

Spring 2010

.eu identity

**3 easy ways
to market
your brand**

**Get your
website up
and running**

**Tips on becoming
your own boss**

In fashion
A model business
+ best spring looks

On the rise? Let a .eu address lift your business.

A .eu website lets you cross borders. It says you are open for business across Europe. Many transport and logistics companies already use a .eu web address. Why not make your company one of them?

Go to www.goingfor.eu to find out more about getting your own .eu domain name.





.eu
Your European Identity



Table of Contents

5	WORDS OF WISDOM Advice from remarkable individuals
7	.EU SPEAKS YOUR LANGUAGE Big news: Now you can register internationalised domain names.
8	A MODEL BUSINESS Ksenija Nikolski beat the odds and became a successful model.
10	FASHION FORWARD A sample of the best spring looks
12	A LOOK BEHIND ZAZOU.EU Many people dream of being their own boss. One couple did more than dream.
14	GET A GREAT WEB ADDRESS Location matters, especially on the Internet
16	GET YOUR WEBSITE UP How to take your business online
18	FIND YOUR AUDIENCE 3 easy ways to attract customers
19	SAFETY FIRST Tips for protecting company data



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YOU ARE HOLDING the first issue of *.eu Identity* magazine, which has many tips on how *.eu* can help your business. My hope is that our articles will help inspire your own ideas.

The magazine includes advice from the Dutch couple who attract a large audience to their small company with a *.eu* web address. It also includes a profile of the young beauty who became a success through hard work and persistence.

This issue also offers online marketing advice (page 18), tips about online security (page 19) and the good news that you are now able to register a *.eu* address using Greek, Cyrillic and other characters new to *.eu* (page 7).

.eu is the Internet domain for all businesses, organisations and people in the European Union. The *.eu* domain crosses borders and connects people. Our new magazine will do the same. If you want to know more, please visit us at www.eurid.eu.

Happy reading!

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Do you own a successful *.eu* website? Would you like to be featured in *Identity*? Write us at identity@eurid.eu.

Words of wisdom

The road to success is rarely smooth. Below are some thoughts to inspire you when the going gets tough.

It is unforgivable to do what one does not love, especially if one succeeds.

Christian Dior



Don't spend time beating on a wall, hoping to transform it into a door.

Coco Chanel



To create something exceptional, your mindset must be relentlessly focused on the smallest detail.

