



Are .gov Domains Coming to Special Districts?

Many districts do not currently use a .gov domain or are unaware that districts are eligible for a .gov domain. However, we are seeing a growing trend of more and more districts establishing their online presence with a .gov. Some states are even enacting legislation - such as AB 1637 in California – which could mandate the use of a .gov by districts.

Impacts of using a .gov website domain

- **Credibility:** A .gov domain is reserved for government agencies and organizations, and having a website with this domain can increase credibility and trustworthiness among visitors.
- **Trust:** Visitors to a .gov website are more likely to trust the information provided, as they know it has been vetted and approved by a government agency.
- **Authority:** A .gov website is considered an authoritative source of information, which can increase the visibility and ranking of the website in search engines.
- **Security:** The .gov domain is managed by the U.S. General Services Administration (GSA), which has strict security protocols to ensure the safety and protection of government information.
- **Accessibility:** Government websites with a .gov domain are required to comply with accessibility guidelines to ensure that all visitors, including those with disabilities, can access the information on the website.

Districts can even use their .gov as the primary email-sending domain, which also has many benefits, like:

- **Improved email deliverability:** Email providers may prioritize emails from .gov domains, which can improve the likelihood of messages being delivered to the intended recipients' inboxes.
- **Enhanced security:** .gov domains may have stricter security protocols in place, such as DMARC policies, which can help prevent email spoofing and phishing attacks.
- **Better branding:** Using a .gov domain can help reinforce the organization's brand and mission, particularly for government entities with a strong reputation.

Setting up a .gov domain can entail some paperwork, but the advantages it offers are numerous and make the process well worth the effort.

Streamline is the only website platform dedicated exclusively to special districts. If we can help your district with anything technology or compliance related, reach out to us at (916)900-6619 or www.getstreamline.com.