.CA vs .COM Decision Worksheet

A practical decision guide for Canadian businesses

This is a decision aid, not a mathematical rule. Check what's true for your business on each side, then use the pattern, not just the count, to see where the trade-off points.

Lean toward .CA when

- [ ] Most of my customers are in Canada.
- [ ] Canadian identity matters to my brand.
- [ ] My services or products are primarily Canadian.
- [ ] The exact, clean .ca is available.
- [ ] I meet CIRA's Canadian Presence Requirements.

Lean toward .COM when

- [ ] My business is designed for multiple countries.
- [ ] Global expansion is a core part of my strategy.
- [ ] The exact .com is available.
- [ ] Existing brand recognition already points to .com.
- [ ] Canada is only one of several important markets for me.

Reading the result

If one side is clearly ahead, that's usually your primary domain. If both sides score similarly and both exact-brand extensions are available and affordable, registering both and redirecting the secondary to your primary domain is a reasonable brand-protection move, not a requirement.

Notes

This worksheet is educational, not legal advice. See vortio.com/resources/business-domain-guide for the full guide and sources.