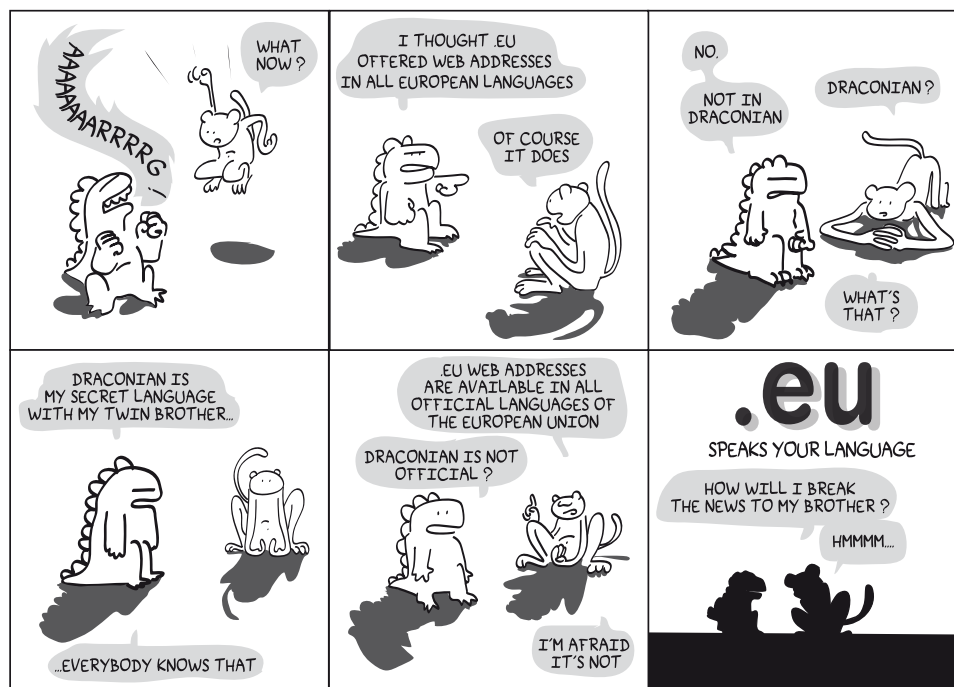
Giorgio Armani



.eu speaks your language. Tell a friend

For the first time, EU residents can register a .eu web address made up of non-Latin characters.

This is good news for every Björn, Françoise and Златан (Zlatan). Use the postcard below to tell a friend.



Wandul/e-03

.eu speaks your language
Your European Identity

www.eurid.eu

.eu
Your European Identity



Photo: Ellen Rooney/IDL

.eu speaks your language

ü and å among new characters welcomed by .eu

It is about time you can register a .eu domain name with non-Latin characters such as å, ü and ş. After all, the European Union has 23 languages that use many different characters. And now, EURid is happy to report that .eu supports internationalised domain names (IDNs) since last December.

IDNs are domain names, or web addresses, that contain characters from non-ASCII character sets. Examples include the Swedish å, the German ü, the Romanian ş and characters from the Bulgarian and Greek alphabets.


EURid introduced this new service after much research, which included surveying its registrars on the topic.

"IDNs are particularly important for .eu," notes Marc Van Wesemael, EURid's General Manager. "Our employees come from twenty of the twenty-seven Member States. Supporting all twenty-three official EU languages comes naturally to us."

It is important to note that characters from different alphabets cannot be mixed in a single name. To get your own domain name, find a .eu accredited registrar that suits your needs through our website.

For more information on IDNs and .eu, visit <http://link.eurid.eu/idns>. ●

TEXT: MARIA GÖTH



“I chose .eu because it is unique and stands out more than .com, which is used a lot.”

Ksenija Nikolski

This model's business
is built on .eu

You need more than good looks to be a model

These days, fashion model Ksenija Nikolski is an old hand at photo shoots and runway shows, but this was not always the case. The Dutch native with Serbian roots has had to work hard to gain recognition in an industry notorious for its extreme standards of feminine beauty.

AT 174 CM, THE 22-YEAR-OLD is just not tall enough to be considered typical runway material. This detail didn't stop her from pursuing her dream of becoming a model, however. Ksenija was drawn to modelling at age 14, after posing for her art teacher as part of a portrait exhibition. She quickly contacted several local agencies, but was repeatedly turned away by agents who did not think she had a future in the industry.

Refusing to accept rejection, she persisted. "I was convinced they were wrong, so I started to look for an agency overseas," she says. "Eventually, after a year, I found the local Dutch agency that still manages my career today."

Even after garnering much success, particularly in Asia, proactive Ksenija refuses to rest on her laurels. Three years ago she registered Ksenija.eu,

which she turned into an online photo portfolio to further raise her visibility in the industry.

"I chose .eu because it is unique and stands out more than .com, which is used a lot," she says.

Ksenija's continued persistence has earned her photo shoots and runway shows for such prestigious companies as Converse (Chuck Taylor), Kenzo, Harper's Bazaar Japan and makeup giant MAC.

This young model is proof that not only beauty, but also perseverance is needed to make it in the competitive world of fashion and beauty. ●

TEXT: MEGAN VOSLOO

PHOTOS: RICHARD BAKKER



Ksenija in an ad for Kenzo.

Fashion forward

Spring 2010

The European clothing and textile industry is a serious business made up of 170 000 companies that employ 2.7 million people, according to the European Apparel and Textile Organisation. It is also a beautiful business, as we are reminded with each new fashion season.

