

# Cross Your T's and Dot Your Com's - Domain Operate Survival

## Techniques

By Mark Askew

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Mark Askew  
ibcnet@bcpl.net

Mortgage Loan Search <http://www.mortgageloansearch.cc>

You've done your research, written a good business plan including solid workable marketing techniques, designed an effective business process and have begun working on the prototype.

Now you come to the moment in time where you must come up with a company name. This is one of the most crucial points directly relating to effectively marketing your business. Why? What's in a name? A number of crucial factors actually.

First, the alphabetical structure of your business name can have a lot to do with alphanumeric search engine directory ranking.

Second, your name is your branding. What users will remember you by. A site with keywords relating to your services will be more easily remembered and found.

Third, your dot.com should be related to your company name and service. It is advantageous to have a domain name that is also keyword rich as some search engines will figure this into the algorithms relating to ranking.

Another aspect of marketing many give little thought to until it's too late is dot.com licensing and registration. Your dot.com name is your sole identity on the Internet. Many companies suffer identity crises by failing to maintain domain registration information.

If you are responsible for updating registration information do so immediately! Remember to check domain information in two to three month periods to prevent losing that particular registration license. If you are not the registrar you should have your registrar verify that your domain registration information is being updated on a timely basis.

If you have applied for extended domain registration, demand proof from the registrar that the dot.com was actually re-registered giving you the time and date of registration and if the extension process was successful.

To prevent losing your dot.com you might consider applying for a snapback or preorder service that allows you to be notified if your domain registration failed to process the dot.com in your name. Before the domain name becomes publicly available the service will automatically register the

dot.com for you thus preserving your ownership of license.

In addition many businesses give little thought to the need to trademark a company name. The trademark process allows you to dispute the validity of a dot.com name that closely or completely matches your own company name.

From the above you can see that marketing is one of the most sensitive issues directly affecting the very life of your online business. Remember that short cuts don't cut it online. So proceed with caution. Read all rules and regulations when applying for domain registration, hosting services and marketing programs. It's best to enter the world of marketing using the front door. Learn your p's and q's. Dot your i's and cross your t's and always, yes, always watch your back.

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