

Day 3

How to Choose The Right Domain Name?



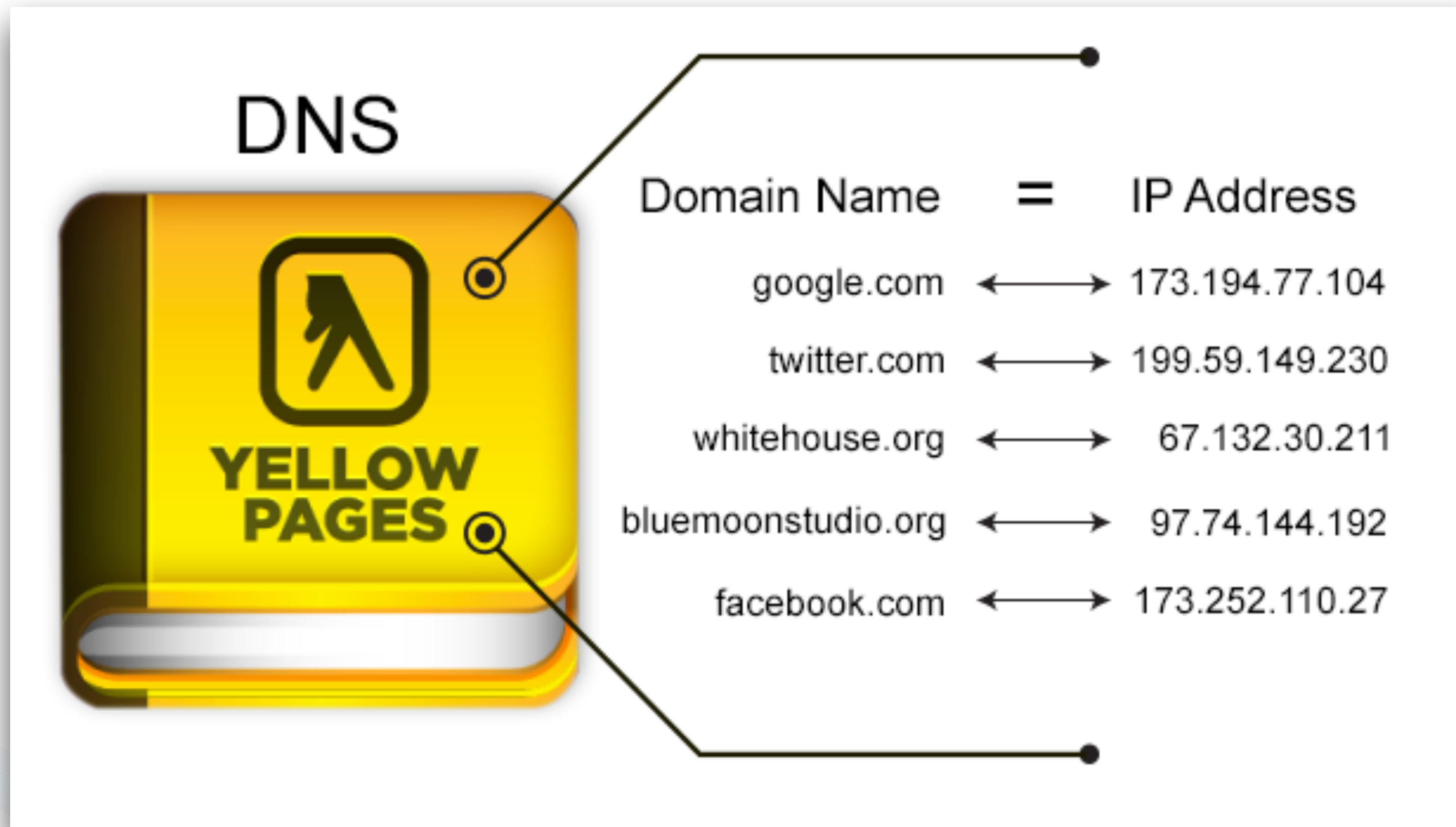
Why Domain Names?

