

# Home Business Websites

## About Domain Names

If you have purchased a .COM domain name and Website – you might like to consider purchasing the same .com.au domain name (if it is available) once you have your business up and running! Owning both names (.com and .com.au) will give you not only wider exposure in search engines but will also stop anyone else from purchasing the .com.au equivalent domain name.

### **.COM Domain Names**

There are no requirements for registering or purchasing a .com domain name. Anyone can own one! They cover all countries including Australia.

### **.COM.AU Domain Names**

There are specific requirements that you need to meet before you can register a .com.au domain name. .com.au Domain Names are specific to Australia.

.com.au domain names can be registered by Australian Registered Businesses.

.com.au registrants must be:

- a) an Australian registered company; or
- b) trading under a registered business name in any Australian State or Territory; or
- c) an Australian partnership or sole trader;
- d) a foreign company licensed to trade in Australia; or
- e) an owner of an Australian Registered Trade Mark; or
- f) an applicant for an Australian Registered Trade Mark; or
- g) an association incorporated in any Australian State or Territory; or
- h) an Australian commercial statutory body.

**To register a .com.au domain name you must have an ABN, an ACN, or your Registered Business's Identification Number.**

**In Summary:** A sole trader with an ABN No. or a Registered Business Name can register a .com.au Domain Name!

.com.au Domain Names cost around \$25.00 per year to register – so they are very affordable.

# Advantages of owning a .com and .com.au Domain Name

- Wider Exposure in Search Engines (worldwide and Australian searches)
- Stops anyone else from purchasing the equivalent domain name (you own both)
- You can setup hosting for the .com.au domain name – this allows you to redirect one domain name to the other ie; anyone that types in [www.yourdomain.com.au](http://www.yourdomain.com.au) would be automatically redirected to your website.
- Option of using .com.au email address as well as .com
- Option of having your website located at [www.yourdomain.com.au](http://www.yourdomain.com.au) and redirecting your .com domain name to it.

If you require any further information on any of the above, please don't hesitate to contact us.

Email: [support@homebusinesswebsites.com.au](mailto:support@homebusinesswebsites.com.au)

Website: [www.homebusinesswebsites.com.au](http://www.homebusinesswebsites.com.au)

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