

# Information Paper - Domain Names

There are three types of domain names.

1. Top Level Domain

[www.yourname.com.au](http://www.yourname.com.au)

This is the type you should use for your business. There is a fee for this type of domain name, as it must be registered through a "Registrar". This name is owned by you, as long as you keep your registration fee paid up. Your registration is for two years. You can register a TLD yourself, or we can do it for you.

2. Sub-Domain

[www.yourname.hostcompany.com.au](http://www.yourname.hostcompany.com.au)

The sub domain, *yourname*, is prepended to the host service name, *hostcompany.com.au*. Some free host service providers offer sub domain names. BUT, if you want to change service providers, you will have to change the name. You can **not** take it with you.

3. Sub-Folder

[www.hostcompany.com.au/~yourcompany](http://www.hostcompany.com.au/~yourcompany)

As the name suggests, your web site is in a folder of your host service provider's web site. Most of the free web hosts and Internet providers offer subfolders.

There are million's of web sites out there on the Internet and they are quite happy using Sub-Domains and Subfolder names for their Web site.

**But, there are three good reasons for using a Top Level Domain name. ( .com.au )**

Firstly, anyone looking at your web site or stationary will immediately recognise that your company is legitimate and registered with the relevant Australian department. **.Com** denotes a company and **.au** denotes Australia. This instils a degree of confidence in the company/website they are dealing with. Example: [www.yokomoto.com.jp](http://www.yokomoto.com.jp) would be a business/company in Japan and registered with the relative Japanese government departments.

Secondly, if after a time (for what ever reason), you decide to change your Host Service Provider (were your website resides), it is simply a matter of organising it over the phone with the new service provider. Remember, your .com.au is yours, to do what you want with. You can sell it with your business, as it is a commodity. Also, the registration fees are tax deductible.

Thirdly, [www.hostcompany.com.au/~yourcompany](http://www.hostcompany.com.au/~yourcompany) on your website, business cards and stationary looks unprofessional, let alone the inconvenience of typing such a long name. Try remembering it too!