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Which domain name should I choose ?

One of the most important questions to ask after you have decided to use the internet for either a web site or simply mail is to get a domain.

This is a simple process to achieve, but there are things to think about first.

What is the domain going to be called ? The obvious choice is a domain that matches the company name. For example Aptek Consulting Limited chose www.aptek.co.uk .

The reason for this choice is hopefully obvious. It was short, easy to type and fairly easy to remember. However this is not the end of the problem. We also chose to register www.aptekconsulting.co.uk . As this also matched our company name, some clients may enter the wrong address.

This needn't be expensive. You don't need two web sites. You simply redirect the latter to the main web site.

There is also what Top Level Domains (TLD) do you register. A TLD is .com, .org, .co.uk . The list of TLDs is ever increasing.

However most people in this country think of the TLDs .com and .co.uk .

Hence we would recommend that you register both of these. There is of course a cost.

We use a company called Easily www.easily.co.uk . We have not had any problems with this company and they also offer a very nicely priced eMail and Web hosting package.

At the time of writing Easily were charging £9.99 for a .co.uk and £35 for a .com for a two year period. They were also offering web site and eMail hosting for £35 and £9.99 respectively for two years.

If you do not register both and leave one unregistered then you are taking a risk. If a competitor were to register the domain and point it at their web site then they could distract your potential customers.

If you need any further advice, then please feel free to contact us at:

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