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How to choose the right domain for your business

Domains & DNS

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How to choose the right domain for your business

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Your domain is your company's address on the internet and, in practice, the name people will look you up by. It's worth five minutes of thought before registering - changing it later costs traffic and credibility.

1. Short and easy to say out loud

1. If you have to spell it every time you say it, pick another. The test is simple: say it to someone and ask them to write it down.
2. Avoid hyphens and numbers - they get lost in speech and cause confusion ("three" or "3"?).
3. Prefer the company name over what it does. Descriptive names feel clever, but age badly as the business grows.

2. The right extension for who will use it

If your business is in Mozambique, the national extension says so at first glance - and reads as more trustworthy to local customers.

Extension	When it makes sense
.co.mz	The natural choice for a business in Mozambique. It signals local presence and is what Mozambican customers expect.
.org.mz	For non-profit organisations and associations in the country.
.com	If you serve customers outside Mozambique, or want an international brand. Many register both .co.mz and .com.

Extension	When it makes sense
Others	Dozens are available (.net, .org, .africa and many more) - current prices are on the domain registration page.

3. Check before you commit

1. Confirm it's available before ordering business cards or a logo.
2. Check whether the name is already used by another company in your field - an available domain doesn't mean an available name.
3. If the name matters, register the main variants and point them all at the same site.

4. After registering

1. Point it at your hosting - see **how to configure a domain's DNS**.
2. Turn on auto-renewal, or register several years at once.
3. Set up e-mail on your own domain - see **the Professional E-mail plan**. Carrying on with a free e-mail address after buying a domain throws away half the benefit.

Don't let someone else register it in their name.
If a developer or agency registers the domain under their own name, the domain is theirs - not yours. Always register it to your company; see **who is who in a domain registration**.

NEED A HAND?

Want a second opinion on the name you picked? Tell us.

Open a support ticket →

SEE ALSO

With the name chosen, the extension is next:
.mz domain extensions: which ones exist and who can register them

Check the spelling before you pay -
Typo in the domain name: can it be fixed after registering?

And remember the name alone does not put a site online:
Domain vs web hosting: what is the difference?

DOMAIN REGISTRATION

Is the name you have in mind still free?

Type it here and find out in a second. DNS management included in the panel, renewal notices well ahead of time, and the domain registered in your name - never in ours.

Search domain →

.co.mz .org.mz .net.mz .com and over 100 extensions

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