IP: 223.14.3.7

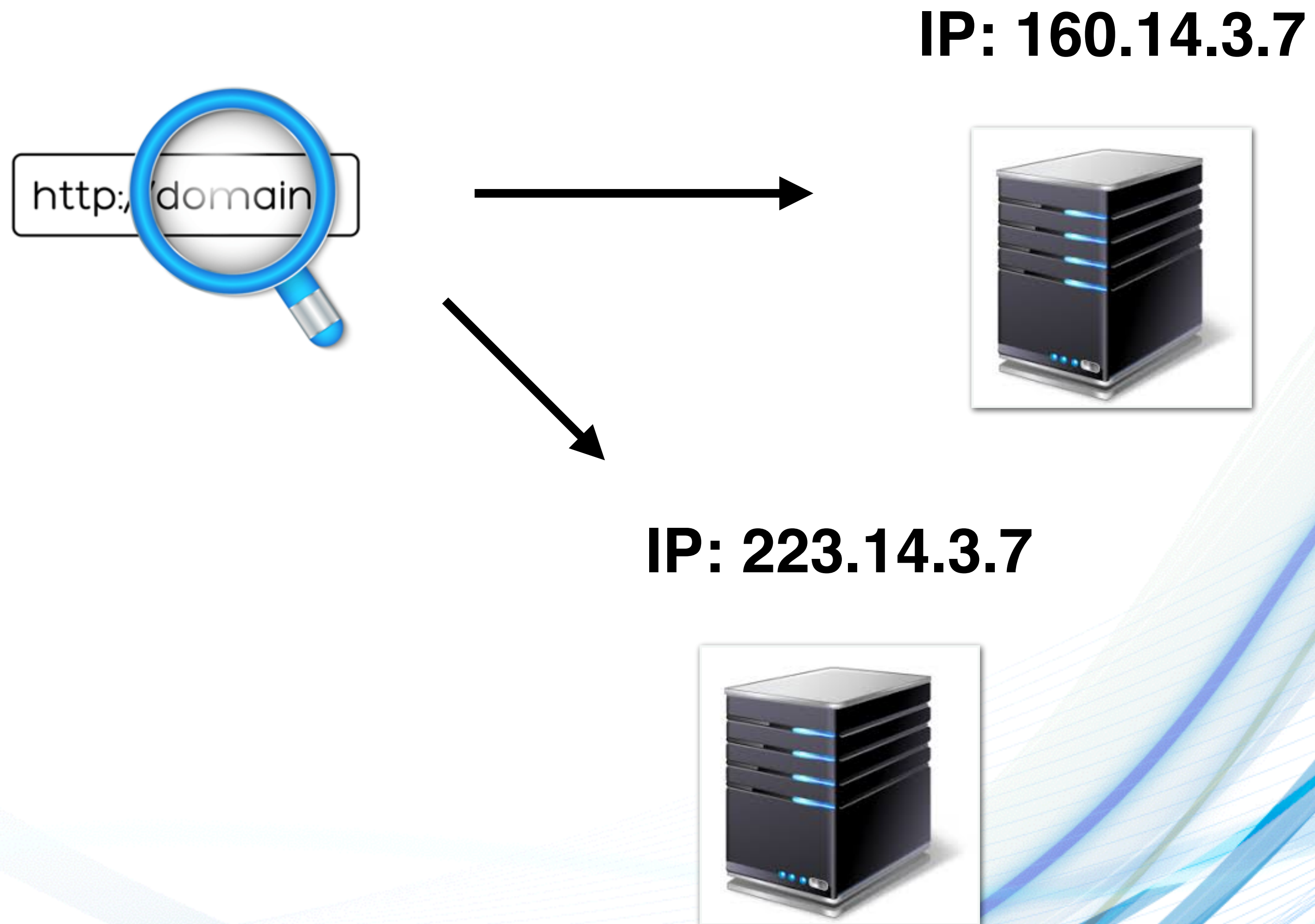
- Browser loads a website from a server.
- The server has an IP address.
- If you move your website to another server, then the IP changes.
- Users can't remember IP addresses. They can remember domain names.
- Ex: Phone number is like IP, it changes. Names on the phone book don't change.



DNS is the Internet's Phone Book



Domain Names Point to the IP Address



Domain Name Records

- Domain name records are held at the domain registrar (or the name server)
- A record points to the server IP
- MX Records point to Mail Server IP (Ex: Google Apps Mail)
- TXT Records are used for domain verifications



Why Domains are Important?

- Building a strong brand = good recall and good association.
- Domain name is the brand name when it comes to online business.
- A good business built on a bad domain name will suffer.
- Domains are virtual real estate.



Basic Rules of Good Domain Names

- 2-3 words
- Should pass the phone test (no funny names)
- .com is always preferred (because of the branding power of .com as a TLD). Ideally 12 characters or less
- Geographic TLDs are OK for country specific Niches
- Some gTLDs do not have value in the market.
Example: .pro



Where to Register Your Domain Name?

- GoDaddy gives the best offers - register your name for the first year at GoDaddy
- GoDaddy is not reliable to hold high value names for the long term due to poor customer support.
- Use name.com or namecheap.com beyond 1 st year. Renewal costs are the same. Around \$10-\$12 for .com names.



Whois Database and Whois Privacy

- A database with the contact details of each domain name owner.
- You can check ownership of any domain name at www.whois.com or any other query tool.
- You can hide these details for a cost. Buy Whois Privacy if the extra cost doesn't bother you.
- .in domains can't be protected.



Premium Domain Names

- Since most of the names are already taken, sometimes its ok to buy premium names.
- Sedo.com
- BrandBucket.com
- BuyDomains.com
- Direct Reach Out to Whois Email Address



Next Action Steps:

- Choose a good domain name for your blog.
- Register the domain name at GoDaddy (discount link given below).
- Register 2 or 3 variants and TLDs if you want to protect your brand.



**Questions? Leave a
comment below!**