for promoting specific products or campaigns. Any experienced marketer knows that a successful campaign results from delivering tailored content to a targeted audience. Microsites allow you to easily execute and accomplish just that.

Below are five ways to maximize your microsite's effectiveness to engage visitors and increase conversion rates with a .xyz domain name.

1

Keep your eye on the prize

Clearly define the microsite's purpose and focus on your target audience. Whenever you're making a content or design decision, ask yourself, "will this help me accomplish my goal?"

Most importantly, keep it simple! You want to engage your visitor while avoiding distractions and guide them to the call-to-action for the campaign.

2

Don't underestimate the power of your domain name

Your domain name is how users will recognize and find you. The best ones are short, memorable, and related to your content to avoid misdirected users.

Proactive marketers also secure variations such as the plural version, related keywords, and even common typos. You want to make it as easy as possible for your audience to find your page.

3

Speak to your audience

Your microsite's content must be compelling, relatable, and tailored to your target audience. It should keep visitors on your site and clearly state the product or service's benefits.

Take advantage of the freedom to break away from strict brand guidelines. Use language and references that resonate with your audience to increase the likelihood of taking the call-to-action.

4

Steer visitors to your call-to-action

Just like your content, keep your design simple. Don't inundate your visitor with clutter and strategically utilize design elements that flow towards the call-to-action.

Need some inspiration? Open source platforms like WordPress offer a variety of free and paid templates that keep up with design trends.

5

Gather smart data to improve your next microsite

Microsites make it easy to gather and analyze specific user data to improve future campaigns. Google Analytics is one of the most popular options to accomplish this.

As a cost-effective medium, microsites can also serve as a platform to test and optimize various content and design changes before implementing them on your main website.

Take-away points



Microsites are dedicated pages ideal for specific promotions that lead to higher conversion rates.



As a separate property from your main website, take advantage of the branding freedom and tailor your site to appeal to your audience.



Keep the content and design simple. Don't veer away from your microsite's goal.

Awesome.xyz

Choose short, memorable, and relevant domain names to get found.

.xyz is the go-to ending for your domain

Join the largest and fastest growing new domain extension with .xyz. Retailing for \$9.99 or less with most registrars, it is the perfect opportunity for anyone to register the domain name they have always wanted.

Reach your audience anywhere in the world using an international domain on a global platform. .xyz domains can be registered in over 200 languages, including Arabic, Chinese, and Russian.

.xyz can be used for more than just microsites

Upgrade your long domain name to a short and memorable .xyz.



Register keywords related to your business.

[DesignLA.xyz]

[GraphicDesign.xyz]

[Typography.xyz]

Set it up for personal email addresses for the whole family!

[John@Smith.xyz]

[Jane@Smith.xyz]

[Jim@Smith.xyz]

Don't be left in the dark

Let .xyz enhance your visibility online. Find your personalized domain name and more by visiting www.gen.xyz

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