

Newbie Teacher

Domain Registration Quick Start Checklist

(Read this before you attempt to register your domain name)



By

Yolanda Sappington

<http://www.NewbieTeacher.com>

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Introduction

This quick start checklist is a supplement to the Domain Registration, before you attempt to register your domain, a few things you should know.

What is Domain Registration and Why Do I Need This?

Here is a scenario. You want to put up a website and name it "Acme Business Tools."

In order for you to actually use this name as a website address, (also know as the domain) this name has to be registered to you. Therefore, you have to go through a domain registration company and do two things:

1. See if the name is available for you to use for your website
2. Register the name/domain, so that it belongs to you

Please note: Domain Registration only applies to registering the name online to use as your website address. Domain Registration has nothing to do with registering your business.

Types of Domain Registration

Public-If someone searches the public [who is database](#), the contact information that you used when you registered your domain, (i.e. your name, address, phone number, etc) will show up in the who is database for all to see.

Private-If someone searches the public [who is database](#), the contact information you used when you registered your site is not displayed. Instead, it will show the registrars contact information. For instance, if you used Go Daddy to register your domain name and someone searches the who is database, Go Daddy's address and phone number will appear your information is kept private. However to register a domain name as private, there is an additional cost per year.

Which Domain Registration Option Should I Use?

Why you would use [Public Registration](#)

- If you have a P.O. Box address or a brick and mortar business with a business address
- If you want people to know that this website belongs to you (not a niche site or affiliate site)
- If online security is not an issue for you

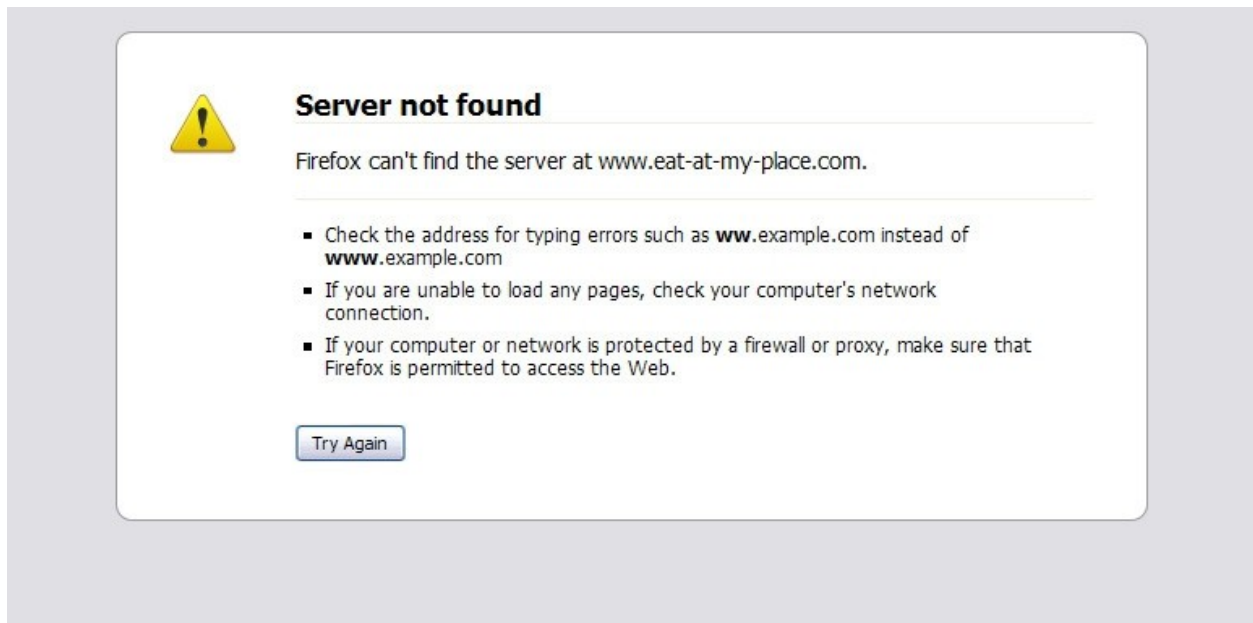
Why you would use [Private Registration \(yearly fee applies\)](#)

- If you don't have a P.O. Box address or business address and don't want your contact information displayed
- If you plan on registering numerous websites (affiliate sites or niche sites) and wish to remain anonymous

Anatomy of a Domain Name

Hyphens- One word NO! Do not put hyphens in your domain name. What is easier to remember eatatmyplace.com or eat-at-my-place.com? No one is going to remember to put in hyphens when they type in a domain name. When you search for website, do you use hyphens?

If you purchase a domain name with hyphens and someone tries to type in the name without the hyphens to get to your site. Your visitors will get a page that looks like this and will not be able to get to your site.



.com –There are several different domain extensions. There is .com, .org, .net, .ca, etc. I recommend you use .com for any domain name that you are registering, unless you are an organization, then .org would be appropriate.

The .com rule is the same rule that applies to the use of hyphens. **Recognition**, the online world is a very different world from the offline world. There are certain things that they are used to and there are certain ways that they choose to search for things on the internet.

Any other extension besides .com shows a lack of professionalism in the online world. You are not taken seriously as a business and it screams Newbie, not to mention that you will regret it when your competitor who purchased the .com name is getting all your customers that were meant for you.

Variations- If when you go to purchase your domain name and the name that you have chosen is already taken. **DO NOT** purchase a variation of the name. Say, for instance you want to register joeyscarparts.com, you search and find that joeyscarparts.com is taken but joeyscarpart.com is available, so you say to yourself "close enough" I'll take it. I don't care if the "s" is missing.

NO- do not risk the chance of sending your potential clients to your competitors website address. The names are almost identical and someone could easily type in **parts** instead of **part**.

Long Names-Rule of thumb the shorter and easiest to remember the better. **UNLESS** you are building affiliate-marketing websites, then you may want to purchase a longer name such as **learnhowtoflyfish.com** instead of **flyfishing.com**. Can you see the difference? Affiliate Marketing domain names are different from say a "normal" domain name. Affiliate marketing domain names are more descriptive and keyword specific, whereas "normal" non affiliate marketing domain names tend to be shorter.

Short Names-As I said above the shorter the better. Do not make it too short. Something like ez.com is not a good domain name because no one knows by looking at the name what type of website this is or what you are offering.

Planning for the future

When deciding on a domain name, I encourage you to really take your time and think about it. You want a name that will grow with you as your business grows.

Sure, the name **KatiesBlogDesign.com** is cute because you are Katie and you do blog design, but what about when you decide to expand your business and hire more help or you decide to offer more than just blog designs will the name still be appropriate.

How to Decide on a Domain Name

1. Decide on a business model or service
2. Write down a list of words that describe your business
3. Put together a list of **AT LEAST 5 different possible names** that you want to register

Use the accompanying checklist to help you brainstorm on possible names for your domain.

Domain Registration Checklist

What is your business about? _____

Write down a list of single words that describe your business

Once you have determined what your business is all about and written down a list of descriptive words, use the spaces below to list domain (website) names that you would like to register. Use the descriptive names to help with your brainstorming.

1. _____ .com
2. _____ .com
3. _____ .com
4. _____ .com
5. _____ .com
6. _____ .com
7. _____ .com
8. _____ .com
9. _____ .com
10. _____ .com