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When you start a business, choosing an appropriate domain name is the first and the most important step. An appropriate domain name helps you in attracting customers to your website. Domain name is a unique name that helps people find your website across the globe. It consists of

two parts. If the website address is www.google.com, google is the first part of domain name that represents your business or business name and .com is the second part of domain name which is known as domain extension. It is important to choose both the parts carefully.

The first part of domain name reflects your unique business identity. It should be short and easy to remember so that people visit your website after reading your website name on your business card, pamphlet and through any other marketing tool. The next important part of domain name is domain extension. This part of domain name shows the nature and/or place of your work. For instance, if you are running an NGO, using .org extension would explain the nature of your work. Most of the

domain extensions have now become regional-based such as .in for India, .pk for Pakistan, .asia for Asia and so on. Some of the most commonly used domain extensions are given below :

.com

.com is an open TLD which is originally intended to be used by profit business entities.

.net

Originally intended to be used by domains pointing to a distributed network of computers, or "umbrella" sites that act as a portal to a set of smaller websites.

.org

Originally intended to be used by non-profit organizations.

.info

Originally intended to be used by informative internet resources.

.biz

This is an open TLD; any person or entity is permitted to register; however, registrations may be challenged later if they are not held by commercial entities in accordance with the domain's charter. This TLD was created to provide relief to the widely-popular .com TLD.

.mobi

To be used by mobile devices for accessing Internet resources via Mobile Web.

.name

This is an open TLD; any person or entity is permitted to register; however, registrations may be challenged later if they are not by individuals, on whose name they are booked, in accordance with

the domain's charter.

.tel

A contact directory which houses all types of contact information directly in the Domain Name System.

.co.in

Intended to be used by Indian commercial entities.

.net.in

originally for Indian Internet service providers.

.org.in

originally for Indian non-profit organizations.

.ind.in

originally for Indian individuals.

.firm.in

originally for Indian shops, partnerships, liaison offices, sole proprietorships.

.gen.in

originally for Indian general/miscellaneous use.

If you have chosen a domain name for your business or organization which has already been used by someone else, you would not be able to own that domain name. Thus, if you are choosing a domain name, you can check its availability from a number of sources such as http://domain.rrd.net.in/.

If you wish to buy a domain name, you can get complete information about

domain registration on the web address given above.

In case, you are not planning to start business immediately but wish to start it after some time, you can get your domain name registered. Once registered, it cannot be used by anyone for a period of one year and thereafter it can be renewed as well.

If you already have a domain name or a website and wish to change your domain name, you can easily transfer your existing web domain to a new web domain without changing your complete website.

So, get your domain name registered soon. Cheers!

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