



**splashweb**  
web management solutions

## DOMAIN NAME INFORMATION

If you are looking at starting a website, purchasing your domain name (www.name.ca) is your first step.

Your domain name is your store-front. Typically the shorter the name the better, however it is more important that your name is memorable.

We are also encouraging businesses to purchase more than one domain name, especially your .ca and .com if they are available.

This information guide will explain what domains do, how to purchase them and how they work with your hosting package.

### DOMAIN PURCHASE THROUGH SPLASH MEDIA GROUP ARE:

.ca = \$25.00 / annual  
.com = \$20.00 / annual



**splash**  
media group inc.



## WHAT IS A DOMAIN NAME

A domain name uniquely identifies a website and can be used as your email address. Typing a domain name (also called URL) into your web-browser allows you to visit that site. Your domain name is how the world will think of you and your business. It's part of your brand, your marketing plan and your image. If you are a business that does a lot of advertising, you will want to keep your domain name as short as possible so highlighting it in your radio, tv or print advertising, is easy to do.

Domains are one of two elements that need to be in place in order to have a website. The second element is hosting (a place for the files that comprise your site to live). They are the first point of contact when dealing with information on the internet ... kind of like your street address for your home. They are your .ca, .com, .net, .org, etc.

## HOW TO CHOOSE A PREMIUM DOMAIN

When choosing a domain name you should keep this in mind.

### RELEVANCE:

Make sure there is a clear connection between your domain name and your website.

### EASY TO REMEMBER:

Find domain names that are catchy, short, and easy to spell and say. Pronounce the domain three times aloud. Does it sound natural? Imagine yourself telling a potential customer about your website. Is it easy to convey and remember?

### EVALUATE KEYWORD SEARCHES

If your domain name is an exact match of a search keyword, your website will likely appear near the top of those results. This can help your site get valuable traffic. Consider the most popular and relevant keyword searches for your business and see if they are available as domain names. You can try this by going to any search engine such as yahoo.com, google.com, or msn.com.

### PAY ATTENTION TO THE EXTENSIONS

.com and .ca are the most popular. Others that are well-known and can deliver value are .net, .org, .biz, and .info. You must consider your competition and whether you want to buy all the extensions for your domain name. If you sell products to an international market, consider country-code domains. In this case, you might secure the .com, the .net, and the country-code, as appropriate (e.g., .co.uk).

### FIND SIMILAR DOMAINS

You may find a number of attractive domains for your business. You should consider protecting your brand and increasing your reach by securing multiple names. There could be multiple opportunities to get search engine traffic. You can easily forward one URL to another domain, which means that you can create one website that many domains point to.





## WHERE TO BUY YOUR DOMAIN

Domain names can be purchased from thousands of different internet companies. If you do purchase a domain it will live at the company you purchased it from. Splash Media Group does offer registration of domain names and can handle this for you easily.

**NOTE:** If you are planning on having Splash Media Group build your website, we ask that Splash either register your domain name or have your domain transferred to our registry account. We do this because if issues arise, they can stem from your domain and keeping track of all of our client's different registries would be terribly time consuming and expensive.

**PLEASE NOTE:** If you have found a domain that you like, you should register it quickly. Also, don't keep searching for that same name for a number of times. There are programs out there that look for commonly searched URLs, purchase them and hold them for ransom!

## WHAT'S NEXT

Once your domain is purchased, it now needs to live somewhere ... this is Website Hosting. Your hosting provider and your domain registry are usually separate places, however they need to communicate to one another constantly. Website Hosting is where your website will live and be made available to viewers.

Like domains, if you are planning to have Splash Media Group build your website, we ask that you host your website with us on our SplashWeb server. Again, we do this because it makes it easy for us to manage, update and deal with issues if they ever arise. This saves our time, which in turn saves you money. For more information on SplashWeb hosting plans, please visit [www.splashweb.ca](http://www.splashweb.ca).

## HOW THE TWO WORK TOGETHER





## HAVING MULTIPLE DOMAINS

At Splash Media Group we recommend you have multiple domains, especially if both your .ca and .com are available. There are benefits in having multiple domains and they don't always have to be www.name.ca, www.name.com, www.name.net ... they can also be www.goname.ca, www.buyatname.ca ... etc.

If you are interested in multiple domains, your website will only live on one of them. Which one can depend on your business, and your business reach. Typically, because we are all Canadians, we encourage that your website reside on the .ca.

## HOW THIS WORKS

