

Step One To Having Your Own Business On The Internet:

How To Register Your Domain Name




Tips For Registering A DomainName

- You need to register a catchy domain name and then connect it to your website.
- Your domain name should end in .com whenever possible. Don't use .info endings. Those are often used by spammers since they're cheaper, so Google frowns on them.
- Domain names are not case sensitive.
- It's better if the domain name is short, easy to remember and easy to say. The longer your domain name, the harder it will be for people to remember.
- No unusual spelling of domain names.
- Don't use numbers as part of the name unless you register both the written version and the numeric. Example: motivated2learn and motivatedtolearn.
- Brand your business with a name that describes it. Are there ways to incorporate keywords in the domain name that will be easy to remember? For example, for a web site that is marketing greeting cards, try to include "greeting" or "cards" into the domain name.
- Make sure the name isn't too limiting or silly. Cute can work if it's a domain name that is short and easy to remember. For example, Google, Yahoo, Ning, Twitter.
- The name of your company may not be the best choice for the domain name. Your focus is on the products you have to market, not on the name you have chosen for your business. When someone does an Internet search for your product or service, they may never have heard of your company. But when they search for keywords that are part of your domain name, they will find you. That doesn't mean your website header has to be the same as your domain name. You can put your company name at the top of the actual web site.
- Visitors will associate your URL (website address) with the types of products you are marketing.
- As mentioned above, it will be much easier for your target audience to find your web site when using a search engine such as Google, since the keywords in your domain name indicate a relevant topic match. For example, if my domain name was fishing.com and a person typed 'fishing' into Google, my site would be a more likely match.

Steps to register your domain:

Domain names will cost you about \$10 a year. Be ready to buy when you search since domain agents will often purchase the name if you don't and then try to sell it to you at a much higher price.

My choice for domains is Netfirms because their privacy option is included in the price. Companies like GoDaddy may be cheaper, but have a separate charge to keep your contact information private. With privacy set, if anyone does a WhoIs lookup on the Internet, they will see your registrar's name and address rather than your own.