This spring, the ready-to-wear collections see us aspiring to comfort. Trousers drape loosely over the leg, light coats swing past the knee and the strong presence of the playful short was duly noted on the catwalk. Designs of military and sporty inspiration are made

into everyday wear and one-piece dressing is also an important trend this year, with jumpsuits and rompers hitting the streets.

Post-recession apparel is seen in neutral, soft colours that are the foundation of a woman's wardrobe, perennially stylish. An optimistic air of vacation infuses some of the spring looks, with layers of turquoise and blue over sable and beige, reminding us of a day at the ocean. Energetic prints are also on the horizon this year, in tribal patterns, leopards and florals. Softer fabrics are worn draped

and wrapped, while the more sturdy ones such as denim are seen faded and frayed, suggesting the cosiness of a love-worn garment. Evening wear hints at our lingerie drawer, with much silk, lace and sheer fabrics. The variety of colours, textures and cuts showcased this season is impressive.

As always, the fashion houses set the tone and interpret the trends through their own vision. Visit Armani.eu, Jilsander.eu, Johngalliano.eu and Versace.eu to see more examples of beautiful European couture.

TEXT: CAROLINE GRAVEL

PHOTOS: COURTESY OF JILSANDER.EU



Sheer belted jacket and wide-leg slacks, for a glamorous night out (Jil Sander)



White rolled-up shorts under a nude-hued top of military inspiration (Jil Sander)



Beige short shorts under a white belted jacket (Jil Sander)



Neutral belted long coat (Jil Sander)



A look behind **Zazou.eu**

Many people dream of being their own boss. French-Dutch couple Didier Dezanet and Lonneke Barr did more than dream. Two years ago, a passion for good design inspired the husband and wife team to create Zazou.eu. This online boutique specialises in hip children's clothing that parents can buy with a clean conscience.



“It’s really a lot of fun for us, it’s so nice to be able to run your own shop just exactly the way you want.”

Lonneke Barr, Zazou.eu

THE ZAZOU CONCEPT was sparked by the many compliments the couple’s well-dressed children received during family holidays abroad.

“People were always commenting on how original and appealing their clothes were,” says Didier. “We thought maybe we could do something with that.”

Lonneke’s experience as a copywriter and Didier’s background in Internet advertising made an online store a natural choice.

“We wanted to be international from the outset, so a country code domain, like .nl, wouldn’t have been appropriate,” Lonneke says. “We chose .eu because we sell in Europe, and .eu is European.”

The Amsterdam-based couple chose to work exclusively with independent Dutch designers who fitted Zazou’s playful and slightly cheeky image.

“Dutch kids’ brands are very creative,” says Lonneke. “They have a very specific style that suits our target market. We haven’t been able to find that same style in other countries.”

Imaginative Dutch design is not the couple’s only requirement when looking at designs to stock, however. In addition to being stylish, the Zazou owners strive to be green. Whenever possible they buy brands that are sustainably produced, and every Zazou purchase is delivered to customers in a beautifully wrapped package made entirely from recycled material.

Their environmental and social awareness goes beyond packaging. The

couple also donates 2% of all their profits to WARchild, a Dutch-based charity helping children in war-torn areas.

“We didn’t decide to donate to WARchild to gain popularity with our customers,” says Didier. “It was a personal choice. We chose them because war is something no child should ever have to go through.”

Online isn’t easy

A .eu domain name is a good starting point for any new business, the couple says, but much more is needed as well. Establishing a new business is hard work, and Zazou.eu has been no exception.

In addition to managing the site’s content, Lonneke and Didier also do all their own photography, buy inventory, consider new product offerings, handle customer service and oversee delivery.

An online business is anything but a hobby.

“It’s a full-time job,” says Didier. “There is a lot to learn, especially if you want to do things the right way.”

Lonneke agrees. “It’s not easy money so if you want to make a simple living, you shouldn’t do it,” she says. Despite the difficulties, she has found many rewards in running her own business.

