

10 Domain/Hosting Checklist

Choosing your domain name, registering it and finding a hosting solution can feel like an overwhelming process. Use this checklist to help you manage the process without missing a step.

#1 I've created a list of potential domain names that end in .com.

- My chosen names are all professional and support my business vision, brand, and mission.
- They're easy to remember, easy to spell, and unique.

#2 I've identified a preferred domain registrar service.

- My domain registrar is the same provider as my website host.
- My domain registrar is not the same provider as my website host. (Note: If I didn't register my domain name with the service provider who is providing my hosting services, I need to transfer my domain name to my chosen hosting service.)

#3 I've registered my domain(s) including my primary domain name and relevant and supporting domain names. For example, business.com, business.biz, business.net.

#4 I've double checked to make sure my contact information is correct with my domain registrar.

#5 I've set my domains to auto-renew. This step prevents me from missing a notification email and accidentally losing my domain name.

#6 I've chosen to register my domain as:

- Private
- Public

#7 I've verified my information in the Whois database. (Note: Unless you specified Whois privacy during the registration process, your contact information should show up on the master Whois database within 24 hours.) I've visited whois.domaintools.com and searched for my domain name to see how it appears in the Whois database.

#8 I've chosen a website host that meets my requirements including:

- Web space - the amount of storage your website will require on the web server.
- Bandwidth - the measure of traffic, both into and out of, your website.

- Price
- Support, Uptime and Backup
 - Telephone support
 - 24/7 Customer support
 - An online trouble ticket/help desk system
 - Email support
 - High percentage of uptime
 - Daily automatic back-ups
 - Plan provides all the features I require
- Secure Socket Layer (SSL) – A protocol used to provide extra security for ecommerce transactions.

#9 I've set up my business email addresses with my website host. It looks professional and has my URL in it, like sales@myurl.com.

#10 I've chosen a template, hired a designer, and/or put up a placeholder page so visitors will find information rather than a blank page.

Once you've completed these 10 steps, you're ready to start creating content for your website and driving traffic. Congratulations!