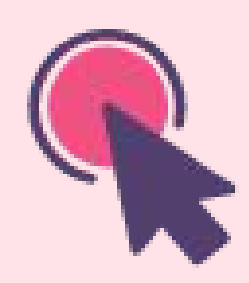


CHOOSING & BUYING YOUR DOMAIN NAME

BY SUE THOMASON



JOURNO Sites 



Your domain name is your address, your address on the Internet. Getting it right is important.

DO YOU KNOW WHAT TO CHOOSE AND WHERE TO
BUY YOUR DOMAIN NAME (ALSO KNOWN AS 'URL')
AND HOW NOT TO GET RIPPED OFF?

Your domain name is your web address, such as www.yourname.com.
Choosing the right domain name for your website is crucial for your success.
If you choose the wrong domain name, it can be a hassle to switch later on
without hurting your search rankings. That's why it's essential to choose the
best domain name from the start.

You also need to know where to buy it from without getting ripped off and
how to avoid losing it when it comes up for renewal. All of these topics and
more are covered in this ebook. When you've finished reading, you'll be fully
equipped to choose, buy and keep the right domain name for you.

Sue x

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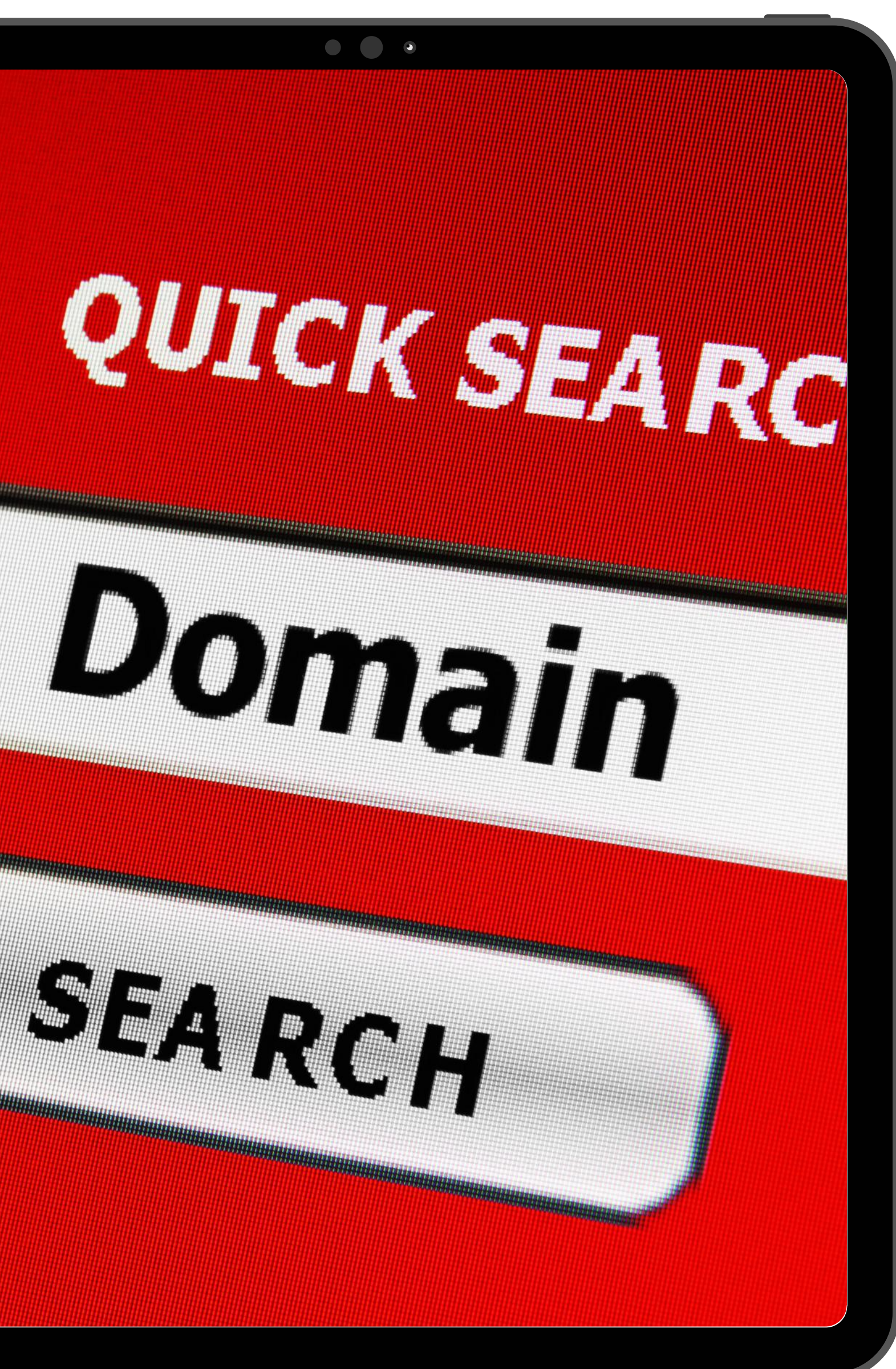
Hire me to do it for you!

