

Selecting a Domain Name

1. Your domain name is your unique address on the Internet and it should be selected carefully.
2. The domain name is comprised of two parts. The part on the left identifies the organization while the part on the right identifies the highest sub-domain. A sub-domain can be the country such as "ca" for Canada, "uk" for the United Kingdom, "fr" for France and so on. It can also be the type of organization such as "com" for a commercial site, "edu" for an educational site, "gov" for a U.S. government site and, "org" for organizational internet sites such as PBS.org.
3. Try to keep your domain name as short as possible and make it easy to remember as people will be typing it.
4. A domain name should immediately convey the concept of your company name; your products, your type of business or, your corporate culture. Be ready to have this name printed on all of your business materials.
5. Avoid any name that is confusing or perhaps offensive.
6. Do not infringe on someone else's trademarked name. Although you might get that domain name for a short period of time, the odds are that you will not be able to keep it.
7. There can be a maximum of 26 characters, including the 4 characters of .com, .gov, .org, and, .net
8. The characters must be alphabetic (a-z), numeric (0-9), minus sign (-), and period (.) however periods have special uses and we recommend that you avoid them.
9. The last character cannot be a minus sign or a period.
10. Single character names are not allowed and there can be no spaces in a domain name.
11. Your domain name should not contain the word "gateway" unless it really is one. A gateway is a device that connects two computer networks that use different protocols. It translates between protocols so that the computers on the connected networks can exchange data. An example would be a commercial online service having gateways for sending e-mail to Internet addresses.