**DOMAIN SELECTION AND REGISTRATION**

**I. Hosting site**

\* Notion: It is understood as a service for renting space on a server to store and process website data on the Internet. The service provider’s server has its own IP and line with very high configuration, so it ensures stable operation and good security. The server will run smoothly so that the website can work anytime also anywhere.

\* Operation: It will operate on the principle of allowing data files from personal and organizational websites to be stored on a high-performance computer network connected to the global internet system. When people type in the website address, the global internet system connects to a web server containing the website data and transfers the information back to the personal computer.

\* Hosting site contain many elements :

- Domain: it makes the website easy to display on the Internet through traditional IP encryption protocol.

- Storage capacity: it represents the ability to store data on the website.

- Bandwidth: it describes the amount of data through the website that is allowed to transmit in a certain time

- Security and backup: it helps data to be protected safely and recover promptly in the event of a bad case.

\* Some popular hosting site types

- Dedicated Server:

- Virtual Private Server

- Shared Hosting

- WordPress Hosting

- Cloud Hosting

**II. Hosting site for your e-commerce website?**

Buying a domain name for your website is not a difficult process but choosing the right web hosting is very important. Because hosting is helping your website show up on the internet. Shopify is one of the most efficient and feature-rich hosting providers. Shopify is an e-commerce website platform that allows users to create online sales websites with built-in social networks, product posting features, shopping carts, and payment or order processing features, ... Shopify integrates every kind of service you need to start a website.

Some outstanding features of Shopify

* Massive Market Coverage: When you use Shopify built-in e-commerce site, you can help your website reach a large audience of customers worldwide, instead of in a single store For small businesses, you only save a fixed number of customers, then with a commercial website, anyone can access and buy products.
* Professional design interface: Shopify is integrated with a professional interface, so you can use your e-commerce website to build your company's brand quickly and effectively.
* 24/7 Support: Shopify's technical support team is available 24/7 to help you with any issues using Shopify.
* Leading e-commerce platform: Currently, Vietnam's 4.0 technology is extremely developed, when you use Shopify, you have laid the foundation to bring your website to the world.
* Maximum integration of advertising features: Most e-commerce websites today use google and Facebook ads to advertise their services and products. Shopify is built-in to help you plan the best advertising.
* Integrate payment for a visa, MasterCard:
* Automated emailing system: Shopify's email will automatically send you an order confirmation email, or problems with creating an account, password...

Some disadvantages of Shopify

* Online payment: Shopify does not provide domestic payment services but can only make international payments by master card or visa card, and then Shopify will charge a surcharge of 2% to 3%
* Speed: If the cable is often faulty as it is now, your business on the Shopify website platform will be delayed.
* Application costs: Most of Shopify's current plugins charge a monthly fee, but you can't buy them once.
* URL structure: Shopify requires users to use an existing URL

**III. Choosing a domain name**

After working together, we decided to choose domain name for our website: booky.vn

We chose this domain name because:

+) It means “full of book”, reminds fastest to the book, book and book.

+) It is a shortest possible domain name and very easy to read, pronounce and remember to increase brand recognition compared to other ones.

+) It is also associated with our regional goal: Vietnam for the business by choosing “.vn”.

Specially, domain name “.vn” is biased when searching in Vietnam.

+) It doesn’t contain special characters like “!, @, $, …”

**IV. Steps to register domain**

To register a domain name, the first step is to find a registrar. Domain names need to be registered at reputable companies certified by ICANN. That will ensure a clear registration process and no copyright disputes. The next step is to run a domain name search, enter the desired domain name into the tool, the system will check if the desired domain name is still available and give some other suggested names. Once the right domain name has been selected, the next step is to pay. After that, the system will lead to the Control Panel and the registrant needs to complete the domain owner information. The final step is to verify ownership of the purchased domain name. This is an important step to confirm who the domain owner is. The system will send a confirmation email form and users just need to click on the to link to confirm.