

Your Domain Name is your web site name. Mine is www.digitalmousedesigns.com. The part between the www. and the [.com](http://www.digitalmousedesigns.com) is the site name. In many instances it will be the name of your company or maybe just your own name! It can be whatever you want as long as the name you want isn't already taken. The [.com](http://www.digitalmousedesigns.com) is the domain name extension, with [.com](http://www.digitalmousedesigns.com) still being the most commonly used.

It's sometimes difficult to purchase the exact domain name you want because there are so many web sites on the Internet, thus absolutely bookloads of domain names already in use.

One very important issue to consider when purchasing a domain name is "how does it read?" That may sound strange, but you'd be surprised at the number of innocent domain names that when viewed as a URL, look totally different than you intend for it to.

Here is an example of what I mean when I say that purchasing a domain name is not something that should be taken lightly. I'm not trying to pick on anyone here nor speak derogatorily of any web site. This is for example only!

Let's say for example your company name is "Speed of Art." Perfectly innocent and legitimate, right? Now, put that into a domain name and here is what you get:

<http://www.speedofart.com>

I think that's enough said about being careful what you select for your domain name.

Registering Your Domain Name

If you're going to have a web site, you're going to need a registrar. The most important thing about your registrar selection is that they be reliable. I could tell you horror stories about unreliable, backwoods and third party registrars.

When you purchase your domain name, you do so at what's called a "Domain Name Registrar." There are a number of registrars available to do this, among them is my favorite, [GoDaddy](http://www.godaddy.com). Yes, it's a bit on the odd side for a name considering what they do there. However, not only are they inexpensive — they're also dependable, helpful and very respectable. I keep all my own and my client's domain names registered through GoDaddy.

Registering a domain name can be confusing and overwhelming for the non-techie person. It's one of the most important things you'll do for your web site. I caution people all the time and have opened quite a few eyeballs about purchasing a domain name before totally understanding the process and responsibilities in not only purchasing but in the upkeep of one's domain name. This absolutely needs to be done right! My suggestion is to speak with your designer before proceeding.

Domain Name Scams

Be very careful with your domain name! Once you register it, it's yours ... *as long as renew it at the required time.* Not only can you lose your domain name by not keeping its

registration current, you can lose it by falling for a domain name scam.

If you receive a notification to renew your domain name or to purchase a new one, please first check with your web designer before proceeding. There are scammers out there who will try to get you to renew through their company or they may even happen to mention your very own registrar.

These solicitation letters are usually quite valid looking, when in all actuality they may be an attempt to steal your domain name OR to have you spend quite a bit more money than is necessary to register it through them. If you open such an email or snail mail (yes, these scammers do sometimes use the U.S. Mail!) do not click any links or in any way proceed to these web sites. Most web designers can tell a domain name scam just by looking at it, so always check with your web designer before proceeding.

Thank you for your cooperation!

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