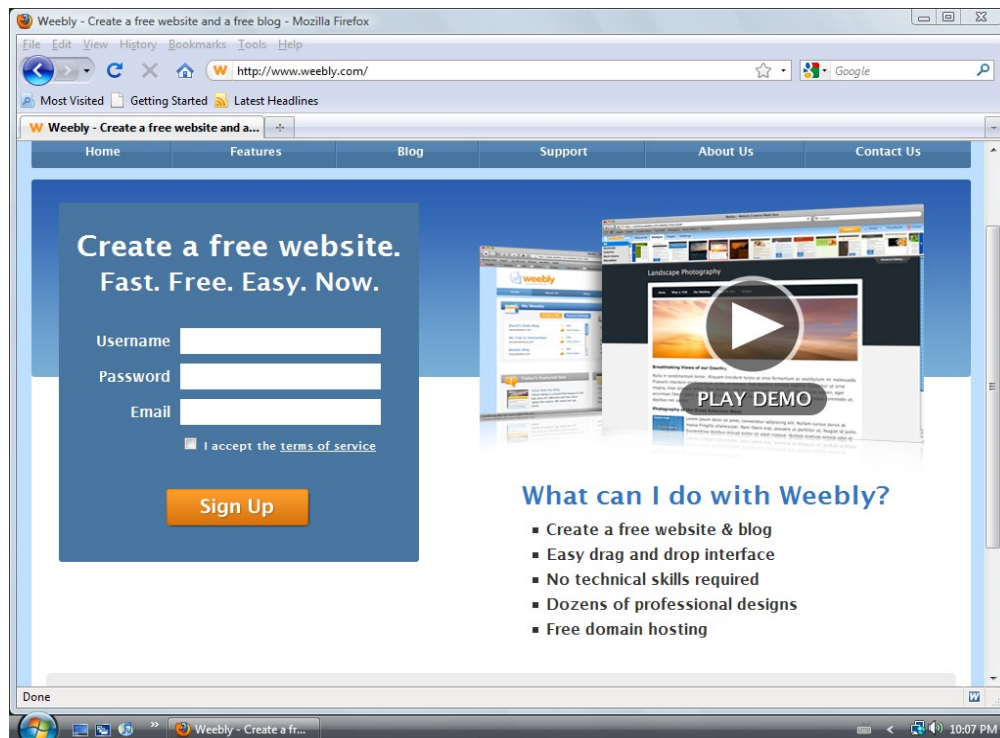


The screenshot shows the Netfirms Canada website in a Mozilla Firefox browser. The page title is "Netfirms Canada - Domain Name Registration & Search|Buy Cheap Domains|Domain Name Hosting". The URL is "http://www.netfirms.ca/domain-names/". The page features a navigation menu with options like Home, Web Hosting, Domain Names, E-Commerce, Enterprise, and Signup Now. A prominent banner for "Netfirms Domain Names" includes a woman celebrating with her arms raised. The banner text reads: "Register your domain name with Canada's #1 registrar". Below this, a list of benefits is shown: "Canada's LOWEST domain price", "FREE Webmail Account", "FREE Basic Hosting", "FREE Whois Privacy", "Industry Certified (CIRA & ICANN)", "Satisfaction Guaranteed", and "Choose from .CA, .COM, .NET, .ORG, .INFO, .BIZ". To the right, a "START HERE" section for ".ca" domains offers a "SALE! \$9.95 per year!" and includes a search form with a "SEARCH" button. A testimonial at the bottom right states: "Netfirms has rapidly grown into one of the largest dot-ca domain name registrars." - David Hicks, Director of Marketing and Communications for CIRA. The page also mentions "Over 1.2 million customers worldwide trust Netfirms with their domain names. More Canadians than ever secure their domains for the lowest price anywhere - .CA domains for only \$9.95!".

Once your choice of domain name is accepted, you will be asked for credit card and contact information to complete the purchase. If you have a Paypal account set up, you can pay with that rather than a charge card.

Now that you have a domain name of your own, you have a few choices:

1. Not recommended: Host a website with the same company that your domain is registered with. Although this is an easier option to begin with, it isn't the best. When I first started on the Internet, I looked for hosting services that offered free domain names as a customer bonus. But I found that if I didn't like the hosting service – one was way too slow to make changes on my site, another raised their prices quite a bit – then it was difficult to transfer my domain name. A costly lesson learned by trying to save myself a few dollars.
2. Build a website using a free hosting service such as Blogger.com, Freewebs.com, or Weebly.com. You can also get a free site from your Internet provider. And don't let the word 'build' scare you away. Most services allow you to create websites without any coding knowledge. Free hosting is a good alternative for people starting out who want to see if there is demand for their product or service. Some of the free hosting sites have small ads displayed on your site in return for their service. All of them have domain names that end with their company information. For instance, if you wanted your web address (URL) to be 'guitar lessons', on a free site it might be 'guitarlessons.freewebs.com' or 'guitarlessons.weebly.com'. Not very professional and it's a pain to have to tell people that long name each time. How much better to have a domain name like 'guitarlessons.com'. When you register your own domain name, you can do that, even with free hosting.



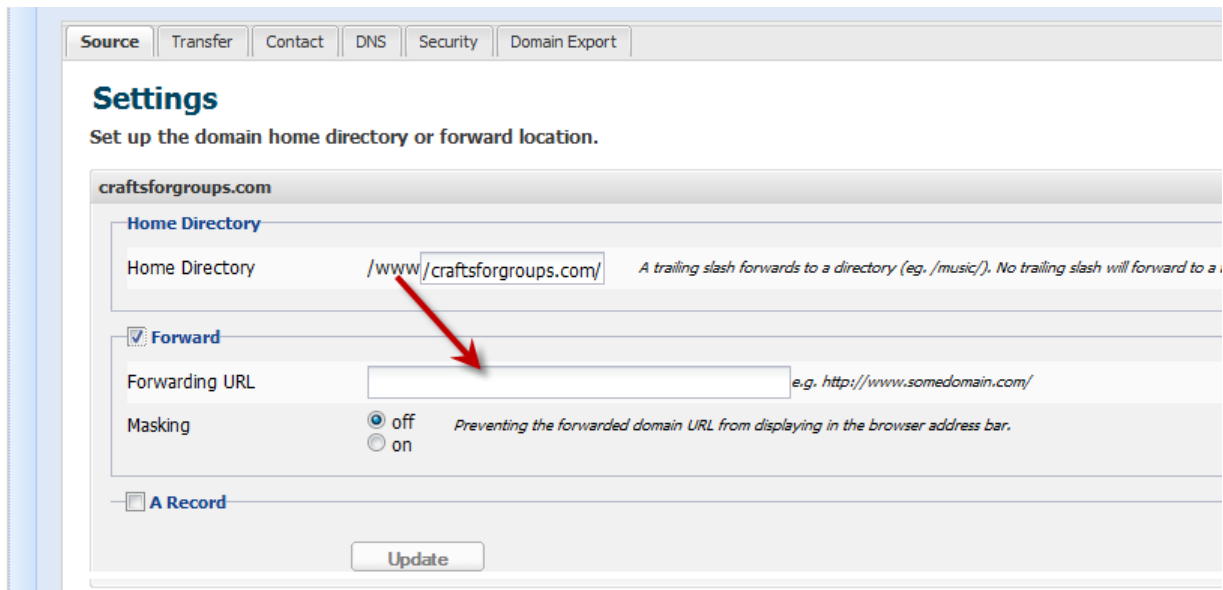
Let's say you start a blog with Blogger.com. This one is my favourite free services for many reasons. It's owned by Google so easier to get traffic to your site. It's also very easy to use and has no extra ads placed on your site.



