Special Report

Domain Names

pathways

Your Step By Step Guide To A Successful Web Business

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Your company's Internet address, also called a URL or domain name, is an important part of the branding process. It's important to choose a suitable domain name because your customers will come to associate the domain name with the business itself.

Think of Internet giants like Amazon and Facebook. Their web sites are easy to find because the domain names are also the business names.

It's a good strategy that helps customers remember yourweb address.

It's also important to remember that your domain name will be included in your business email address.

For example, if you opened an Internet boutique called 'Laurel's Florals', you could register the domain 'www.laurelsflorals.com'.

Your contact email address would be info@laurelsflorals.com (or whatever you choose) to put before the @).

Like your business name, your domain name should be easy to spell, easy to remember, and should contain some description of your goods or services.

Many web site owners also register their domain name with the *.net* and *.org* suffixes so that anyone looking for their site will find it, no matter which suffix the searcher types in.

The best way to start the process and choose the name is to write down all ideas that come to you. Enlist the help of others in this step because you may be surprised by some of the excellent choices that you may hear.

Try to allow enough time to choose your domain name so that you are certain you are comfortable with it. Naming your online business is somewhat like naming your child.

You'll be using the name over and over again for a long time so make sure it's one you like.

Once you have a large array of name choices try to narrow your picks down.

To do this use a list system. On a sheet of paper make three columns – one for "Good", another for "Better" and another for "Best".

Once you have the names separated into columns you can more easily sort through your choices.

Take these final options online to see if they are available.

Keep in mind that there are several choices for domain names online. It is helpful to understand the differences.

A .com domain is by far the most common type of domain and the one that most people automatically use when they enter web site addresses online.

There are many other domain extensions that are available for use. These include .net, .org, .edu., .info,.co.uk, .tv, .biz, .name and .us to name just a handful of choices.

If your domain name of choice is not available you can choose a different extension type or try other variations of your business name.

If you have a great business name that isn't yet taken you may want to consider reserving it in more than one extension. For example you can register your site as a .com and a .net if they are both available.

That will help keep your name unique later on.

Tips

- Choose a domain name that describes your business
- Pick a name that is not offensive to anyone or any group
- Create a domain name that is simple to spell
- Find a domain name that is easy to remember
- Use only letters, numbers and the hyphen in a domain name
- The name must be unique – not in use by anyone else
- Choose a name that is less than 26 characters (including the extension)
- Domain names are not case sensitive
- You can register more than one domain name

Registering Your Domain Name

Once you've come up with a great domain name for your Internet business, you'll want to reserve it immediately. Even if you won't be developing your business for a while, go ahead and register your chosen domain so that it doesn't get reserved by someone else.

Domain name registration is done through third-party agents called registrars, Nominet maintains the official registry for UK domain names. Go online to www.nic.uk or www.nic.us/ and type in your desired domain name to see if it's available.

If it is, you can register the domain through Nominet's web site. If your domain name is already taken, you'll need to make another selection.

Othersites popular for registration are www.*GoDaddy.com*, or www.123-reg.co.uk. or Hostgator, there are so many out there!

Once you find a suitable domain name that's available, you can either register the domain directly through Nominet, or through one of the hundreds of registrars that can be found online.

Some companies offer web site building, web site hosting, and domain registration as a packaged deal. Prices may vary, but domain registration is very inexpensive – usually less than £10/$15 per year.

You can register the domain for one year, or for a period of several years. Longer registration terms will save you money in the long run.

Here's a quick overview of what you can expect during domain registration.

First you'll choose the domain registrar who best suits your needs and your budget.

Then on the site you will do a WHOIS lookup to find out if your domain name is available you'll do this directly from most registrars' web sites, its a simple process.

When you decide on a name that's available, you can then select which domain suffixes you want to register. Most people choose *.com*, *.uk*, *.net*, and *.org*.

Some suffixes are reserved for government entities or schools. A new domain suffix, *.eu*, has become available for pan-European businesses.

To find out if you qualify for a *.eu* suffix, visit the European Registry of Internet Domain Names at http://www.eurid.eu/en/eu-domain-names.

Next, you'll be asked to provide contact information.

Most registrars ask for an administrative contact, a technical contact, and a billing contact. You can use the same information for all three, or enter the appropriate contact information for your business partners.

For a small fee, you can request that most of your contact information be kept private. You can also register your domain by using a proxy registrar.

When someone performs a WHOIS lookup on a proxy domain, they see the registrar's information instead of your own.

Once all of the contact information has been filled in, you'll be asked how long you want your domain registration to last. You can choose a term of one year, two years, or several years at a time.

The more years you purchase, the more discounted your rate will be. You can also choose to set up auto-renewal, which conveniently renews your domain registration just before it expires.

Auto-renewal requires credit card or auto-debit payments.

That's the domain registration process in a nutshell, I do advise you to keep a record of the following details

Domain Provider Record

1. Domain provide site
2. Domain Name
3. User Name and Password
4. Date Domain Started
5. Type of Plan (Monthly/Yearly)
6. Plan Package Name
7. Type of Plan (Monthly/Yearly)
8. Plan Package Name
9. Plan Cost
10. Payment Plan
11. Provider email/phone

About the Author

My name is Dave Crewe and I own and run the <mark>Pathways</mark> training course, I have dedicated myself to providing simple and down to earth training for individuals who want a straight forwards Path to internet business success.