

Why do I need a Domain Name?

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By Glen Hopkins

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Over the years a common question that I am repeatedly asked by new internet marketers is, Why do I need a domain name? It is an important question that we have all asked before.

If you are relatively new to this wonderful thing called the internet, understanding why you need your own domain name is crucial to your online success.

Let's start with a simple a simple example. You're at a party doing a little networking. You meet a person who shows interest in your pet care business and they ask, "What is your URL?" To which you reply something like,
"www.geotowns.com/heartland/carlisle/854534/"

Now my question is, do you really think they remembered that? If they did, do you really think they got the impression that you are operating a serious and reputable business? I doubt it.

Can you fix it? You bet. Buy your own domain for less than 2 cents a day! Then you can tell them your domain is something like. "www.PreciousPets.com" Doesn't that sound a lot more professional and easy to remember? Oh, and by having your own domain name you also get your own email address. So now instead of saying, "You can contact me at John070368@hotmail.com" You can say, "You can contact me at John@PreciousPets.com"

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But hang on, there is more. For that measly 2 cents a day having your own domain name can also drastically increase your traffic volume. How you ask? Many search engines will only include you in their results if you have your own domain name. This cannot be overlooked. You NEED to be listed in the results of search engines. After all, to get customers, they need to be able to find you!

In conclusion having your own domain name will...

- Increase your Professionalism
 - Make your URL more Memorable
 - Give you your own Email Address
-
- Help get you listed in the Search Engines
 - Increase your Traffic levels

I firmly believe that your own domain name is one of the best investments, if not THE best investment, you can make in your site. After all, I doubt 2 cents a day will break anyone's bank. Oh, and after you expense it to your company it would cost a fraction of a PENNY! I think you get the picture. To purchase your own domain name check out http://www.listopt.com/web_solutions.html

Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter subscriber base quickly, easily and inexpensively, visit Glen at: <http://www.listopt.com> and learn what hundreds of other publishers are saying about ListOpt's amazing List Builders service.

Renew Domain Names The Best Way

By Sarah Williams

When we say "renew domain names", the first thing that comes to our mind is to make some extensions on our domain names. Well, this is somewhat near to the truth for the term "renew domain names" involves a process of buying additional time to an accessible domain name registration. In most simple terms, when you want to renew domain names, it is understandable that you want to extend the term of time for a registered domain name.

For those who want to renew domain names, it is very important for you to know that the process of renewing a domain name can be done any time, however, it is always made within a few months of when a term of time for a certain domain name is about to reach its due date. And when you renew domain names, you should be aware that domain names can have a maximum of ten years of registration term that is attached to them at any given period of time. So with your desire to renew domain names, you can definitely keep the domain name before the due date and time again.

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It is often considered that to renew domain names, you should then undergo for some processes, such as to process your renewal request. Since the basic principle when you renew domain names is to keep the domain name for another term, it is then explanatory that really into some stages nearest to the domain name expiration date. As such, when you renew domain names and since the domain name will be renewed in real time, you will ultimately be given a confirmation of your new expiration date.

And so for you to know the expiration period of your domain name before you renew domain names, you must then go for WHOIS domain name search which will display the expiration date of your domain name. Speaking of the expiration date of the domain name, it is common consideration that no matter when you renew domain names, the additional renewal time period is then added to the new expiration date of your domain name. Thus, if your domain name expires, let's say on October 10, 2004 and then you renew domain names for two years at any time before that date, your new expiration date will be on October 10, 2006. Of course, you don't need to worry when you renew domain names prior to the expiration date for the fact that you are not be penalized for such act and for being conscientious. So when you ask about the new expiration date of your domain, just remember such idea for domain name renewal.

Today, there are so many companies that are concerned about domain name renewal that send reminders via email and postal mail box for you to know the domain name expiration date. So it is then necessary that you keep your domain name updated with your recent contact information. And with the services offered today which will help you to renew domain names, you can check and update domain names at any time.

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