01/05

WHY YOU NEED A DOMAIN NAME

There are a number of good reasons for having a domain name:

- If you ever change your web host (the actual physical location of your website files), your domain name goes with you. Your regular visitors or customers who knew your site name as (say) `www.yourname.com` will not need to be informed about a change of web address (also known as "URL"), since as far as they are concerned, the site is still at the same place. They can simply type your domain name, as before, and be immediately brought to your new location.
- A domain name gives you credibility. It indicates that you are serious, and are planning to be around for the foreseeable future.
- If you get a domain name that describes your company's business or name, people can remember the name easily and can return to your site without having to consult their documents. In fact, if you get a good name that describes what you do, you might even get people who were trying their luck by typing "`www.yourservicename.com`" in their browser.
- If you write a blog and want to appeal to sponsors (advertisers), a domain name is essential.
- You can have a website without owning your own domain but you'll have to use the hosting domain, which is ok for a directory listing or a personal blog that you just write for your own amusement, but it doesn't look good for a professional image. Plus, you won't be able to escape the confines of the host's design template.



02/05

DON'T GET RIPPED OFF



Domain front running is an unscrupulous practice in which a registrar tracks domain availability searches and then registers the name to mark it for a higher price. So if you search for your name on a registrar's website and then leave the chosen domain in your basket, when you come back to buy it, you might find it's unavailable but you will be offered a broker fee to buy the domain from the owner on your behalf or you'll be taken to a page where the domain is for sale at a higher price than you'd have paid originally.

If you've been clever enough to come up with a valuable domain the registrar can take it and sell it at auction or via instant purchase for several thousands of pounds/dollars. This can definitely cause serious trust issues between a registrar and potential domain buyers

It happened to me when I first started learning about websites, when a £7.50 domain I'd left in my basket for a few hours turned up for sale on a Chinese domain registrar's list for £5,000. As you can imagine, I swiftly found out how to avoid it happening again.

The safest and most reliable way to check if a domain is available for you to buy is to go to lookup.icann.org

Icann is a kind of Internet regulator that helps prevent fraud. You can't buy your domain from Ican, but you can see if it's available and decide whether you want it or not before buying it at one of the commercial registrars, such as GoDaddy. Your domain name should cost around £10 but you can get it cheaper for the first year so shop around.

03/05

WHAT DOMAIN DO YOU CHOOSE?

Many creatives and freelancers choose their own name for their domain (you should secure your own name, in case you need it in the future. I own mine in case one day I write a best-selling novel and become famous. I haven't needed it yet. But I might. One day).

Your own name can be a good idea for a journalist's portfolio site, especially if you're using the site to show to commissioning editors when applying for jobs or getting writing work. But it's also worth considering having a domain that describes what you do. A client recently chose foodandtravelwriter.com and I know environmentaljournalist.co.uk has been a great success for Anna Turns (I don't need to tell you what she does!). Anna got a book deal when a publisher found her website on Google when searching for an environmental journalist.

If you choose a name that describes what you do, let's say beerandwinewriter.com for example, there's a very good chance you'll come right at the top of a Google search every time someone types in "beer and wine writer".

Then there's a mixture of your name and what you do. You could have writerjuliegreen.com or wordsbyjanesmith.com. These can be easy to remember and everyone knows right away what you do and what your name is.

Still not sure whether to use your name, what you do or something else? Read on.



MAKE IT DESCRIPTIVE

Your domain name is your online identity. Make life easier for your users and avoid traffic loss by choosing a simple and understandable domain name. Choose a short, easy-to-pronounce name that clearly describes your brand or services without complicated characters, hyphens, or numbers.

