

### **What is a domain name?**

A domain name is a unique name that identifies a specific place on the Internet. It corresponds to the numeric IP address of a computer on the Internet. An example of a domain name is 'Amazon.com'. Domain names can be up to 67 characters long.

### **Do I need a web site to reserve a domain name?**

No you don't. It is important to reserve a domain name quickly that matches your business before someone else gets it, and then think about creating a website. However names can also be registered for a variety of other reasons, such as investment purposes, to 'protect' other names, to attract additional visitors etc.

### **What if the domain name I want is not available?**

Don't limit yourself to just one option. You can register a variation of that name, or if the name consists of two or more words, try it with and without dashes. Big Ideas will make recommendations and help you explore all the most suitable options.

### **Can I reserve more than one domain name?**

You can reserve as many names as you like. If you are doing business on the Internet, additional names are useful to 'protect' your company name and increase traffic to your site.

### **What's the difference between COM, NET and ORG names?**

These extensions were originally intended to identify COMmercial firms, NETwork providers and non-profit ORGanisations, but that practice is now largely ignored. COM or COM.AU names are still preferred for commercial websites, but ORG and NET names are often reserved to protect COM names and keep others from getting them. There are also many other options now available e.g. BIZ and INFO.

### **For how many years should I reserve a domain name?**

Standard domain name registration is for 2 years. However, if it is a company name or names protecting a company name, it is worth considering a longer registration period. You don't want to risk losing a name if you forget to renew.

### **I just reserved a domain name, why does it still show as 'available'?**

It may take a day or two for a newly reserved domain name to make its way to the Internet databases. Until it does the name will still show as 'available'. But it is not available. Once you receive our email confirmation, the name is yours and may not be reserved by anyone else.

### **I spelled my domain name incorrectly when I registered it, how can I change it?**

Unfortunately it can't be changed. You can change just about anything on a registration, but you can't change the domain name itself. You would have to pay another fee and register the correctly spelt name.

### **How can additional domain names protect me from domain poachers?**

Business can be stolen from successful websites by people registering variations of their domain names. You can protect yourself by registering the variations yourself and Big Ideas is happy to advise you.

### **How can I-o-n-g domain names boost my search engine rankings?**

Search engines react to keywords and keyword-rich I-o-n-g domain names tend to rank higher on search engine searches. Higher rankings means increased traffic.