Internet Marketing TipSheet #1

How to Buy A Domain Name

A domain name is the name of your website. For instance, ebay.com is the domain name for eBay. There are many places to buy domains on the web. You can purchase the domain for a single year or in terms of multiple years. Domain registration is relatively inexpensive, with prices at under $10 per year.

The fist step of buying a domain is searching for a name. Here are some tips on naming your site:

* Go with .com – domain names that end in .net, for instance, may be cheaper than domains that end in .com, but most people are going to remember .com. If you have a different ending, you could end up losing customers.

* Spell things correctly - if you want to name your site "sewing by Susie" and it's already taken, don't misspell words on purpose (example: "sewing by sue-z"). Misspellings are hard for your customers to remember, and if they type in the correct spelling of the domain, you may end up sending them to a competitor's site.

Once you find an available domain that you like, it's time to buy it. You can enter a public or private registration. Public registrations will be visible in the whois.com directory. The whois directory allows people to type in a website and view the owner's personal identity. If you do not want your personal information shown, choose private registration (this will cost a little bit extra).

After you have selected the term of your registration (such as 1, 2 or more years) and decided if you want public or private registration, you only need to enter your billing info and complete your purchase.

A good place to register your domain is LifeDomains:

[Click here to visit LifeDomains…](#)