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Million Dollar Domains and Hosting



More **FREE** Market Training from Dan B. Cauthron

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Introduction

Cheap domain name registration has only recently become available. Not too long ago, the fee for yearly domain registration could run as much as \$40 to \$60 US. But recently, the prevailing price has fallen dramatically, to the \$5 - \$10 range. So it's wise to look for a low cost domain name register. Unlike webhosting, the price you pay has absolutely no effect on the quality or the legality of a domain registry.

We'll talk more about price in a minute. But right now, let's talk about choosing a domain name, why you need one, and how to make it work for you and the search engines as well.

To make money on the Internet, the first requirement is to establish your presence with a domain name and website of your own. Even if you intend only to market as an affiliate, and promote other people's products and programs for commissions, you really must have your own domain name and website.

Otherwise, your marketing abilities will be severely limited, and your personal credibility may be diminished in the eyes of your potential customers. In that case, you may find that real success will always be just slightly out of your reach. It would be a shame to let those things happen for the sake of a \$10 domain name registration.

Your own unique domain name establishes your identity and your Internet "street address" - it will be where your website and your message can be located from anyone, anywhere in the world.

It will also allow you to receive email at a professional sounding address. For example, if your domain name is 'WidgetFactory.com' you could have a contact email address of You@WidgetFactory.com. This presents a professional image to your potential customer, and avoids negative signal that might be sent by using a free email address (like Hotmail, Yahoo, etc.) for business purposes.

More importantly, potential customers will be able to instantly visit your "online store" (website) simply by typing or pasting your domain name into their Web browser, or clicking a live link in one of your advertisements.

Constructing a Domain Name

Unless you intend to register your domain name as a lawful trademark, try to avoid using cute euphemisms in your domain name. That may work just fine for naming a business at the Mall, but not so well in terms of generating search engine traffic for your website.

Build your domain name only after you've given it some serious thought. Your best domain name should contain at least one primary keyword or key phrase that relates to the product or service you will be offering, or the general theme of your website.

Typically this will result in a higher search engine ranking for your site, providing that other website factors are made search engine friendly as well.

Make a list of keywords you would type into a search engine, if you were another person looking for whatever information or products your site will provide.

Then take that list and do some research at this keyword engine:

=> NicheBot.com

That will help you to expand your scope on choosing a domain name based on popular keywords that people actually use when searching online.

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After you've made a list of strong related keywords, go to this free domain name spinner:

=> DomainsBot.com

There you can generate a list of keyword related domain names that are available for registration.

I also suggest, when possible, domain name registry under more than one suffix, and then pointing all the names toward your primary website.

(ex. yourdomain.com - yourdomain.net - yourdomain.us.)

This will not only catch accidental traffic, it will prevent another website marketer from taking advantage of a name that you originated.

A majority, if not all, of the best single-word domain names are long gone. Therefore, your challenge will be to configure 2 to 5 descriptive keywords into a unique domain name for your website, while keeping the name itself as short and simple as possible. Try to use a configuration of your website's keywords (descriptive words that clue the search engines as to what your site is about) to develop your unique domain name.

Domain Name Characters You Can and Cannot Use

Only letters, numbers and a hyphen (-) can be used to construct a domain name. Your domain name cannot contain spaces, or begin or end with a hyphen.

These characters are invalid and cannot be used in any domain name.

_ ! @ # \$ % ^ & * + = ; :

The hyphen (-) can be used however, and is sometimes helpful in separating keyword elements in an otherwise difficult to read domain name.

Also note that domain names are not case sensitive. 'YourDomain.com' is the same as 'yourdomain.com'

A domain name can be up to 67 characters long including the characters used to identify the Top Level Domain (.net, .com, .org, .edu etc.) However, you should try to avoid long, confusing and hard to remember domain names

With the impending saturation of .com and .net domains, new top level domains are being introduced as of this writing.

.biz - .info - .org - .edu - .ws - .us - .tv - .name - .jobs - and various International domain names such as .eu - .de - .jp - .be - .uk - .nz - .in and others are now available.

These top level domains may offer you the opportunity to register a really hot keyword relative domain name that will never again be available as .com or .net - but registering a .com domain name should always be your first preference.

