How to pick a domain extension for an Arab business

The extension you choose affects how customers recognise the address, what it costs each year, and which registry rules apply. Compare those three points before you pay.

By the Harer team · Updated 23 November 2026

> **QUICK ANSWER**
> Choose the extension for the audience you actually serve. Use .com when you want the name most people assume; use a country code such as .ae when you serve that country and you meet the registry's rules; treat promotional first-year prices as only the first year. Always read the renewal price.

Start with who you serve

Write down the countries you actually sell in, and whether customers will type the address, hear it spoken, or click it in a search result. A shop that serves one country has different needs from a firm that sells across several Arabic-speaking markets, or to customers who already expect a .com address.

This guide is about the extension (the part after the dot). For choosing the name itself, use How to choose a domain name for your business. For a comparison of .com, .io and .ai, see .com vs .io vs .ai.

Three kinds of extension

Kind	Examples	What to check
Generic extensions	.com, .net, .org, .xyz, .info, .online, .shop, .store	Recognition, and the renewal price after any first-year offer

Kind	Examples	What to check
Country-code extensions	.ae and other national codes	The registry's rules (who may register, and whether local documents are needed) and how search engines treat that country code
Specialist generic names	.io, .ai, .co, .me	Whether the name is worth a higher yearly cost; .ai at Harer is not priced yet

.com, when it is available

.com is the extension most people assume when they hear a brand name. At Harer a .com domain is **$20.99** to register, renew or transfer, in USD. If the .com you want is taken, adding a short clear word (your city or your trade) is often simpler than moving to an extension your customers have to be taught.

Country codes, including .ae

A country-code extension can signal that you serve that market. At Harer, .ae is **$59.99** a year to register, renew or transfer (USD). Country-code registries set their own rules, including who may register and what documents they ask for. Those rules can change, and they are not the same for every country. Read the official registry policy for the extension you want before you pay, and do not assume that a name you can search for is a name you are allowed to hold.

In Google Search, a country-code extension is usually treated as a signal for that country, except for a published list of generic country codes (for example .io). Google Search Central explains this. If you serve several countries, a generic extension such as .com is often easier to use as a single address; you can still mention each country on the site.

Newer names, and the renewal price

Extensions such as .shop, .online and .store can describe what you do when the matching .com is taken. Several of them have a lower first-year price than the renewal. At Harer, as shown on the pricing page:

- .shop: **$6.99** the first year, then **$55.00** a year to renew.
- .online: **$13.99** the first year, then **$46.99** a year.
- .store: **$14.99** the first year, then **$70.00** a year.
- .xyz: **$22.99** to register and to renew, with no first-year discount.

Add up the years you plan to keep the name, not only the first invoice. A worked five-year comparison is in First-year and renewal domain prices.

A practical order of checks

1. Search the exact name on .com and on the country code you actually need.
2. Say the full address out loud, including the extension, in Arabic and in English if you use both.
3. Read the registry rules for any country code, and the renewal price for every candidate.
4. Search official trademark databases in the markets you sell in.
5. Register the name in your own name or your company's name, not a supplier's.

Harer Hosting is a reseller store powered by ResellersPanel. Harer is not a domain registrar; domains are registered with accredited registrars. Prices above are in USD, last updated 22 November 2026, and were checked again against harer.io/pricing on 23 November 2026.

Search for a domain

Common questions

▶ **Should an Arab business always use a country-code domain?**

▶ **Does Google treat .ae the same as .com?**

Sources

- Google Search Central: generic ccTLDs list (checked 22 November 2026)
- ICANN Lookup (registration data) (checked 22 November 2026)

Written by the Harer team. Updated 23 November 2026. This is general information about how domains, email and hosting work, not advice for your specific setup. Read our editorial policy.