“It’s really a lot of fun for us,” says Lonneke. “It’s so nice to be able to run your own shop just exactly the way you want. To be able to do what you really want to do and follow your passion is great.” •

Business lessons from Zazou.eu

1. Be prepared for long hours and hard work. Starting out, Lonneke and Didier did not realise how time-consuming an online business would be. It’s the one thing they wish they had known before they started.

2. Don’t be swayed by every trend or hype. Stick to your vision. Zazou’s owners have never wavered from their original mission: to sell quirky kids’ clothes that are sustainably produced.

3. Give customers a reason to visit often with regular updates and new features. For example, Zazou.eu, originally in English, recently became available in Dutch and French as well. The couple also plan to introduce online gift vouchers.

4. Stay on top of new technologies. Apply them to your site if possible. Didier learnt how to use Dreamweaver, a graphic design program, and Lonneke taught herself the web shop software, OS Commerce.

5. Use free publicity to attract customers. In the early days the couple sent out press releases and posted on blogs they felt would be read by potential customers. They also market their business on networking sites such as Facebook and Twitter.



TEXT: MEGAN VOSLOO
PHOTOS: ZAZOU.EU

The right web address:
Attracts customers
Makes a company easy to find
Is useful

Location

How to get a prime web address

New shop owners are often told there are three keys to success: location, location, location. That is because the location of a shop can make – or break – a retail business. The same is true for companies that do business online.

THE CLAREMONT, a British luxury boutique hotel, saw an increase in guests from outside the United Kingdom after it switched to TheClaremont.eu. For many companies, .eu is the obvious choice for a web address. A .eu address tells customers that a company is located in Europe. Only people and organisations within the European Union are allowed to register a .eu web address.

A .eu address is also useful. Pioneer Europe and the MAN Group replaced many different company web addresses with Pioneer.eu and Man.eu, respectively. That is because a .eu address allows them to use a single website as the central hub for their operations all across Europe.

In a 2008 survey conducted by InSites Consulting, *credible, trustworthy and familiar* were among the words Europeans associated with the .eu domain.

Get your own .eu address

A domain name is a unique web address, such as www.eurid.eu, that can be used for a website and email. Over

3 million .eu domain names have been registered since April 2006, when the .eu domain was added to the Internet.

You get a .eu domain name by registering it through an accredited .eu registrar. Many registrars offer web-hosting and other Internet services, as well as domain-name registration.

It is easy to get a .eu domain name:

1. Search www.whois.eu to see if the name you like is available.
2. Register the name through an accredited registrar. You can search for one by language, location and name at <http://link.eurid.eu/registrars>.

.eu means business

Your company web address is an investment in your future, so thinking long-term makes sense. Choose a domain name that supports future growth and helps market your company.

Every day new .eu domain names are registered. If the name you like is available, register it soon. A .eu name means business for Daikin, Monchoix

and many other successful companies. A .eu name can mean business for you as well. ●

TEXT: DEBORAH BRANSCUM

PHOTO: THE CLAREMONT (BELOW);
JOSEPHINE WOOD (OPPOSITE PAGE)



Visitors of TheClaremont.eu can view images from the hotel as well as make reservations.



“Since switching to a .eu website, we have attracted more visitors from mainland Europe and America.”

Stuart Hill, The Claremont

Still offline?

Here's how to get your website up and running

REGISTERING A .eu domain name, or web address, is a good way to attract customers. But you need more than a .eu address to put your business online. If you are just starting out, the four steps below will help guide you to online success.

Consider your needs

The Barcelona Graduate School of Economics uses Barcelonage.eu as an information tool for students, potential students, parents and the media to promote the benefits of the school and its programmes.

Retail websites like Zazou.eu need some kind of shopping-cart feature and a safe and convenient way for customers to pay for orders.

The Swedish company Absolutely Fabulous is also a retailer, but not online. Instead, the company uses Abfab.eu to promote its shops and products.

There are many ways to use the Internet for your business. Before you spend a good deal of money, ask yourself several questions:

- What is your business model?
- What is your budget?
- What is your time frame?
- What will potential customers expect to see and do when they come to your website?
- What are your primary goals for the business overall?

