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Impact of Multiple Domains Registration by Albern Brooke

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There are many important entities in a complete web hosting venture; besides the web business that has been identified, there is the website as well as its hosting on the Internet. Every web business may have at least one website or domain; some have more than one domain. All domains require proper domains registration before they can be functional in their environments.

Choice of domains

Good domains are crucial to the web business; this refers to the choice of domain names that are used in domains registration. Web users will frequent a website more often if they can remember the domain names; hence, effective domains registration refers to unique and catchy domain names to identify a particular web business.

The choice of domain names is very crucial to make or break a web business. Many great domain names have already been registered or taken although they are inactive. It is possible to â€˜reserveâ€™ popular or highly demanded domain names for future usage. Domain owners would need to pay a storage and subscription fee on every inactive domain name they want to keep until they sell or use it.

Multiple domains

A good domain name can springboard a web business but as the business expands over time, it may be necessary to consider multiple domains to cater to the increasing data and required space. More domains will require extra domains registration which would allow more web traffic to come pass the primary web business site and check out the main products and services.

Multiple domains have been proven to be great marketing tools to boost the web business with more web traffic. Multiple domains can be categorized into sub-domains for easier management and function. They also allow a greater web presence for the web business in question.

Types of domains

There are many types of domain that can be considered for the web business depending on the web business owner and the web business. The more common domains are .com, .Net, .org, .gov and .Mil.

A .com domain caters to commercial entities such as business organizations and large corporations. .Net domains refer to network management while .org domains refer to organizations as well as non-profit institutions.

.gov refers to government institutions while .Mil is army based or military force domains.

Registration costs

Any web business or organization can consider one or more domains to cater to its function but there are costs involved in engaging more than one domain. Domains registration is necessary for every domain required to participate in fueling the primary web business. Each domain registration can cost between $30 and $50 which can be quite costly for multiple domains registration.

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