

Course: BBA Part III

Paper: XVII

Topic: Domain Name and Importance

Teacher's Name: Prof. (Dr.) Reyazuddin

School: Commerce and Management

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Domain Name and Importance

A domain name is your website name. A domain name is the address where Internet users can access your website. A domain name is used for finding and identifying computers on the Internet. Computers use IP addresses, which are a series of number. However, it is difficult for humans to remember strings of numbers. Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.

A domain name can be any combination of letters and numbers, and it can be used in combination of the various domain name extensions, such as .com, .net and more.

The domain name must be registered before you can use it. Every domain name is unique. No two websites can have the same domain name. If someone types in www.yourdomain.com, it will go to your website and no one else's.

A domain name is an essential part of having a website, but it's only part of the equation. In order to launch a website, you'll also need content and a hosting service to store your files so they can be accessed on the internet. Remember that owning a domain does not mean hosting is also included

Importance:

Improving your marketing and visibility

A high-value domain name is generally short, descriptive, and easy to remember. It gives customers and search engines an easy and intuitive way to remember and find you. Having a great domain name is like setting up a shop on NY Madison Avenue since you get high visibility, reputation and natural traffic but without the recurrent cost.

Building online and offline credibility

Using a high-value domain for your website and your company's email address helps establish authority, credibility and professionalism, both online and offline. Owning a memorable premium domain ensures your customers will notice that you are an established, legitimate business and as a result trust you more easily.

Get more website traffic

A lot of premium domains already receive traffic. This traffic principally comes from direct type-in or referral traffic. Type-in traffic basically means that someone who is searching for a product decides to bypass the search engine by typing the keyword of the product they want directly into their browser. This is the best kind of traffic as it is highly targeted and costs no effort to obtain.

Referral traffic normally comes from links from other websites. Plenty of premium domains are aged and come with a high amount of backlinks resulting in a higher amount of quality traffic.

Protect your brand

Premium domains are an investment in your brand and will protect your brand. If your competitor ends up with a domain name that is similar to your business you might end up losing a lot of valuable customers.

Increase your search engine ranking

The more keyword-rich your domain name the more likely it is that you'll rank high in the search results. Premium domains are often stuffed with high-quality keywords.

Domain vs traditional marketing

Compare the cost of purchasing a premium domain against the cost of traditional marketing. Advertising in newspapers and other publications, on TV, or via online adverts are great ways of marketing your business but they have one big flaw: once you stop paying for the advert, the traffic slows down and eventually comes to a halt. A premium domain is a one-time investment [plus renewal fees] and will generate results forever.

Solid domain investment

Rather like buying property, a premium domain name is an investment. A domain name increases in value over time. If you consider that a domain is really an online shop front, it makes sense to invest in the best "location" that you can afford, and when you come to sell the property or the business, you reap the benefit.