

## 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.