

## DOMAIN NAMES



### Who Really Owns Your Domain Name?

Check to see how your domain name is registered. You should be listed as the registrant and the administrative contact. The technical contact has information pertaining to where your site is being hosted.

Go to [www.netsol.com](http://www.netsol.com) , click on "Who Is" and enter your domain name.

If you want to register a new domain name, do so with a reputable company. The few dollars more you spend will save you money through the years when you want to/need to transfer the hosting of your web site and/or the ownership of your domain name.

### Quality or Low Price

One of our favorite cartoons shows a clerk standing behind a counter facing a couple about to make a purchase and saying to them, "We can give you quality or we can give you low price. Which would you like?"

If you want a low-cost web site, it's a pretty sure bet that you're going to end up with something crudely done and barely adequate. We've seen sites that were so poorly designed that we wondered why the site owner even bothered. It sure wasn't doing the business any good.

### Too Good To Be True



A recent client of ours had gotten a "free" domain with a hosting package that only cost \$7.95 a month. That sounds pretty good, doesn't it?

Not only that, the web designer who was offering this package deal, quoted a low price for a 7-page web site that could be updated by the client, thereby avoiding update and maintenance expenses. What a great deal!

The reality was that the web designer was a reseller of a domain registration that was free only as long as a certain hosting company, which got discounts for registering domains in bulk, hosted the domain. The hosting company also made money by selling ad space on the web sites — ads over which the recipient site had no control. Most unsettling, the client really didn't own the domain. The hosting company did and gave a false impression that the client was the owner

by listing the address of the owner as the registrant, but cleverly leaving out the owner's name and omitting the registrant heading.

Only when the client decided to move to another hosting company to escape the annoying pop-up ads did it become apparent that the client didn't own the domain name. The nameless address as registrant means nothing in the way of ownership. The hosting company owns the domain and that provides plenty of leverage to persuade the client to not jump ship. The hosting company paid for it, owns it and even though it's your business name, this cyber squatting may force you into expensive, time-consuming litigation.

Meanwhile, the web designer has put up the 7 pages made with a simple web page generator using tired, shopworn templates and has handed a client a sheet of paper with instructions on how to use the software program needed by the client to edit the site if so desired. The web designer happens to sell this software and would also provide instruction for a fee. What a great deal!

Don't be fooled by a low price. Quality may not be part of the bargain. Check out the web designer's work. Talk to site owners. Have a written contract that spells out the expectations you have for the site and the work that will be done by the designer. And make sure you own that domain name!