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The Benefits of Owning Your Own Domain and Personalized Email

THE BEST USES FOR YOUR PERSONALIZED DOMAIN

Once you own your own domain, you can do anything you want with it. If you are a business owner, you can use it to host your online store or share critical information with a global customer base. Not only that it helps your overall branding online to your customers and soon to be customers.

If you are an individual, you can create a digital home base that you can use to communicate with friends, family and acquaintances. It's a real online location to refer people if they want to learn more about you.

Then there's having your personalized email account. Instead of having a common address like everybody else in the world – such as MaryJones@yahoo.com or MJones242@gmail.com – your email can be MyEmail@MaryJones.com.

10 BENEFITS OF OWNING YOUR OWN DOMAIN

- i. **Simplicity.** A custom domain such as “www.mybusiness.com” is easier to remember than a generic, cobranded domain such as “www.google.yourbusiness.com”.
- ii. **Relevance.** As of July 2012, there are over 140 million active domains, and as of 2014 14.3 Trillion – websites, live on the Internet. The sooner you stake your claim, the more likely it will be that your address matches your business profile.
- iii. **SEO.** Having your own domain name will increase your website's positioning under search results on top search engines like Google, Yahoo and Bing.



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- iv. Permanence. Keep your domain name for as long as your business is online. No one else can use your domain as long as you pay the host that set it up.
- v. Credibility. Prospective customers will more readily transact with businesses with a professional, established online presence – made possible with a personalized domain.
- vi. Locality. Google searches can be heavily influenced by a user’s geographical location, so if you appeal to regional customers, take advantage of country extensions on your e.g. “www.mybusiness.com.ca”
- vii. Correspondence. Once you acquire a domain, your email addresses will appear as “customer@mybusiness.com” for example. Like we mentioned in our last post, custom email address go a long way in maintaining professional communications with your customers.
- viii. Save time and money when your buyers want to reach out for you or when you need to contact someone. Also you can get a domain for a low cost, no worries. It is a smart move for your online future.
- ix. Customized domains will give you a truly online presence and it will establish your business as a brand.
- x. Ubiquity. You will have the opportunity to acquire multiple domains with different suffixes (i.e. .org, .net, .me, .co) and associate all of them with your biz.

At Blake Customs, we are happy to offer you the website and domain registration services. We shall align everything for you so that things work for your business as you expect them to do.

Thank you for trusting Blake Customs

See our website: blakecustoms.com