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A second domain for the same business: redirect, alias or separate site

Comparisons and alternatives

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A second domain for the same business: redirect, alias or separate site

Comparisons and alternatives Created on **October 10, 2026** 3 min read



Short answer: if you hold two names for the same business (another extension, the old name, a typo you registered) and there is a clear main name, the best thing is to connect the second to the site and **redirect it to the main one with a 301**. If you want both to open the same site and stay visible, an alias is enough. If they are different businesses, it is a separate site. And if you do nothing, whoever types it sees an error or a blank page.

The four options

	What the visitor sees	For Google	When it fits
Alias (parked domain)	The same site, with the name they typed staying in the bar.	Two copies of the same content. It picks which to show, not always the one you want.	Both names are equally yours and you want both to show.
Alias with a 301 redirect	They type the second name and end up on the main one.	It understands there is one site.	There is a clear main name. It is what we recommend.
Separate site (addon domain)	Another site, with other content.	Another site, treated as such.	Another business, another brand, another audience.
Doing nothing	An error, or a page that is not yours.	Nothing to index.	Only while you decide, and never for long.

The first three are explained step by step in **parked domains (aliases)** and in **adding another domain or a subdomain**. What matters here is the choice.

How to do it, step by step

1. **Decide the main name.** It is the one that goes on cards, on your e-mail signature, on social networks and in the site settings. The other one is support.

2. **Point the second name at the hosting.** If it is registered with us, it already points. If it is at another registrar, change the nameservers there: **pointing your domain to us, step by step**.

3. **Create it as an alias** in cPanel (Domains › Create a New Domain), with the option to share the site folder switched on. Without it, cPanel creates an empty folder and the domain shows a blank page.

4. **Add the 301** from the second to the main one, so that whoever types the second name ends up on the first: **301 or 302**.

5. **Check from outside.** In a private window, type the second name with and without www. It must always end up on the main one, over HTTPS.

An alias catches e-mail too.
The server starts treating the second name as its own for mail. If that name has its e-mail with another service, you can no longer send messages from here to it, unless you switch the e-mail routing to remote: **e-mail with us and the site elsewhere**.

A name you no longer want can simply stop being renewed, but think first: if you lose it, someone else can register it and receive the mail and the visitors that still look for it. See **domain renewal**. And if the second name has a typo, it cannot be corrected, but it can serve as an alias: **a typo in the domain name**.

NEED A HAND?

Have two domains and want both to lead to the same site? Tell us which they are and which is the main one.

Open a support ticket →

SEE ALSO

Parked domains (aliases): the same site on more than one name →

How to add another domain or a subdomain →

301 or 302: which redirect to use →

Domain registration →

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