Use the answers to make a list of the online services your company needs. Then decide which services are most important. When the list is ready, it is time to take the next step.



Absolutely Fabulous uses AbFab.eu to promote the products sold only at the company's three stores.

Choose a web-hosting service

Many domain-name registration companies also offer web-hosting, email and related services. According to CNNMoney.com, small business owners should look for web-hosting services that offer 24/7 support, reliability, plenty of disk space (for the content and data) and plenty of bandwidth, or "transfer volume".

CNNMoney.com recommends testing customer support by sending a ques-

tion and seeing how long it takes for the company to answer. Reliability is more difficult to determine but also important.

How can you check reliability in advance? Ask the web-hosting service you are considering if it guarantees a certain number of minutes or hours of uptime for customers. Ask as well about backup and disaster recovery plans.

You should also find out if the service provides hosting directly or is a reseller

“.eu is the domain that best serves the Barcelona GSE’s mission to become a leading, innovative institution in a globally competitive environment.”

Clara Kirchner, Director of International and Corporate Relations



for another company, which means it has less control over the quality of the service. Finally, look for independent user reviews to see what kind of reputation the web-hosting company has developed.

Your web-hosting service is the backbone of your online business, so experts say you should not choose a service on price alone. If your website disappears for a few hours because the web-hosting service goes down, your business will lose both credibility and sales.

Choose a website design

Your business website is your public face online. Potential customers will judge your company on several factors, including:

- The look and feel the website conveys.
- How easy it is to find information on the site.
- How well features such as order forms, payment and search functions work.

As a business owner, you also need to make decisions based on other factors, including:

- Your budget for the entire project.
- The amount of time needed for development.
- Your ability and/or desire to do some or all of the work in getting your website up and running.

Most web-services companies include basic tools in their hosting packages that make it possible to design your own website. But it is not always easy for beginners to do or do well. The owners of Zazou.eu had design and technology backgrounds that made them eager to design their own site. Many business owners prefer to use professional web designers, however.

Whichever path you choose, you will want a website design that expresses the personality and image of your particular business. What websites do you like? Why do you like them? If you are using a designer, help him or her give

you the website you want by sharing these examples and the list of website features your business needs.

Market your company

Experts say you should develop a plan for marketing your company even before your website is up and running. That makes it easier to announce that you are open for business after the new site is running smoothly.

Web Marketing for Small Businesses by Stephanie Diamond, is one of many books written about online marketing. But you don't have to read a book to get started. See "3 easy ways to attract visitors" on page 18 for low-cost marketing ideas. ●

TEXT: DEBORAH BRANSCUM

PHOTO: JOSEPHINE WOOD



There are many ways to attract visitors to your .eu website. The three low-cost ideas below are good way to get started.

3 easy ways to attract visitors

1 Add a marketing signature to your email

One of the easiest ways to market your website is by adding or changing the signature line in your email messages. Many companies use signatures that automatically list the company name and address but no more than that. To painlessly market your organisation, include a link to your website in the signature line. You should also give people a reason to click on it.

The type of signature you should use depends on the type of organisation you represent. The signature should also be tailored to your marketing goals. In the beginning, you might simply want people to know you are open for business.

Employees at a new (and imaginary) company called Lucky Baby, for example, might use an email signature line like this: "Check out Europe's largest selection of baby products at LuckyBaby.eu."

When the company is more established, the signature might change to "Find the best products for your baby at LuckyBaby.eu." During a sale, the company email signature might read "Last chance to save 30% on baby bedding at LuckyBaby.eu."

2 Post comments on other websites

Another free and easy way to attract visitors is by adding a comment to blog postings and other websites. Comments added to a parenting blog would be one way to market a baby products company such as LuckyBaby.eu. Anyone who liked the comments could click on the link back to LuckyBaby.eu to find out more about the company.

There is a catch, however. This marketing approach only works well if:

- It is read by people who might be interested in your website.
- Your comment contains useful information instead of a sales pitch.

