

Domain Name Fact Sheet

Choose and Register your Internet Address - Domain Name Registration

What name can I get for my hospitality business' website?

Domain name registration is the first step you need to take in order to give your hospitality business a human face so to speak. Usually the space where your pages are being kept is represented by numbers - not unlike telephone numbers. But in order for people to remember it is crucial for you to choose a name for your web presence. That process is called "Domain Name Registration" - the registration of your domain name:

There are lots of domain name registration places on the internet where you can invent your preferred name and then run a search on the availability of the name. Sometimes your preferred name has already been taken, so you may have to try again until you come up with one you like and that is still available. Some Domain Name Registration Places will automatically suggest an alternative to your preferred choice of name.

What you have to think about is;

Is it going to be a ".com" ".net" ".biz" ? or a country specific domain name such as

".com.au" (Australia), ".ca" (Canada) ".uk" (United Kindom) etc?

The considerations you may want to take are based on who is going to look at your domain name. If your business is a local business, a country specific domain name may be advantageous. To your visitor, it would clearly identify you as a business from this country.

The basic rule of thumb is:

If your company is supplying internationally - register an international domain name such as .com, .net, .biz

If your company is a brick and mortar local business not distributing internationally - register a domestic domain name such as .com.au, .ca, .us - etc.

So an international restaurant chain for example, would most likely register a .com name, so would a hotel chain that operates establishments in more than one country. Some businesses register the country specific name as well as the more general .com name.

For the restaurant down the road it would most likely be more beneficial to choose a .us .au .ch or other location specific name. Domain name registration is just one part to consider when creating the inspiring dream in your clients mind.



ICANN is the administrator of domain names for a range of domain names.
[Click here](#) to see the list of ICANN accredited registrars

A word of caution: Check out the history of the domain name you are about to purchase. You never know what that name has been used for previously. You definitely don't want to end up with a domain name that was used for sinister purposes.

This is a great tool to look into the history of any web presence:



[Click here](#) to go back in time

It's probably best to search Google for "Domain Name Registration" or "Cheap Domains" or something similar.

Cost can vary significantly between the different service providers. Often they are trying to up-sell web space or mail services during the registration process. It can be useful to also purchase web space from the same provider as they usually make the setup process easier. Normally, mail can be set up from within the web host – so getting mail service from the domain registrar is not normally needed. Same with domain re-directs or cloaking – this too can be done from the hosting side- no need to buy the bells and whistle package from the domain registrar.

Expiry of your domain

You cannot purchase a domain name outright. The registration can be done for a period of time – several years – but once this time lapses – the domain name returns to the public and if you do not renew it in due time, someone else may snap up your domain name. Therefore – be sure to renew before it's too late.