IMPORTANT - I have not been able to verify this, but it's rumoured that some ISP spam filters will automatically reject any email originating from a .biz domain name email address. If you plan to make use of email marketing (and we recommend you do) you may want to ask your domain register support for their opinion, or even steer clear of a .biz domain name register altogether.

How To Find a Low Cost Domain Name Registrar

Along with the flood of registrations being submitted, the cost of registration has gone down significantly. There are still some registrars online who want to charge \$40 to \$50 for a simple one year domain name registry. But there is absolutely no need to pay that much.

Secure and legal domain name registration can be had for as little as \$10 a year, or even less, depending on the term (number of years) of registration that you pay for upfront.

Domain registrations do expire. They are not permanent.

But you will always have the first option, before anyone else, to renew your registration as the expiry date approaches.

In most cases, the domain name registrar (the company you paid for registration) will notify you by email several weeks prior to the expiry.

As of this writing, domain names can be had for around \$10.00 US per year at GoDaddy.com. We won't comment on their name choice, but you will get the same legal and secure domain name registry that you would receive elsewhere for 2 to 4 times more money.

=> Godaddy.com

Practically any domain name register will have a free search tool on their webpage that will allow you to test the domain name you have in mind, and to see if it is available. Either visit the register mentioned above, or do an online search for "domain name registration."

After your domain name registry is complete, the next step is to sign up for a webhosting service. The webhost will provide server space on the web where you will upload webpages and other files, and make them available for viewing by Internet users.

Sidebar - Some domain name registers will also offer webhosting.

This may seem convenient at first, but I **DO NOT RECOMMEND** that you register a domain and host it at the same place.

It's always best to host your website at a separate location that is not affiliated with the domain name register. That way, your domain and website content cannot be seized in case you receive false spam complaints or commit any other perceived infraction.

Beware of Free Webhosting Services

A natural impulse may be to look for cheap webhosting service to reduce your initial overhead - or even to use a free webhosting provider at first, with the idea of upgrading sometime in the future.

But in terms of launching a new business website, either option could prove to be a serious mistake.

When choosing a webhosting service provider for your Internet business website, think of it as if you're opening a retail store in your home town.

Would you prefer to rent your "storefront" from an honest landlord who will maintain the fixtures, or from a slumlord who refuses to fix the plumbing? Would you rather run your business in a solid building on a paved street, or in a tent pitched up beside a one lane road?

When choosing a webhosting service, keep in mind that a pretty sales page doesn't really tell you anything about the service that will be provided. We recently heard a true story from the head technician for a major webhosting company.

He told us about a guy who had a really hot webpage online, and a couple of dedicated servers.

Needless to say, his "webhosting company" looked good on his webpage, but it was not a full time business for him.

Technical support was practically non-existent.

But there were no problems until one of the servers went down for several days. Enraged hosting clients started calling and demanding answers - only to get a rather confused mom on the phone.

The "webhosting company" was a 15 year old technology whiz-kid who spent most of his time skateboarding.

If you intend to be serious about growing your business, you really can't afford to cut corners on web hosting. Stable, high quality hosting is the foundation stone of your business. It's not a luxury, it's a basic necessity of online success.

A Free Webhosting Service Provider May Not Be Cheap

In fact, they may prove to be very expensive, considering how much they can cost you in terms of lost sales and damaged credibility.

Unfortunately, there still remains some of the old hype that an online business can be started with little to no cash. Don't believe it, as good as it may sound in the beginning. Business websites using free webhosting services (Tripod, Geocities, etc.) and free email services are not taken seriously by the Internet buying public. Therefore, few if any sales will be realized.

Take note of this as well. No cost webhosting services aren't generally interested in your success or that of your business. Typically, their only concern is in their own business. That's why most of them display their own advertising or that of their advertising clients on websites they host.

And you will have no control over the ads that will appear. Your website may end up looking like a second rate garage sale, damaging your credibility with potential customers. In addition, many search engines refuse to list sites hosted by a free webhosting service.

NOTE: A free webhosting service provider can serve a purpose. You can utilize it to develop and test your webmastering skills in page building, uploading, etc. Just don't send potential customers to those sites.

Professional Webhosting Service Provider versus Cheap-o

When scouting for the best webhost, don't be ashamed to ask other webmasters for their own reviews and referral. We'll make a few recommendations in a moment about hosting services that we use and trust.

