



2Q 2002 - Internet Marketing Newsletter ***Domain Name Renewal Reminder***

Many of you have now had your sites up for a couple of years so I wanted to take this time to remind you of the importance of renewing your domain name license on time. Losing your domain name can be both expensive and time consuming if someone else snaps it up.

The original registration for the name was for two years. You can check the expiration of your domain name by going to www.register.com, typing in your domain name where indicated on the home page, clicking on "taken" when the next screen comes up, and then following the link to the WHOIS information for that domain name. In addition to showing you when the domain name will expire, it will also list the administrative contact information. Please verify that the person, and more importantly, the email address listed for the administrative contact are correct. It is to that contact that the renewal notice and instructions will be sent.

Domain name availability is increasingly scarce; over 98% of the words in Webster's dictionary are taken. In addition to your web site, you likely use your domain name for the routing of your company's email. Losing that identity could compromise the name recognition you have developed, interrupt email and business communication, and render useless any other marketing materials you use with your web site address on them. Bottom line: don't let it happen to you. It is an easy thing to check and do when the time comes.

I am happy to walk you through the process of checking into your domain name should you prefer that; just let me know if you have any questions or if I can help.

As always, thank you for your business!

