

# Biz Buzz

## Losing Your Domain

Have you ever had a credit card company send you a new card when the old one expired? Ever switch Internet providers and get a new email address? Whenever we make these kinds of little changes in our life most of our attention is focused on making sure that everyone has our new email address and cutting up the old credit card. But if you have a website and own a domain name, there is something you might be forgetting. Most small business owners don't realize how easy it is to lose the rights to their domain name and what they should be doing to protect their unique web address.

When you first sign-up and register your domain name you must provide payment information (usually a credit card) and an email address. Most companies will send you a friendly reminder when it's time to renew your domain. However, if you switched service providers in the time since you initially registered your domain, you now have a new email address and you are not going to get those reminders. If the credit card information your domain registration company has on file has changed they won't be able to automatically renew your domain if you chose that option when you signed-up.

When your domain expires it is up for grabs and can be purchased by someone else - including your competitors. There are plenty of legitimate businesses looking for popular domain names for perfectly legitimate reasons. There are also plenty of less legitimate reasons for purchasing an expired domain. Getting your domain name back can be difficult, expensive, or impossible. Unless your domain is a registered trademark your only option is offering to purchase the domain back from the new owner (if they want to sell, they can set whatever price they choose).

Here is what you can do to protect your domain:

- Avoid having a staff person or web design firm register your domain for you. Make sure it's in your name by doing it yourself.
- Use separate companies for webhosting and domain name registration. Changing webhosting companies (very common!) can be difficult if they are also your domain registrar.
- Keep a master list of every domain you own, where they are registered, and renewal dates. Set your calendar to remind you to renew.
- Consider renewing your domain for several years instead of just one.
- Don't use Hotmail™ or other free online email accounts when registering. Use a more permanent email address for reliability and assured delivery.
- Update your account information whenever you change your email address or get a new credit card and periodically check with your registrar to ensure your contact information is correct.
- Configure your anti-virus/anti-spam filters to accept all emails from your domain registrar so they aren't incorrectly tagged as spam.

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- **Further Reading:**  
The Canadian Internet Registration Authority (CIRA) has produced a [guide to protecting your domain name registration](#).

Read the Internet Corporation for Assigned Names and Numbers' (ICANN) policy on [domain name disputes](#).

- **Looking for Expired Domains?**  
Every day 30,000 domains are registered and 2,000 domains expire. Find an expired .com domain at [NameWinner.com](http://NameWinner.com) and visit [CIRA](#) for a list of expired .ca domains.
- **Register Your Domain with the lowest price in Canada**  
NamesPro is a Canadian owned domain registration company offering the best deal on domain name registrations that we have seen anywhere!

[namespro.ca](http://namespro.ca)

Register a .ca domain for only \$12.88 and .com (.net .org .info .biz) domains for just \$18.88. All prices are in Canadian dollars so Canadian customers save again on the (lack of) exchange rate.

**Register your domain today!**

