

## Internet Domain Registration You Should Know About

A lot of people are wondering about the importance to every business the internet domain registration. As a matter of fact, many home businesses do not buy a domain name and simply go ahead with promoting their business. Actually there are very good reasons why you should have your domain name registration. First of all, your professionalism will be shown through your name. By having for instance, <http://www.yourownname.com> versus your <http://www.yourownname/etc>, your clients or customers will automatically know that you are legitimate and an established business. The reason for this is that to fully be active in internet activities, internet domain registration is a must for legitimate internet businesses. Before business owners can actually register, they must provide information about themselves in their internet domain registration. This information guarantees to a certain degree the legitimacy of the person owning the business and the business itself.

The second important thing to consider is the brand/name recall. Do you know that brand recall is one of the most important thing advertisers consider when doing ads? Do you realize that for advertiser, brand recall is one of the most important thing to consider when doing ads? Now, you must ensure that since the first thing clients will look for is your name, they must have no difficulty in getting to you. Having your own internet domain registration, this will not be a problem unlike when you have one of the free site where your client will not even remember your name. Therefore, there is no point in all your advertising when your clients cannot even remember your name. And even from the start, you have to consider that you do not have control of your site unless you have your internet domain registration. Now, other website owners will put you on their sites with your own internet domain registration. Now, from other business links you can now redirect the traffic to your site.

When it comes to the whole process of internet domain registration, it is really very easy. First, you have to choose a correct name that will represent your company or business. You can have as long as 63 characters but the success of the name is dependent not on the length but on how good the name is generally. Then the next thing for you to do is to choose a good registrar. After choosing a good registrar, you register by providing information about yourself and then enter into a registration contract with them. Generally, you are given monthly renewal option for ten years for your internet domain registration. The price varies depending on the registrar and you can simply choose what is more appropriate for your company. After you have paid, you will be able to see your name after about 24 hours.

### About the Author

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