



How to choose the right domain name registrar

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If you are looking to register a domain name, you may be confused at the variety of different offers available. There are a large number of domain name registrars available to you world wide, each capable of registering your chosen domain for a fee. But with these fees varying immensely between each registrar, there is obviously more to consider. So why do domain name registrars vary so much, and how do I choose the best domain name deal?

Registering a domain name

All top level domains - .com, .net, .org, .biz, .info, .us, .name, etc. - and many second level domains - .co.uk, for example - are administered by ICANN – The Internet Corporation for Assigned Names and Numbers. For Australian second level domains - .com.au, .org.au, etc. – the registry is called AusRegistry and is administered by AuDA.

But you can't approach these registries direct for your domain name as they can only be registered through approved and licensed registrars. These registrars can register your chosen domain name on your behalf and will pass the costs of this process onto you, including additional fees for providing this service.

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Domain names are cheaper than you think

In Australia, for example, the wholesale cost of registering a domain name is \$19.50 + GST for a .com.au or .net.au. For other forms of domain; such as .org.au, .com, .info, etc, the fees vary and are often cheaper still. This is due to the differing natures and intentions of each domain name type and the different criteria for registering particular types in each international space.

This registration fee for the actual domain name forms only part of the final fee charged to you by the registrar. The registrar adds their own fees for service on top to create the final price. These additional costs can blow this \$19.50 +GST into very different prices.

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Choosing the best domain name deal

If you chose to investigate the costs of registering the same domain name through Melbourne IT (one of Australia's largest registrars) and Netregistry (one of Australia's most popular), you would receive two quotes, of \$140 and \$44.95 respectively, for a two year registration. That's a difference of \$95.05!

It is important when distinguishing between registrars to identify the level and style of additional services you will receive as part of your registration. If you will also need a hosting package for your new domain, it is worth investigating what the registrar has on offer as it can be convenient to have the domain and hosting in the same place. Customer service is important – particularly if you are not technically minded, so a 24 hour phone service could be vital. What about additional advice and online mentoring? By assessing the additional services on offer, you can best judge the value of the deal you are making.

You need to consider whether the additional services being offered are worth the higher fee, now that you understand how much of that fee actually goes towards registering your domain, and whether another registrar offers those same services for a smaller increase in registration.

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Getting the best deal for the best price

It is important to realise that, wherever you register your domain name and whatever you pay, your actual domain name is not affected in any way. A more expensive domain name is not of a better 'quality' than one registered with a budget domain name registrar. There is only a difference in the additional services offered, most of which you probably won't need. It is this alone that determines whether you get a cheap domain name or an expensive one.

[Netregistry.com.au](https://www.netregistry.com.au) has the best value domain name registration prices in Australia, coupled with 24x7 customer service.

Call **1300 638 734** or visit [netregistry.com.au](https://www.netregistry.com.au)

