

# Buying a Domain Name

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Sunday, 02 March 2008  
Last Updated Thursday, 27 March 2008

The first step that a new webmaster should take after deciding to create a website and put it online is to buy a domain name. Even though this is one of the easiest parts of establishing an online presence, it is also one of the most important. By following the guidelines below, webmasters can greatly improve their online success. Buy a domain name that contains your keywords. Whether or not your domain name contains the term people are searching for is one of the factors that search engines use to determine whether or not your domain shows up as the result of a search. Make it easier for the rest of the internet to find your site by picking a domain name that matches what your target audience will be searching for. Buy multiple domain names. Domain names are cheap, and buying multiple domain names makes sure that other people don't take advantage of your online success by buying domain names just like yours. Buy your own domain name. There are plenty of horror stories out there about people who had their web developer buy their domain name. When they quit working with the developer and wanted to change where the website was hosted, the developer either couldn't be contacted, or refused to release the domain. Don't put yourself in this position. Register the domain yourself and keep the registration information somewhere where you won't lose it. Buy your domain from a respected registrar. All domain registrars are not created equal. A lot of registrars out there make buying a domain name easy, but if you lose your password or have any problems with their service getting a hold of them can be almost impossible. Try to work with registrars that provide some level of customer service. I recommend Godaddy.com they are the largest registrar on the internet, their prices are great, and they will help you out if you have problems with your domain name. When your site is ready point the domain at your web host's DNS. Once your site is ready to go live on the internet, just upload your content, set up DNS or have your host set up DNS for you, and point the nameservers for your site at your host's DNS servers. It takes from 24 to 48 hours for this change to make its way across the internet, so be sure to schedule accordingly. If you follow these guidelines, you will find that the process of buying a domain name was the easiest part of starting your new website. Now you're ready to pick a hosting plan .