Google’s .meme domain is here to serve your wackiest websites

If you ever wanted to make your website sound a little more silly, now’s your chance. Google Registry just released a new top-level domain that lets you slap a big ol’ .meme at the end of your website.

The new .meme domains are available to register right now as part of an early access period for an “additional one-time fee.” If you don’t want to pay extra, you can wait until they become publicly available on December 5th at 4PM UTC (12PM ET) to pay just the base annual price.

There are already a handful of sites that are embracing the .meme domain, some of which are dedicated to memes from the days of yore, including grumpycat.meme, nyancat.meme, and keyboardcat.meme. The meme tracker knowyour.meme even adopted the new domain. However, some of these .meme sites just direct you to a .com address or point you to another platform.

Google Registry already has a roster of unconventional domain names, like .dad, .boo, and even the recently released .ing, but .meme is arguably the wackiest of the bunch.

https://www.theverge.com/2023/11/28/23979595/google-registry-meme-domain-launch