

WHY DO YOU NEED A DOMAIN NAME?

If you are like some people, you may be wondering what the big deal is with getting a domain name. Why does anyone want or even need one? Well, the answers can vary with circumstances, however there are some pretty simple initial reasons.

In the business world, domain names are becoming as common as telephone and fax numbers. If your advertisements and business cards don't display a domain name, you run the risk of being completely passed over by customers that prefer to browse merchandise and services online.

A good domain name is vital for a business. If the name does not match your business name or slogan then it must be closely related to one or both. Your domain name must also be easy to remember so that customers do not have to work hard to find your site online. Having a registered domain name with a live Website is sometimes the first priority for a business today, because it is a very inexpensive way to get your business name and information in front of the public.

Other primary reasons for a business to register one or more domain names is to protect copyrights and trademarks, secure unique product names and increase their brand awareness with the public.