

.Pro Internet Domains On Sale for Holidays Great Gift Idea for Licensed Professionals

Boston – December 5, 2007 – EnCirca (www.encirca.com), domain registrar for **.pro**, announces a 25% discount promotion for all **.pro** premium domains. **.pro** premium domains are designed for all licensed professionals, such as lawyers, doctors, engineers, accountants, dentists, architects, realtors, pharmacists, financial advisors and industrial contractors. Self-employed professionals as well as professional service firms can use **.pro** to advertise themselves on the internet.

A **.pro** internet domain is a great gift idea for the professional in your life, including family members, co-workers and friends. The 25% **.pro** discount promotion ends December 31, 2007.

The **.pro** domain provides instant branding visibility for professionals of all types looking to promote themselves on the internet. Descriptive keywords in domain names are important for providing professionals a competitive edge in search engine marketing. Many professionals have found that **.pro** is the best option when it comes to finding appropriate keywords for search engine marketing.

“**.pro** is ideal for professionals who want to establish a unique presence online”, says Thomas Barrett, President of EnCirca. “A **.pro** internet address signifies someone who has credibility and mastery of their chosen occupation.”

The **.pro** domain can be used for a company’s name, brand name, trademark, or as a descriptive keyword to describe a commercial service. Search engines consider keyword relevance in a domain name when ranking search results. In the “Free-Agent” economy, where professionals frequently move from firm to firm, it is also used by professionals to secure their own personal name in **.pro** to establish a blog.

What is a pro?

pro stands for “professional”, a title bestowed upon someone who has demonstrated mastery of knowledge and skills in their chosen occupation or career. Professions are usually regulated by professional bodies that may set examinations of competence, act as a licensing authority for practitioners, and enforce adherence to an ethical code of practice. Examples of professions include: Doctors, Lawyers, Dentists, Therapists, Pharmacists, Nurses, Industrial Contractors, Teachers, Architects, Engineers, Surveyors, Accountants, Financial Advisors, Realtors, and Insurance Agents.

Examples of professionals who have established websites using **.pro** domains include:

- Lynch.pro (www.lynch.pro) – Chartered Accounting agency
- Wright.pro (www.wright.pro) – Zachary Wright, lawyer in Seattle
- Larealty.pro (www.larealty.pro) – Los Angeles Realty professionals
- Hplaw.pro (www.hplaw.pro) – Hesik, Prybylo Law Partners in Oak Park, Illinois
- Arcadia.pro (www.arcadia.pro) – Architecture firm based in North Carolina
- Educate.pro (www.educate.pro) – Bluewave International education service
- Visalaw.pro (www.visalaw.pro) – The official blog of Nexus Advisory
- Appeal.pro (www.appeal.pro) – Chad Ruback, Appellate lawyer
- Smiles.pro (www.smiles.pro) – Livreri Orthodontics in Mount Pleasant, South Carolina
- 1040.pro (www.1040.pro) – Sinclair Associates, an accounting firm in New Jersey
- Patentlawyers.pro (www.patentlawyers.pro) – John F. Early – Registered Patent Attorney

- RMSengineering.pro (www.rmsengineering.pro) – Rainwater Management Solutions, a professional engineering firm

About EnCirca

.pro registrar EnCirca (www.encirca.com) was formed in 2001 and is based near Boston, Massachusetts, USA. EnCirca also supports many other top-level extensions, including .travel, .jobs, .asia, .mobi, .com, .net, .org, .info. For more information, contact EnCirca at +1.781.942.9975 or pr@encirca.com.