

# Secure Your Brand and Protect Future Employees

The FBI warns job scams are on the rise<sup>1</sup> and cyber criminals are using domain spoofing to impersonate your brand. Registering .Jobs domain names defends against job-related fraud.



## Newly Available .Jobs Domains

We are expanding the pool of available .Jobs domain names to include acronyms, keywords, and dictionary words.

The .Jobs Limited Registration Period (LRP) lets companies obtain brand related .Jobs domain names, on a first come basis.

## Job Seekers Trust .Jobs

As a legacy TLD we are known by job seekers.

Amazon, AT&T, and Indeed utilize .Jobs domain names to create unique websites for job seekers while protecting their brand from malicious cyber criminals.

 Websites using .Jobs domain names generate **billions** of pageviews monthly<sup>2</sup>

 The keyword "jobs" is used **15x** more often in online job searches than "careers"<sup>3</sup>

 .Jobs is the **#1 trending** top level domain for job and career related Google searches<sup>4</sup>

### Phishing

Criminals use domains to impersonate companies in an effort to phish job seekers' **Personally Identifiable Information**.

### Fraud

In addition to damaging their credit score, job scam victims lose nearly **\$3,000<sup>1</sup>** per incident on fraudulent domains.

### Diversion

Spoofed domains are used by criminals to confuse job seekers. **51%<sup>5</sup>** of companies say they have been impacted by traffic diversion.

### Branding

Fraudsters post fake jobs on branded domains. Online fraud costs companies, worldwide, over **\$1 trillion<sup>6</sup>** annually.

## Limited Registration Period Begins: September 14<sup>th</sup> 2020\*

Contact your preferred .Jobs accredited registrar to register .Jobs domain names. Or, visit **secure.jobs** for additional information and a list of .Jobs accredited registrars.

Contact **.Jobs @844-914-3303**

<sup>1</sup> FBI, Alert #: I-012120-PSA 2020

<sup>2</sup> Google Analytics, 2020

<sup>3</sup> Ahrefs keyword volume comparison, June 2020

<sup>4</sup> Google Trends, "jobs" keyword analysis, Rising Topic, June 2020

<sup>5</sup> & <sup>6</sup> Vitresous World Report, April 2019

\*LRP begins 13:30 UTC / 9:30 AM ET