

## Domain name is your online corporate identity

If you are planning to launch your business website, make sure that you hire best website hosting services to promote your online business. Web hosting is the most important factor responsible for your company's recognition on worldwide network. The initial motive behind every business activity is to use the strategies that promote your business and brings in maximum monetary gains. And this is possible only when you will have good business which in turn depends on the long array of customers. Website hosting is one of the most innovative strategies which promote your online business by directing maximum traffic towards your website. Website hosting is a vast genre of Internet marketing which involves a systematic order of online business strategies.

To start with web hosting first and the foremost thing that has to be considered is domain name. Now, the question comes what domain name is and what is its import? Domain name is your online corporate identity that states and highlights your business presence on Internet and through this name business world around the globe will be recognizing you. Every business prospect or transaction would be conducted and associated with this domain name. So, the most important step would be to register domain name once you have decided to promote your business on internet.

Make sure that the domain name for your website should be short and simple that is it is easy to recall. This is the main customer appeal since easy to recall domain name will attract maximum traffic towards your website. Millions of domain names are sold on daily basis so make haste and register domain name for your business website as soon as possible. You need to be aware of each and every term related to website hosting and domain name registration so that you may not leave behind any of the important thing behind and regret later as these mistakes can never be rectified.

When you decide upon a particular domain name, check the availability of the domain name in order to avoid any kind of confusion and to have a distinct domain name for your website. Domain name is the business entity that will represent your business organization on worldwide network and if this will be confused with some other website, the online traffic will get distracted.

Domain name registration companies such as ICANN registrar have a unique database of domain names from where you can make choice of your website's domain name. Before you complete the domain name registration make sure about the domain name transfer facilities.

It may happen that later in the future you would like to change your domain name registrar; you need to do domain name transfer on a new web server. So, it is advisable that you make sure that the website hosting service provider provides you back-up facility and allows you convenient domain name transfer.

Domain name transfer is done only when it is initiated by the new domain name registrar so, what you have to do is to just simply go to its website or call up the new registrar to initiate the domain name transfer of your business website. Some registrar websites have domain name transfer which allows automatic "domain transfer" for your website.

If, you are looking for proficient and economical website hosting service provider, you can log on to [www.netearthone.com](http://www.netearthone.com) where you will find valuable services of domain name registration, domain name transfer, and secure web server to launch your website.

## About the Author

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