A hard-sell comment such as "buy stuff from LuckyBaby.eu" will usually anger bloggers and their visitors, while useful information will be appreciated. Visit <http://www.findableblogs.com/an-introduction-to-blog-comment-marketing> for more advice.

3 Use keywords consistently

Use clear, direct language on your website and use the same keywords or phrases consistently to help search engines direct traffic to your site.

You can find many tips on optimising websites from Google at <http://www.google.com/support/webmasters>. For more general marketing tips, go to MarketingSherpa.com, a truly terrific resource for online marketing tips. ●

TEXT: DEBORAH BRANSCUM

Safety first

3 ways to protect your online business

What is the biggest danger to your company: online fraud or data loss? Many small business owners worry about the growth of cyber crime, which includes online fraud and so-called phishing attacks. Losing company data is a much bigger threat to your bottom line, however. Nearly 80% of small business owners have lost digital documents, according to a *Fortune Small Business/Zogby International* poll.

TEXT: DEBORAH BRANSCUM

It is surprisingly easy to lose data. Sometimes, important information gets deleted accidentally. Other times, it can be lost as part of a larger disaster, such as a flood or fire. Most commonly, a computer storage device such as a hard drive simply stops working.

Back up your data

Information is a company's most valuable asset. That is why making copies of company data, on a regular basis, is the single most important way to protect your business.

- Make copies of computer data daily or weekly, depending on your needs.
- Copy the backup data to a storage medium that works for you: flash drive, external hard drive, DVD, CD or online backup service.
- Make sure the backup data is readable and accessible.
- Keep the backup device in a safe place.

Use high-quality security software

Every year, online ads trick people into downloading fake anti-virus or security software that is actually "scareware", according to industry experts.

Real security software locks your system against nasty viruses and other dangers. The most damaging scareware pretends to protect your system but actually opens it up to malicious code.

You can avoid that by buying, installing and using high-quality security software that includes an automatic update service.

Free Internet services are common; some are even good. But don't cut corners when it comes to security software. The risk that your computer will be infected with a virus is simply too great.

Use strong passwords

You wouldn't make it easy for a crook to steal the keys to your home. Don't make it easy for one to steal the keys to your online bank account, email account and other online services by using a weak keyword such as your first name.

According to Microsoft, a strong password:

- Uses at least seven characters.
- Does not include your company, user or actual name.
- Does not use a full word, such as Hello.
- Includes uppercase letters, lowercase letters, numerals and symbols such as @.

Computer experts also recommend that you change passwords regularly as an additional security measure.

.eu support for DNSSEC

You can protect your business by following the advice above. As the .eu registry, EURid can also help protect your business by adding support for DNSSEC. We are doing exactly that in 2010.

DNSSEC is short for Domain Name System Security Extensions, which is an Internet standard that introduces a mechanism to verify and validate



Photo: Bilderbox/IBL

nameserver responses. A DNSSEC-enabled system can verify the authenticity and correctness of answers it receives. As it works on the DNS level (Domain Name System, a database system that translates IP addresses into domain names), it is transparent to all Internet applications like the web, email, Internet telephony, chat, etc...

In practice, it will ensure that when a person fires up a browser to go to www.eurid.eu or sends an email to identity@eurid.eu, the underlying systems have a mechanism to verify the correctness of the domain name information, and thus prevent spoofing and man-in-the-middle hacks. This mechanism can prevent redirection to ill-intentioned websites and the interception of email traffic by rogue systems.

It will take several years for DNSSEC to be fully integrated into the DNS and into the systems and applications used. Not all top-level domains support DNSSEC yet, but they should.

"At this time, few top-level domain registries offer DNSSEC support. We encourage all in the community to help Internet users by embracing DNSSEC," comments Marc Van Wesemael, EURid's General Manager. ●

.eu takes your website all over Europe

500 million people

27 countries

1 Internet identity

Visit eurid.eu for more information.

.eu
Your European Identity