

NetworkSolutions®

**DOMAINS:**

The Foundation of a Web Presence

Network Solutions® is a leading provider of Web solutions that help small businesses find success online.

Getting your business online is about reaching out and connecting with millions of potential customers, buyers, and partners. Building a Web site is the most scalable way to attract potential customers from all over the world. Simply put, a Web presence expands your market significantly and instantaneously. The following steps are essential in creating a complete Web presence for your business:

- Choose a domain name (i.e. your Web site's name)
- Set-up an e-mail address for your Web site
- Create a Web site (there are several different kinds and many ways to do this)
- Make it secure (security protects your customers' data when it is transmitted between their computer to your site)
- Get your Web site found (by creating an online marketing plan)

## What are Domains?

The first thing you will need to do is to choose a Web site name (commonly known as a Web domain or URL). The Web domain is the address of your business Web page. For example, the domain name or Web address for Network Solutions® is NetworkSolutions.com.

Ideally, the address of your Web site will match the name of your business. In reality, many addresses are already taken but there are ways to get the domain name you want or find a suitable Web address for your business.

## Why Do You Need a Domain?

A domain name is how people find your site online and is one of the most valuable aspects

of your business's online presence. In short, your business domain name is an important key to your business's online identity—especially if you intend on having a Web site and setting up email for your business, having a domain is absolutely critical.

Domain names are a unique identifier on the Internet. They need to be registered with one of the few domain registrar companies who manage the addition of new names to the global list of unique names. Only one domain name can be registered with a particular domain name extension at the corresponding registry much like a phone number is unique for a mobile phone or land line.

Domain names come in two parts: Part 1 is the label and Part 2 is the extension. The two parts are separated by the 'dot.' For example, in the domain name NetworkSolutions.com, 'Network Solutions' is the label and 'com' is the extension. Extensions can also be called the "top-level domain" or referred to by the acronym "TLDs."

## Steps to Finding the Right Domain Name

Your first task is to come up with a unique domain name that is memorable and easy to spell. It's a good idea to find a name that uses descriptive words that are meaningful to your customers and relate to the content of your Web site. Brainstorm for a Web site name using both the names of your business and the names you use to advertise your products. If you operate a local business consider adding your city or state locality to your domain name. For example, "Janesbagels.com" may be taken, but "Janesbagels.org" or "DCbagels.com" may be available. Adding your locality to your domain name not only helps you get the name

you want, but may also lead customers to your local business.

Next you need to pick the right extension. As mentioned above, your domain name is made up of two parts: your "uniquename" followed by a "dot extension" or TLD (top level domain). Adding different TLD extensions to your name makes it an entirely new domain name registered to a different Web address.

Most business owners will register their domain name with one or all three of the most popular extensions: .com, .net, and .org, but because these are the most commonly used extensions, they also have the most registrations – meaning it can be difficult to get the "uniquename" you want using just .com, .net, and .org.

However, there are many other domain name extensions that could be appropriate for your Web site content including .info, .biz, .mobi, .tv, etc. There are also regional extensions, such as .us (USA), .ca (Canada), .co.uk (United Kingdom), .cn (China), etc., that may be appropriate for you depending on the location of your business.

Additionally, the combined ".us.com" extension can be a great way to get the domain name you truly want that is no longer available as a ".com" extension. The .us.com extension also tells your customers that your business resides in, or is focused within, the United States.

Make sure you check your spelling. The characters that are available for use in your unique domain name are:  
abcdefghijklmnopqrstuvwxyz-0123456789. Try to avoid confusion when choosing your domain name and resist the temptation for deliberate misspellings: '2' for 'to' and '4' for

'for', etc. You want your customers to easily remember and type in your name exactly as you've registered it.

Hyphens can be helpful, but you cannot use one to begin or end your domain name. Although the use of hyphens can be tempting to get the name you want, it is very easy for people to forget to type the hyphens and thereby end up at an entirely different Web site.

Once you have a shortlist of available name choices, test the response on your friends, relatives and clients. Can you easily pronounce the name over the phone? Can your "test group" say and spell the name correctly? Use the people you know to help you rule out names that are confusing or that get lost in translation.

The next step is to search the Internet for Web sites with the same domain name you want to register, but with a different extension. For example, if you register a .net extension and the .com version of that name belongs to an embarrassing Web site or a competitor, you will want to look for a new domain name.

Once you find the domain name you want, you are ready to register it. With almost 500,000 domain names registered daily, the name you find today may not be available tomorrow so do not delay. With the Internet business growing at such a rapid speed there is plenty of competition left for the remaining great names. It's worth registering all your top choices immediately. You can search for the name at [Network Solutions.com](http://NetworkSolutions.com).

## Your Domain Name is Your Image to the World!

Start here to find unique, easy-to-remember domain names for Web sites and for personalized email. | [View Pricing Chart](#)

### FREE with every domain name:

- Online account management tools
- 24/7 toll-free customer service
- Free subdomains

- Easy DNS management
- Domain protect
- Auto renew
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### Get your domain name FREE!

Our domain names are free with purchase of annual [Web Site](#), [Web Hosting](#) or [E-Commerce](#) packages.

Start Your Search For A Domain Name

1 Enter up to 10 names

2 Choose one or more extensions

Most Popular

.com  .net  .org  .info  .mobi  
 .us  .us.com  .biz  .uk.com  .gb.com  
 .de.com  .eu.com  .ru.com  .ms  .gs  
 .la  .am  .fm  .vg  .ws  
 .bz  .name  .tv  .cc

Country-Specific Extensions ([Show More](#))

.eu  .co.uk  .de  .be  .at  
 .cn  .cn.com  .tw  .tc  .es  
 Select All Extensions | [Learn More About Country Extensions](#)

3 Search

[Search Now](#)

While registering your new domain name, consider all the various extensions and misspellings of that name and register those, too. For example, if you're registering janesbagels.com, you may want to protect your brand name by registering janesbagels.net, janesbagels.biz, etc. You'll also want to own the most likely misspellings of your name so that if a customer accidentally types the wrong name into their browser they will still find your Web site.

## Optional Add-Ons

Since you will want to register your domain with the main extensions and various misspellings, you don't need to host a Web site for each of the domains you register. Instead, you can set up Web forwarding which will automatically re-route traffic from each of the additional domains you purchase to your one Web site.

Another useful option for your domain name is private registration. When you register a domain name, your contact information is added to the public WHOIS database. By adding private registration to your domain name(s) you can provide alternate contact information for the listing of your domain registration. This is useful because it keeps

your personal information private, protects you from spammers and telemarketers who find names on the WHOIS database.

## Prerequisite for Adding a Domain to Your Web Presence

The domain name is the first building block in starting your Web presence. It is the foundation to which you build your complete Web presence. Once you have secured your domain name, you are ready to set-up an email address associated with that domain name so you can send and receive professional email using your domain. See our next guide, Email: Putting Your Email Address to Work for You.