

# .SENER

## Preparing for future expansion

### .SENER CASE STUDY IN BRIEF

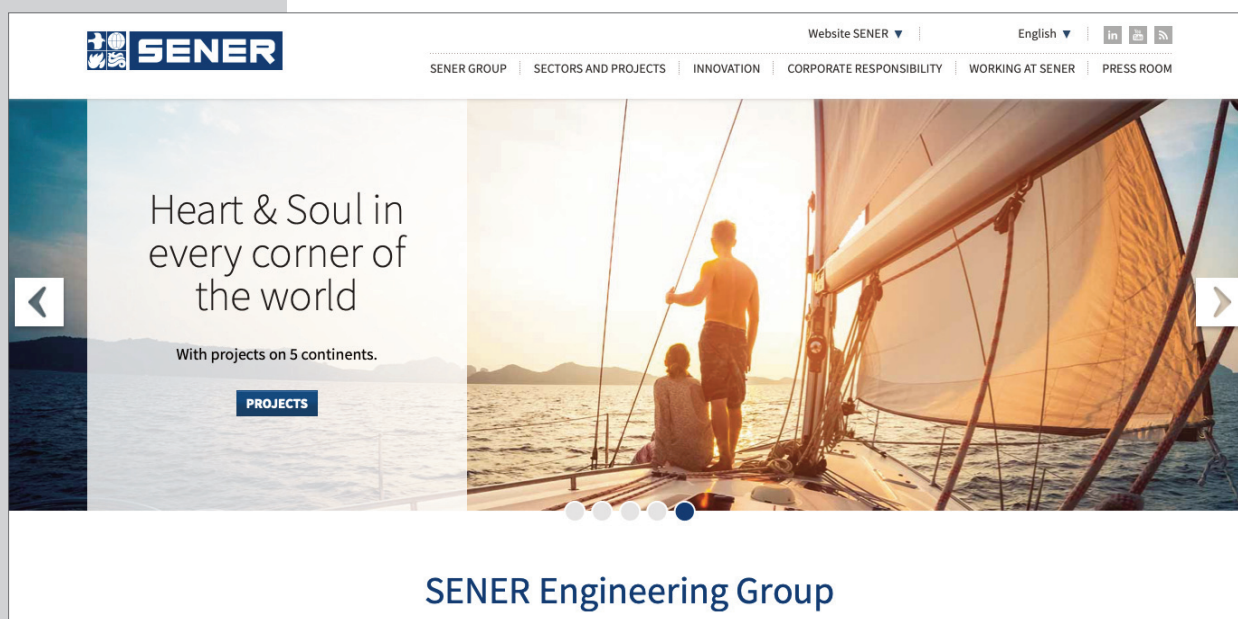
- **Initiatives**  
Domain name consolidation,  
dedicated mini sites, redirects
- **Main model of use**  
Full migration
- **Key benefits**  
One global digital platform,  
consistent branding, improved SEO

### Global and local with .SENER

Engineering and technology company SENER was one of only 12 Spanish companies to acquire its own dot brand in the first round of new gTLD applications. The .SENER domain name has since helped the company to build greater visibility for its various business divisions and to reinforce its presence as an international business.

Any organisation with a multinational presence and a diversified product line will invariably end up with a patchwork of domain name registrations under the existing gTLD and ccTLD systems. In contrast, the dot brand provides businesses with the opportunity to design a domain name portfolio and registration strategy that better reflects and supports their product strategy and geographical reach, and a platform on which to build future growth.

This was the case for Spanish company SENER Ingeniería y Sistemas (SENER), which has used its dot brand registration to redesign the way in which it communicates its range of services and industry specialisms with its global audience.



#### GROUP.SENER

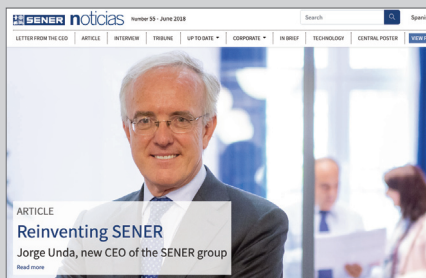
#### From multiple national to one international domain

Founded in Spain in 1956, the private engineering and technology group SENER now has facilities and clients worldwide, from Algeria to Brazil, China to South Korea, and the UAE to the US. The company has also expanded its business interests over this period, from traditional engineering and construction projects to divisions, focusing specifically on aerospace and aeronautics, civil and architectural engineering, power and processing, and marine engineering.

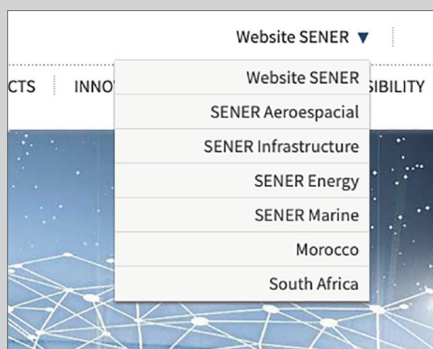
As is the case with many global businesses, the company had created<sup>1</sup> over time a large portfolio of domain names across a range of gTLDs (.BIZ, .ORG, .MOBI, .TEL, and .AERO) and ccTLDs (.ES, .COM.ES, .EU, ASIA, .AE, .COM.MX, .PL, .PT, and .SG). Unsatisfied with this patchwork approach and the struggles it faced policing its

*Improving search engine optimisation (SEO) was another key consideration for SENER when deciding to apply for its own dot brand.*

*...by investing in a unique, yet recognisable and trustworthy brand TLD, the company has been able to keep itself at the digital forefront in terms of brand visibility, content authenticity and consumer trust.*



NOTICIASMAGAZINE.SENER



**To see if a branded Top Level Domain is right for your company, request a free assessment:**  
[experts@comlaude.com](mailto:experts@comlaude.com).