If we used Blogger, our site address would be 'guitarlessons.blogspot.com' (Blogger sites always end with [blogspot.com](https://www.blogspot.com)). But since we registered the domain name 'guitarlessons.com', we can set up the domain name with our registrar so that every time someone types in 'guitarlessons.com', they will automatically be re-directed to our Blogger site.

That way, we can give people just the .com address and can promote our site as 'guitarlessons.com' on all marketing material. The screen shot on the next page shows how easy that is to set up on Netfirms.

Screen Shot of a Domain Name Being Forwarded:

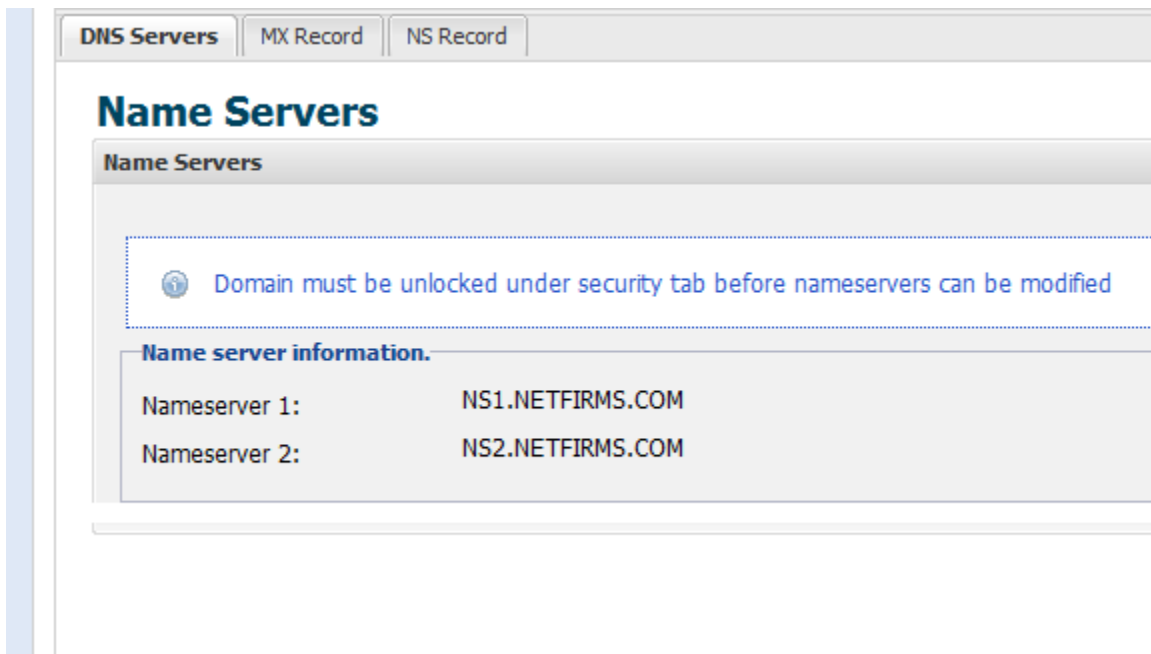


The screenshot shows a web interface for managing domain settings. At the top, there are tabs for 'Source', 'Transfer', 'Contact', 'DNS', 'Security', and 'Domain Export'. Below these is a 'Settings' section with the instruction 'Set up the domain home directory or forward location.' The domain 'craftsforgroups.com' is selected. Under the 'Home Directory' section, the 'Home Directory' field contains '/www/craftsforgroups.com/'. A red arrow points from this field to the 'Forwarding URL' field in the 'Forward' section, which is currently empty. The 'Forward' section is checked and includes a 'Masking' option with radio buttons for 'off' (selected) and 'on'. An 'Update' button is located at the bottom of the settings area.

Instead of keeping your website address in the box marked 'Home Directory', you would add it to the one where the arrow is pointing, the 'Forwarding URL'. It will need the domain address including the <http://www>. And don't be concerned if it doesn't work right away, sometime it's a day or so before the forwarding takes place.

- The third choice once you have your domain name is to go to a hosting company such as Hostgator and pay for hosting. I pay about \$10 per month and that allows me to host unlimited websites – I have about a dozen so far.

Then it's a matter of telling your domain registrar the location of your hosting so that they can be joined together. Your hosting service will give you two numbers starting with NS and you simply type them into the appropriate boxes on your domain name account. Within 24 hours the match is completed and you should be able to see your website on the Internet. That is, once you've added a little content to it.



This is the default location for Netfirms once you register your domain name. You will change it once your hosting service gives you the information for their location.

- My hosting service offers one step installation of a program called Wordpress, which is what I use to build all of my websites. They also let me know where my visitors are coming from, how many, when, and which keywords they are typing into the search engine to find me. All very valuable information to know.



If you register your domain through my link at mtldomainregistration.com or your hosting through mthostingsservice.com I will gladly walk you through **any difficulties** you encounter. That's my affiliate link, meaning you pay the same price, but I receive a small commission as well.

All the best with your web business.
 Carol Bremner - MotivatedToLearn