

Do You Really Need To Register That Domain Name?

Even if you or your business doesn't use a web site currently, it doesn't mean you won't down the road. With this in mind, it's a good thing to consider going ahead and having a few domain names registered on your behalf. Even if you register a domain and then don't develop a site for a long time or even ever, locking down the name can be important. For those who aren't familiar with the Internet, here are some of the top questions and answers about domains and why you should register a domain name for yourself: What is a domain name? A domain name is simply nothing more than the name of your web site. It's the address a web browser will go to when a person is looking for your site. A domain name is locked down, or owned, by one person and one person only (or business). Basically, a domain name gives your web site its own identity. It's important to register a domain name to make sure your identity doesn't become someone else's. There are people out there who try and register domains they think will eventually be of use to companies under their own names. They then hold onto ownership until what they deem is a fair price is paid. By locking in the names in advance, you protect yourself and your name from this happening. What is registration? When you register a domain name you're buying the right to use that name. This is generally a limited purchase of up to 10 years, but it prevents others from using a name that you might want to develop. Many businesses lock in names associated with their services or products. Even if you register a domain and don't use it, you prevent others from doing so. Do web hosting companies offer registration for domains? Sometimes a web hosting company will offer a complete package. If they don't, make sure you register your domain elsewhere and then use the hosting company to get the web site up and running. How do I register a domain? You can register domain names through a number of services. As long as the site you're using is a valid domain registrar, you should be okay. You'll want to make sure your domain's name is secured and that you are listed as the rightful owner. Once you register a domain, and it's accepted, you should be free to develop it as you wish. Domain registration is a fairly simple process. All that's involved is finding available names that suit your needs and paying the price asked. Most locations will ask for under \$20 a year to ensure your domain name is registered and secured. Even if you don't have a need for a domain name right now it pays to go ahead and register domain names to ensure they'll be available when you need them. Domain names that should be held for future use include those that reflect your company's name, its major products and services and even the names of key players within a company. Individuals, too, might want to register domain names that match theirs just in case they decide to develop a web site in the future. It's a fairly simple and inexpensive process, but when you register a domain name, you're making sure it will be available when you need it.

About the Author

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