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corporate marketing + communications

REGISTER YOUR DOMAIN NAME:

When it comes to registering a domain name for your website, you should first make sure that you have an effective name chosen.

Picking Your Name:

Step 1: List all of the keywords that relate to your business, product or service.

Step 2: Think of the different word combinations available with those keywords.
Usually you would want your business name if it is not taken.

Step 3: Check your domain name availability. Use an accredited registrar and search for it.

(<http://www.domain.com/>)

Step 4: Choose an extension that applies to your company.

For example: (.com - commercial, .ca - Canada, .uk - United Kingdom, .org - non profit, .edu - education)

Picking Your Name:

Once you have found a name that is available, pick an accredited registrar and register it.

(<http://www.icann.org/registrars/accredited-list.html>)



Tips on Choosing a Registrar

Prices vary, so make sure you comparison shop.

Choose one that has contact information readily available and has an understandable website.

Payment methods are usually done by credit card, so have one on hand.

(*Recommended* - <http://www.netfirms.ca>)