USE A NAME GENERATOR

You can use a domain name generator just to get some ideas about what to use for your website address. There are a few about but I've found the best one to be at www.isitwp.com/domain-name-generator/

WHAT EXTENSION?

Domain extensions are .com or .co.uk, .net. .co etc. Dot com is an extension that's widely recognised to be international. If your domain name is not available in .com, use a fitting alternative top-level domain such as .co.uk or .co.

The .co.uk domain extensions are a perfect choice if you have a local UK-based business or are mostly interested in attracting UK visitors. They're often a little cheaper and they imply personal or local service that bigger .com chains often don't. Avoid using .org unless you're a charity.

Remember that people will remember your website based on the domain name, not the extension. While there's a little subconscious bias toward .com extensions, this is ultimately a minor factor for most consumers or visitors.

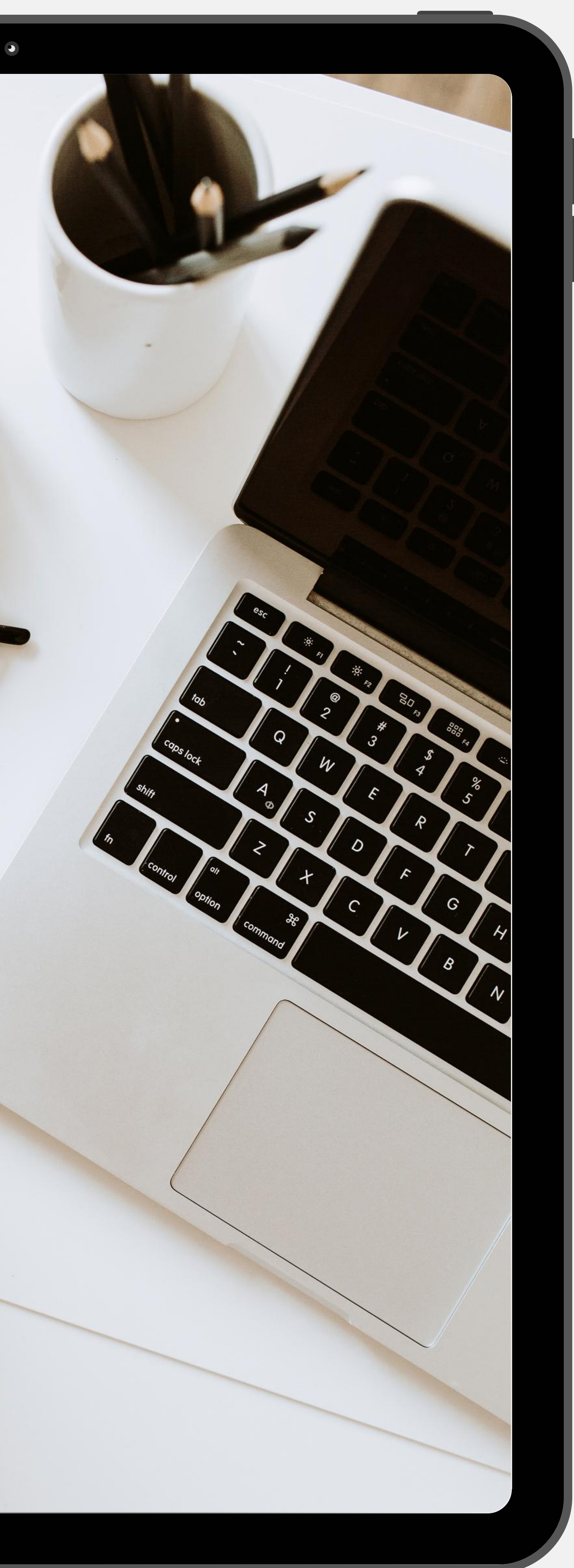
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We're all going to need an address in cyberspace. They're becoming increasingly important. I believe we'll get to the point where when you're born, you'll be issued a domain name.

— Bob Parsons

WHERE TO BUY YOUR DOMAIN

04/05



POPULAR DOMAIN REGISTRARS - JUST SUGGESTIONS, DON'T BE AFRAID TO SHOP AROUND

- GoDaddy.com — This extremely popular registrar (probably the biggest today) offers .com domain names for 99p for the first year. Both credit card and PayPal payments are accepted.
- 123-reg.co.uk — This registrar, one of UK's largest, offers .com domains for £7.99 and .co.uk 79p. Both credit card and PayPal payments are accepted.
- names.co.uk — This registrar, one of UK's largest, offers .com domains for £1.99 and .co.uk are free for the first year. Both credit card and PayPal payments are accepted.

