

# DOTSTER Launches Redesigned Web Site to Improve Customer Experience and Speed Navigation for Visitors

*Firm Uses In-House Expertise and Extensive User Surveys to Drive Redesign Process*

**July 5, 2006 - Vancouver, WA — Dotster, Inc.**, one of the world's largest ICANN-accredited domain registration and web hosting companies, recently released a completely redesigned Web site located at [www.dotster.com](http://www.dotster.com). The Web site features intuitive navigation, optimized loading for faster performance, and the industry's most popular domain name search tool, the Domain Discovery System (DDS).

The Web site, which was designed based on extensive survey data from site visitors and industry-leading best practices, was launched in mid-June and has already improved the speed at which visitors can locate the information they need.

"The new site is showing measurable improvements in visitors' click paths," said **Marci Hansen, Dotster's Director of Marketing**. "Instead of clicking in many different directions, we're seeing our customers land exactly where they want to spend time in one or two clicks."

This improvement in navigation enables small businesses and consumers to quickly find the relevant services they need to name, register, host, design, publish, and promote their own Web sites. Dotster specializes in services that help their customers reach out to a large spectrum of web visitors to increase web traffic and conversion.

Customer care, one of the differentiators that earned Dotster a 2005 Name Intelligence Users' Choice award, is still an integral part of the Web site. Within the new design, customers can quickly locate Dotster's self-service Customer Care center, powered by the industry's leading context-specific searchable Help database tool.

The intuitive interface provides answers to nearly any question related to Internet services from FTP use to Microsoft Outlook set-up to search engine optimization. Customers who prefer live interaction have access to free phone support and live chat with Dotster's highly trained, U.S.-based Customer Care team.

## **About Dotster, Inc.**

Dotster, Inc. is one of the largest Internet Corporation for Assigned Names and Numbers (ICANN) accredited domain name registrars in the world. ICANN, now performing the functions of previously U.S. government contracted entities, is responsible for Internet Protocol (IP) address space allocation, protocol identifier assignment, generic (gTLD) and country code (ccTLD) Top-Level Domain name system management, and root server system management functions.

Launched in 2000, Dotster was among the first to offer long-term registrations and discounted pricing. Dotster offers superior online account management tools and dedicated support from its customer care team. The company's services include web hosting, DNS management, website development and marketing services, and partner programs.

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