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The First Step To Getting Online

In 2010 here in New Zealand there are still many large and small businesses without an online presence. Some business owners would argue that change is not needed, that business is good and that a small country like ours is doing fine as we are. It is this kind of attitude that leads to more failures than success and as the saying goes "Separates the men from the boys"

On the other side of the coin we have a group of clever New Zealanders called domainers who have done their homework and gone about picking up premium domain names in the knowledge that New Zealand industry will be part of the internet revolution sooner or later. Overseas investors have seen the same star shining in the heavens, as they were lucky enough have witnessed the incredible .com boom. A time when small town people became domain name legends with a bank account to match. How exciting that must have been.

The penny has dropped for many a kiwi business who due to harder times have transferred their business to the web and are experiencing a whole new world where consumers from everywhere could type in an address and instantly arrive at their websites door. No more rent and staff wages to pay as most in the early stages find it easy to run by themselves. The times are changing and we need to keep up.

We hear constantly of the medals our award winning wines are making overseas the demand for our prime meats, wool and honey. If these industrious operators had not seen the necessity to expand and grow, our economy would be stagnant instead of in perpetual growth These exporters of fine New Zealand products did their homework and realised that the web was their ticket to markets outside New Zealand. Their premium domain names are searched on by internet users the world over.

When will New Zealand's version of the .com boom come and will we create a new breed of wealthy people who believed in a few words or two. I can see a mad rush on the part of companies wanting to secure the domain name that is most relevant to them. The small business owner such as an accountant will be kicking themselves that accountant.co.nz is in the hands of a confident domainer who knows its worth. These guys can hardly complain as the names have all been available at one time or another. Hats off to the international domain investor who is sitting on a stockpile of New Zealand names waiting for the day when they can cash in on their precious investment. We can all look to the stars for the time and date when the penny will drop but I have to admit there is a kind of growing anticipation that it is coming soon.

Learn more about [domain names](#). Stop by Linda Cole's site where you can find out all about [keyword rich domain names](#) and what they can do for you.

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