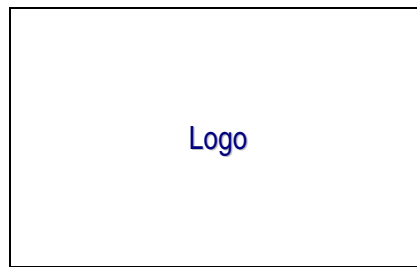


Your *Complete* Domain Name and Web Hosting Guide



**A Free Report,
Compliments of**

<http://www.Domain-name.com.au>

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CONTACTING

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Welcome to our *Your Complete Domain Name and Web-Hosting Guide*

Firstly, thank you for downloading our *Your Complete Domain Name and Web-Hosting Guide*.

This ebook is Australian specific and has been designed to provide you with an overall understanding of the Domain Name registration and Web hosting processes.

Our ebook will assist you in setting up your business to provide domain name registration and Web hosting, using the best Web hosting control panel on the planet, which is cPanel Pro. We also promise you that the Australian Web hosting company we use and recommend to anyone, is certainly among the top five hosting companies in Australia, and they have the awards to back this up.

The starting point of your online presence will be choosing a strong domain name, and we urge you not to choose a name until you understand the importance of keywords, and, more to the point, what keywords will best describe your online business. Now there is much more to this than most people realize, as we point out in chapter 2 (“Using The Right Keyword Will Be The Cornerstone Of Your Success”). In fact, you must understand that keywords are the area you must pay most attention to. This just doesn’t apply to the design stages of your site either. To ensure that your site can respond to seasonal demand changes in buying behaviour, you must have some powerful and reliable way to gauge what is likely to happen—keyword-wise—in the yearly cycle. The whole process is very much like fishing actually, and the steps in catching fish is knowing where to fish, what time to fish, and with the right bait!

Using the name of your company for your domain name is a good way to go, especially if you are fairly well branded in your locality. This is the fastest way of providing a good, quality description of what the visitor is going to see when they get to your site. Many visitors will actually consider your domain name the name of your company anyway so you might as well name yourself something that you want to be called.

Most Web site owners settle for safe, can't-go-wrong www.myname.com domain names, because it takes time to be creative and think up good names that contain your keywords. You should consider getting some help from the people around you, as you never know what they might be thinking that could be great. You need to come up with a few ideas in case some are taken - you'll be surprised just how many domains have gone. Everyone always wants a .com.au or .com, but you shouldn't rule out .net.au, or .org.au. For example, if www.ozziehotsauce.com.au is taken, you might find that people like ozziehotsauce.net.au just as much.

Your website's URL can help you rank higher with the Search Engines if it contains your keywords. However, don't think that naming your site after your keywords will always help your rankings - you need to do more than just that. But you need to balance this with the comments we have made in the previous paragraph.

Whatever domain name you choose, however, will establish your brand. It will be the name that people remember, and it will be with you forever. Think it's not important? Just imagine what would happen to Coca-Cola if its name was changed tomorrow to Kelpie's

Soda. Would you still buy it even if it tasted the same? Would they still be the most popular soft drink company in the world? Their name, built up carefully for more than a century, is the most valuable asset they own. Your brand will do the same for your online business.

Wishing you every success in your endeavours,

The Team at ***Domain-name.com.au***

PS: ***The most important step in your success online*** will be the selection of the keywords for your site, which is the subject of Chapter 1 (“Using The Right Keyword Will Be The Cornerstone Of Your Success ...”). Understand that your best domain name is probably ***not*** *always* going to be your business name, but a name based on your best keyword name. The more relevant your domain name is to your keywords, the higher it will be ranked. Therefore we strongly urge you to pay most of your attention to the tasks in that chapter, ***before*** you move on to do anything else! In fact, what you have just read is the golden rule for starting any Web design project.

Chapter 1 ... Using The Right Keyword Will Be The Cornerstone Of Your Success ...

According to the traffic-building expert, [John Reese](#), “*Keyword research and discovery is the basic foundation for everything you do to market your business online. ... If you get this step wrong, you'll be way behind the rest of your competition in everything you do to get traffic to your Website. ... On the other hand, if you know **the inside secrets of building mammoth lists of relevant keywords**, your superior ‘market intelligence’ will propel you way ahead of your competition in anything you do online.*” So, before you do anything else, you need to do three important tasks:

- Ease yourself into learning how to do keyword research using a useful—but not the best—free tool, which we will soon show you.
- Find better Keyword Research tools, which we will show you as well, and ...
- ... knuckle down to the task of finding the right *keyphrases* to use for your Website plan.

