

## Domain Name

What do you think if you came across a company? You think that the site name of the company should be resemblance with company.

For example:

If a company “xyz” have a domain name is “www.abc.com”, no one will remember except the owner and employees.

So the most important thing while purchasing a domain is that your site URL should be same as your company name.

What if your site name is already purchased by some other person? Obviously you don't want to change your company name. In this case you should try flowing:

1. To purchase the domain name form the owner of that domain. It will cost you much more than a normal domain.
2. A domain name can be up to 67 characters. So every time, it's not possible that you will get desire company name as domain. Just try to modify it if you want to by adding some digits, hyphen or any extra information.

For example:

If you want a domain name as “www.abc.com”, which is occupied then try to purchase a domain “www.abc1.com” or you can use “www.abc-1.com”.

3. Even you can switch between “.com” , “.net” , “.edu” , “.org” , or you can chose your country name as your domain name ( like “.co.uk” , “.us” , “.in” , “.de” , “.tk”). You can also purchase a product specific domain ( like “.tv” , “.info”)

## Multiple Domains

When you select a domain name it can have multiple names.

For example:

There can be two site names pointing to a single domain (e.g “www.abc.com” and “http://abc.com”). Thus in this case you have a multiple instance of your domain. For reason it can be good (people can visit to your domain by both www or by http protocol.) but for reason it can crates confusion (for search engines).

Multiple site names can create confusion. Like site name “www.abc.in” and “www.abc.com” are similar but domain is different.

You can purchase multiple domains (like “www.abc.com”, “www.abc.co.uk” etc) and redirect them using 301 redirect, so these domains don't get listed.

## **Web Hosting**

When you had purchase a domain you need to put some information in that page. For this you can use web hosting.

Web hosting benefit:

- Free web hosting. So you can upload your data to a web server without any cost. That is you don't have to pay to host your website.
- Bigger file transfer. That is there is no limit in file size that has to transfer. Web hosting will provide you the privilege to transfer bigger files.
- High speed while file transferring. Web hosting will provide a greater speed while transferring file.
- Can hold any number of file.
- You can manage your files directly.
- Email hosting and the biggest advantageous feature. In an e-mail hosting service, is an Internet hosting service that runs e-mail servers. For small and medium size business you don't required an e-mail hosting services but for large enterprises you need e-mail services that should be free of advertisement along with customer requirement and can hold a large number of accounts.