Please note: if you're using my services or hiring another web designer, just ignore the offers of hosting, website builders or email services from these companies.

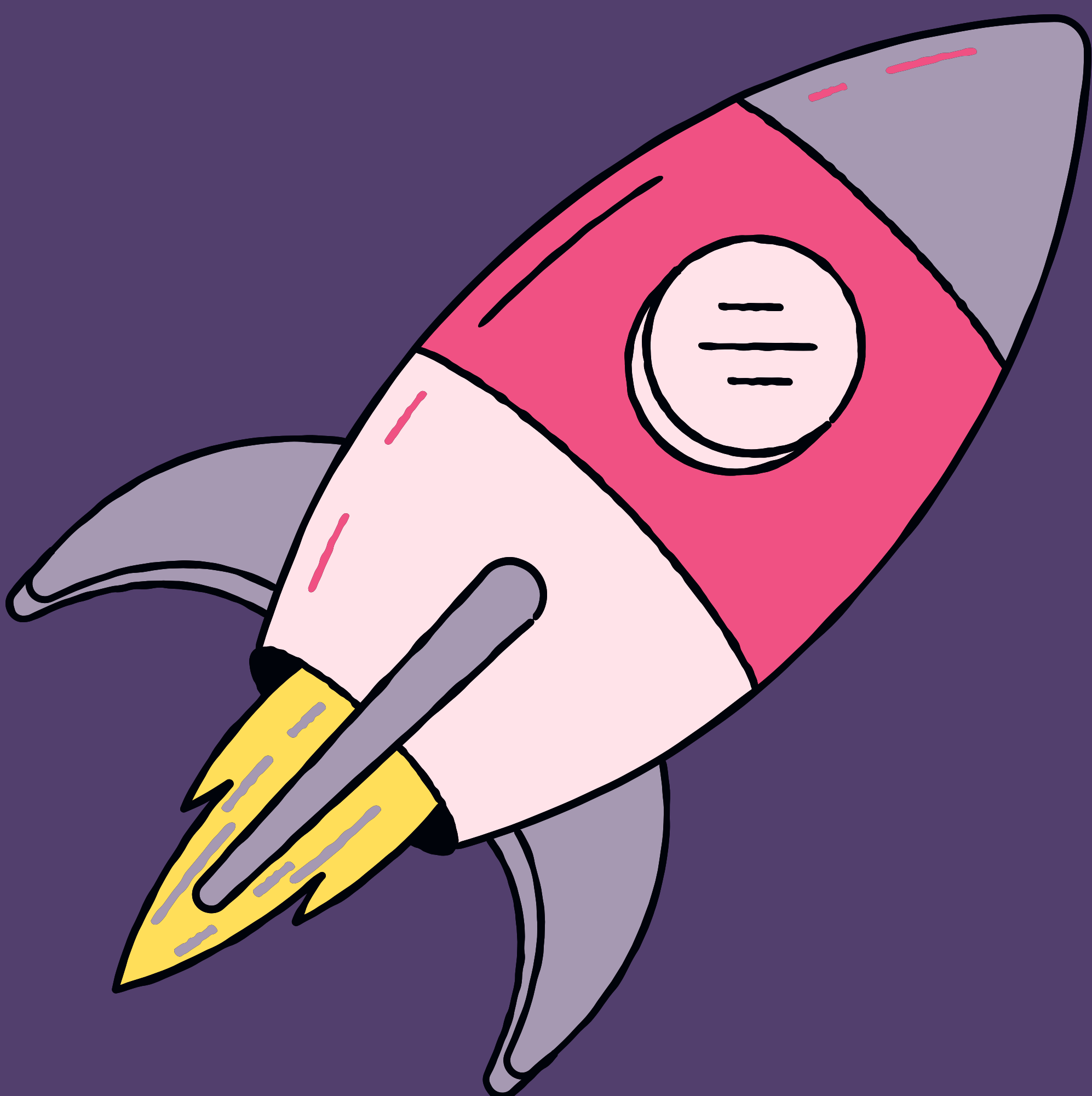
05/05



THE NO-STRESS WAY TO BUY DOMAINS

If you hire me to design your website, I'll help you choose the best domain, take care of registration and redirection, set up email inboxes and hosting for your website and you get the first year's domain registration free.