But if you wish to investigate for yourself, then be sure to get the facts about the hosting services you are considering. Email or telephone directly to their sales desk, asking for answers to each of the questions below. A reputable hosting service will be happy to provide you with whatever information you might need.

Don't hesitate to be upfront about this. After all, it's your money and you deserve answers to these questions:

- How long have they been in business?

- Do they run their own servers? (If so, that's a good thing!)

- Or are they "resellers" (in other words - middle men who rent space on a primary server and "sub-lease" it to you. You don't want that!)

- How many active clients do they serve?

- What is their uptime/downtime percentage?

- Do they have back up generators in case of a power outage in their area?

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- Do they employ backup servers online?
- Is there a set up fee? (If so, look elsewhere. Set up fees are a rip off.)
- Is support available 24 hours/7 days a week?
- How quick is their average response for customer support?
- If you start with a smaller, less expensive hosting package, will you be able to upgrade your service later as needed?

Webhosting Services That I Recommend

[Host Gator Webhosting](#)

[Best Webhost Review](#)

[Third Sphere](#)

Don't Choose a Webhosting Service Provider on Price Alone

We've recently seen webhosting for as little as \$2.95 US per month.

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Be aware that you may get exactly what you pay for. Some cheap webhosting services tend to crowd their servers with too many accounts - meaning your website will load slowly, and may be frequently offline altogether.

Would you accept a discount on an apartment rental in return for sharing a bathroom and kitchen with your neighbors?

Keep in mind that a lower monthly rate will not save you a penny if you lose sales because your website is offline, or loads so slowly that it causes visitors to click off.

And if \$3 a month is still a critical amount of money for you – then you are **NOT FINANCIALLY READY** to incur the risks involved with starting and operating a business of any sort, whether online or not.

Take on an extra job for a few weeks ...

Start drinking coffee from home instead of Starbucks ...

Do **SOMETHING** to stabilize your working business capital **BEFORE** you even think about cutting corners on anything as foundational as webhosting.

How to Select a Webhosting Service Provider

Be sure to inform yourself first, and know exactly what it is you are paying for. Here are some minimum requirements involved to ensure the potential for long term growth of your business.

- Ability to use your own domain name (www.yoursite.com) rather than a subdomain (www.theirsite.yoursite.com)

- Unlimited access to a control panel page that is dedicated to your website. This is where you will work on your site and make use of the features and tools provided in your hosting package.

- User access by means of cPanel control panel. cPanel is the most beginner friendly interface, while still providing all the features any professional webmaster could want. Any webhost provider that uses cPanel will say so clearly, somewhere on their sales page. So be sure to look for the word cPanel when choosing a webhosting provider.

- POP email accounts (ie. you@yoursite.com) to provide you with a professional business image in your email communications. NEVER use Hotmail, Yahoo, etc. for business purposes. It looks tacky!

- Autoresponder capability on all email accounts. This will eliminate some of your need to outsource for autoresponder services, and take on another monthly expense in the process.

- A minimum of 500 megabytes (mb) of disk space allotted to your site. (Think of this as the floor space inside the building where you will open your store.) Webpages themselves do not occupy much space. Webpage graphics sometimes do. eBooks, softwares, and other downloadable files definitely require a lot of space. A site offering ebooks and softwares for sale and/or download may eventually need 500 megabytes or more of space. If you don't need the space right away, consider it room for expansion.

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- A generous allowance for monthly transfer. This refers to bandwidth, and will reflect in the number of customer pageviews, graphic displays, downloads and other information transfers that are allowed to happen on your website in any 30 day period. 5 gigabytes monthly is about the minimum acceptable for a beginning site. BEWARE that many discount webhosting services offer lots of goodies upfront, but are very restrictive about bandwidth. You don't want your site to be shut down at 10 am on a busy morning just because a lot of customers showed up!
- Capabilities for CGI, MySQL and PHP. If these terms sound like a foreign language, don't be concerned at this point. Just be sure you either have them upfront, or can upgrade in the future.
- Built in FTP (file transfer protocol - the software you will use to upload pages, graphics, ebooks, etc.) or at least convenient and unlimited remote FTP access. You don't want to be restricted as to when and how you can edit your pages and work on your site.
- A statistics log where you can go to keep track of how many visitors are coming to each individual page on your domain.

If all this sounds a bit overwhelming to you, don't be alarmed. These things only sound intimidating because they are unfamiliar right now. Later on, they won't be.

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