**To read more dot brand use cases, visit: [observatory.domains](https://observatory.domains).**

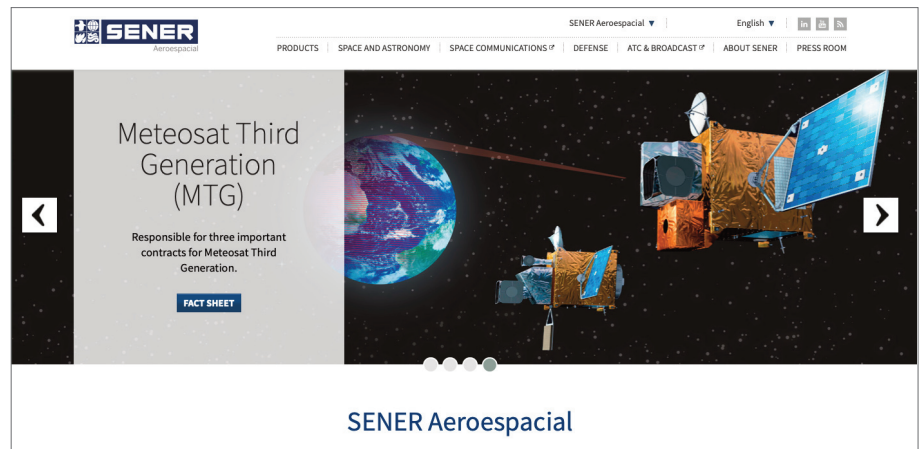
brand online, the company recognised<sup>2</sup> in the dot brand system the potential to build:

***“greater brand visibility and [to] release it from the geographic constraints of its offices, thus emphasising the international character of the group”***

It also saw the opportunity to reinforce its reputation for innovation. SENER was one of only 12 Spanish companies to obtain a dot brand in the first round of new gTLD applications, and was one of the first companies to launch a dot brand registration.

### **Making its vision a reality**

SENER has since used its .SENER domain to unify its digital presence worldwide. In particular, the company has migrated its main corporate website over to GROUP.SENER, and set up a number of second level domains aligned with its business divisions and strategic objectives, such as AEROESPACIAL.SENER, ENERGY.SENER, INFRASTRUCTURE.SENER, and MARINE.SENER.



AEROESPACIAL.SENER

Local language sites for key geographies have also been developed, such as the French-language site INGENIERIEETCONSTRUCTION.SENER for its Morocco business and SOUTHERNAFRICA.SENER, available in Spanish and English, for its presence in South Africa. A mini site has been set up to host its dedicated customer magazine, also available in both Spanish and English, at NOTICIASMAGAZINE.SENER.

The company's pre-existing domain name registrations (for example, SENER.ES and SENER.PL) now redirect to the main .SENER sites, which provides clear links to its authorised sites (pictured left).

### **Improving SEO and consumer trust**

Improving search engine optimisation (SEO) was another key consideration for SENER<sup>3</sup> when deciding to apply for its own dot brand. The company understood that by segmenting content, the new .SENER domains would not only help the company to share the right content with the right audience, but also improve the ability for search engines to identify and display that content to users.

As SENER sets out in its press release<sup>4</sup> at the time: “The domain .SENER certifies that all the information comes from SENER and that all the content is reliable and has been checked by the company,” adding: “In more technical and specialist searches, the value-add comes from ensuring that SENER is the only source of the searched-for information.”

The original TLD launch in 2016 was accompanied by a digital rebrand that further sought to highlight SENER's focus on innovation and technology. As the company voiced at the time, by investing in a unique, yet recognisable and trustworthy brand TLD, the company has been able to keep itself at the digital forefront in terms of brand visibility, content authenticity and consumer trust.

<sup>1</sup> <https://gtldresult.icann.org/applicationstatus/applicationdetails/1513>

<sup>2</sup> [http://www.sener.es/EPORTAL\\_DOCS/GENERAL/SENERV2/DOC-cw55509c412e096/sener-obtains-a-top-level-domain.pdf](http://www.sener.es/EPORTAL_DOCS/GENERAL/SENERV2/DOC-cw55509c412e096/sener-obtains-a-top-level-domain.pdf)

<sup>3</sup> [http://www.sener.es/EPORTAL\\_DOCS/GENERAL/SENERV2/DOC-cw55509c412e096/sener-obtains-a-top-level-domain.pdf](http://www.sener.es/EPORTAL_DOCS/GENERAL/SENERV2/DOC-cw55509c412e096/sener-obtains-a-top-level-domain.pdf)

<sup>4</sup> <https://www.group.sener/press-releases/sener-unveils-top-level-dot-brand-domain-on-its-new-website>