



□ What is a domain name?

A domain name is the address for your business on the web, so you need to choose it wisely.

□ Choosing a Domain Name?

When choosing a domain name for your website, you need to make it a memorable one, as domain names are a lot like phone numbers and like phone numbers it helps if they are easy to remember.

Keeping it short and sweet is best and makes it easy to remember, so write down the name of your business and create a list of possible domain names using your business name for example jonesautos.ie, jautos.ie, joneses.ie

Write down a list of services your business provides and look at choosing a name from those services for example autorepair.ie, carrepair.ie.

It is also good to ask family, friends and associates for their opinions of your choices. What seems funny to you might be incomprehensible to someone else.

Visit the Whois Web site (www.who.is). Using Whois, you can type in your favorite picks and see if they're already taken. If they are taken, keep trying with your alternate choices.

□ Which extension should you choose?

Normally you would choose your local extension like .ie (Ireland) There are other extensions like .com, .net, .org, .info and so on. But if you are an Irish business and are trading in Ireland it is best to choose your local extension as it looks more professional and says that you are an Irish business.

□ How do I register my domain name and what's the cost?

It is easier to register your domain name with the same company you setup your web hosting with for your web site.

Prices vary a lot, so it is worth shopping around. You should be able to register a .ie domain name for around 35 – 40 euros a year.

If you are using a professional web designer, they will look after registering your domain name for you and you're hosting for your website.

If you would like us to help you out with this please do not hesitate to contact us.