



Domain Name Pointers

These days, it's not so easy to get the domain name you might like, many short and simple domain names have already gone. However the best thing to do is use a 'whois' lookup on the Internet as this will enable you to search to find what domains are available and which ones are taken, type whois into Google to find a selection of websites. Simply checking to see if there is a website on a domain name doesn't mean it is available.

Try and ensure it's easy to understand when you tell someone your domain name over the phone, if you are going to use numbers, buy both domains one with the actual number, the other with the number written, then it doesn't matter which your customer types.

Search engines take into account your domain name, so it can be worth having a domain name that is a search term used for your product to point to your website as it may help your ranking.

What extension?

A co.uk domain name is fine for a UK company, especially if selling to only within the UK. If selling internationally a .com or a .net are usually more common, however there is now the new .eu domain name for Europe. The advantage to this is that not all .eu domains are yet taken, and it is short, which makes it easy to type.

Ensuring your domain name is safe is vitally important. Companies completely rely on email and if you lose your domain name, your email will stop working. You need to ensure that whoever registers the domain for you that they will ensure it's renewed in time, as other people do buy up domains the second they expire for their own use.

Ensure that you are the legal registrant, you can find this information out when doing a 'whois' lookup on your domain name. If you are not the legal registrant, you do not own the domain and have no claim over it, however you should contact the company who registered it for you immediately to get it rectified.