

Domain name registration tips

Here are some tips on domain name registration for all business owners.

1. Keep it simple

Make it simple, domain names should be easy to remember, say, and spell.

2. Include key words

Include your business name or some key words, wherever possible

3. Protect your name

Consider a protection plan for your business domains, contact us for more information

4. Register your business name with a few different extensions to protect your name and branding in as many popular name spaces as you can. For example, .com.au / .net.au / .com

Register misspellings of your business name if it is easy to mistake.

5. Follow, don't lead

The most popular domain suffixes are com.au, net.au .com and .net

Our recommendation tips

**For

Australian businesses especially, we recommend .au extensions, because this name-space is governed by an Australian regulatory body, auDA.

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