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Domain Names Are Vital for Businesses

Precisely why do you need a domain name? Well, in today's world, if you do not own a domain name, you have no online identity. And that's especially true if you're the owner of a business. By the way, I also deal with domain names. You can visit my website for [good domain names for sale](#). The most important aspect of any online business is its domain name.

Hypothetically speaking, let us assume that you own a domain name. The address of your website will then be something like <http://www.mysite.com>. If you don't own a domain name and you instead use a free server, your site's address will be something like [http://www.hostingcompany.com/mysite /](http://www.hostingcompany.com/mysite/). It's clear that the first option is more professional than the second. It's sensible to stick with the first option and own your own domain name.

A domain name is essential for any web business offering products, services or information to customers and visitors. People will find it way easier to deal with your business when you own your own domain name. In addition to making your business look professional and well-managed, a domain name will give you enhanced online visibility.

Owning a domain name will also allow you to create multiple e-mail aliases. These e-mails can then be used for a variety of purposes. For instance, one email address could be used to respond to questions relating to sales. A different e-mail could be dedicated to providing a newsletter service, and you might have a third email to receive suggestions from your customers. Using multiple emails for different functions is an easy way to help your visitors have a favorable impression of your business.

Word of mouth advertising by your clients and other visitors will enhance your company's credibility. Short, simple domain names are easy for visitors to remember. Generally, shorter domain names are more effective than their longer counterparts, though the kind of business you operate also has got an impact. In some ways, your domain name works the same way as your brand logo.

What kid does not recognise the Golden Arches of McDonalds? Well, short, catchy domain names are just as memorable for web browsers. It's possible to get the maximum benefit from your domain name by choosing a name that reflects your company's brand name.

The home page that uses your domain name will get attention from the search engines. In many cases a domain name includes a specific keyword, which is one of the reasons the name is so important. Search engines don't target websites which are hosted on free web servers, so have your website hosted by a professional web hosting company and secure a domain name that visitors will find easy to recall.

A strong, professional domain name will boost your business and give it an online presence. You should not overlook the importance of the right domain name for improving your company's image. In order to maintain your credibility with customers, you will need a domain name - and it should be a very good one at that.

The writer, Joshua Nlkenya, is an online antreprenuer with particular interest in domain names. Visit his website if you're looking for information involving steps to follow to [check domain name availability](#), [absolutely free domain names](#) and much more.

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