It's all part of the service.



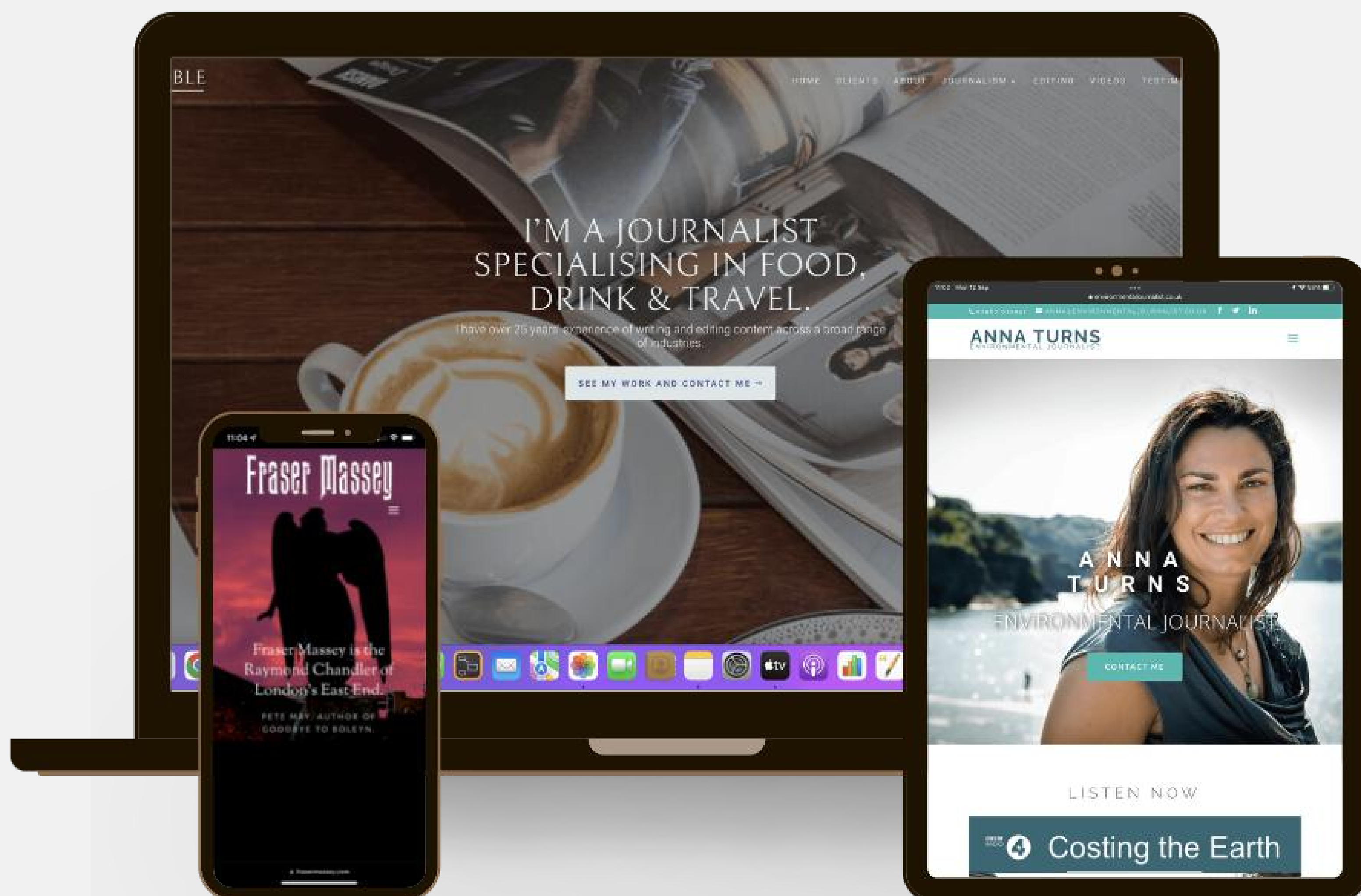
READY TO SKYROCKET YOUR CAREER?

WANT TO CHAT ABOUT WHAT YOU'VE READ?

CONTACT ME VIA MY WEBSITE AT
JOURNOSITES.COM OR



[CLICK HERE](#)



Sue x