It does not matter how you intend to create traffic, before you do anything else - you need to know what are the best keywords/keyphrases for your product or service. **You absolutely must know the answers to the following questions first up:**

- What keyphrases are your direct competitors using?
- Are there any keyphrases that create a potential for market entry?
- Are there any that you can tweak and create a whole new niche with, within your main site?

By the way keywords should not really be called keywords, they should actually be called keyphrases. So while the SEO industry is happy with the word "keyword," what they really mean is keyphrase.

Comscore.com reported in 2004 that 83% of people who made an online purchase began their online shopping campaign with a [keyword search](#). Comscore.com also just recently reported [online spending is on the rise](#) and showing no signs of slowing down.

As one very astute, and very wealthy Internet Strategist, Ken Giddens, said...

"The Internet is like a great big version of **the Family Feud Game**.

When I think about the Internet it reminds me of that television game show "[The Family Feud](#)." The way the game show worked is that the producers of the game show would poll the audience on a question like "What are the top 10 things you would find in a kitchen?" The contestants are then supposed to guess what the top 10 most popular words the audience thought of for things found in a kitchen. It didn't matter if the contestant came up with a brilliant answer, if the contestant's answer was not on the audience's list, then the contestant's team was out of the game and the other team got a chance at the money.

The Internet is just like that game show. Your opinion doesn't mean anything. Your website is not about you, it's about your visiting audience. It doesn't matter what words you think they will use to find your website. The only words that matter are the actual words that the Internet visitor types in the search engine search box when he is looking for a website just like yours. If you haven't optimized your website to be found for those keyword phrases, then you are out of the game and your competitors are going to get their chance at the money."

Most people would not be familiar with the late Ken Giddens, but his claim to fame was taking Worldofwatches.com from a struggling enterprise earning a few thousand dollars a month and turned it into a pulse-racing, feverish, watch-selling site that did \$500,000 in one day. Ken was an Internet strategist and knew at the heart everything was the almighty keyword.

One of my favourite living Internet strategists is a fellow by the name of Jim Morris, President and CEO of the well-known NicheBOT.com, and whose company slogan reads "Finds exactly what people search for." I think that after is said and done about the importance of keywords is best summed up in this statement from Jim. It says it all ...

"I personally never do any of the following exercises without looking up what type of keywords people are searching for:

1. Before I ever think up a domain name, I look at data from WordTracker, Keyword Discovery, Overture, and I am able to peak into the minds of a hundreds of million searches (even billions) to tell me what people think is the most important on a specific subject. In fact, if you think about it, this is THE best way to brainstorm really good keyword focused domain names.
2. Before I ever write a title for my blog post, or even the body, I refer to some keyword data and use the keyword phrases in the names of the categories and also in the tags of each of my blog post entries. (NOTE: Tags are used to get your blog indexed in those Social Bookmarking Sites that helps get more inbound links to your site, thus boosting your link popularity.)
3. Before I ever change the reciprocal link text on NicheBOT, I consult the tools. (Reciprocal link text is the cut and paste text webmasters use during a link exchange.)
4. Before I ever write a [title tag](#)...
5. Before I ever write a [meta description tag](#)...
6. Before I ever write a title for an article...
7. Before I ever figure out if there is enough demand for the topic of a site I am thinking of launching...
8. In fact, before I even go mining for ideas to get inside the prospect's head of what exact words and related words they are using...

... I use keyword research data to determine what keywords to use.

In fact, I got so obsessed about keywords once I understood their significance, I created a [free tool](#)¹ back in May 2004 that I shared with people and would allow others to get free and minimal results from popular keyword services.

That site would not have grown or become anywhere close to as popular as it is today without me knowing the right keywords to go after and position the site in front of.

The site would have been like most tools and websites that get lost in the crowd (forest)."²

The Real Art and Science

You will learn that it's quite easy to optimize your page and it's even quite easy to practically implement what you'll learn. But choosing the right keyword is the real art and science of your online success. **Every single mistake you make here in this stage can cost you lots of visitors and in the end lots of money.** That's why this is one of the most (if not the most) important aspects when it comes down to getting lots of traffic, and therefore lots of money.

Keywords are the words that Web surfers type into Search Engines, such as Google, to find Web sites. It is important that your Web site has good search engine rankings for popular keywords that are related to the theme of your Web site.

In the Search Engine Optimization industry, the term "keywords" is used to denote single word keywords (for example, "hairdressers") and for keyword phrases (for example "mountain bike shop brisbane," or "ladies hairdressing shops redlands bay"). Research clearly shows that most people use a two to four word phrase in their searches, so phrases are most effective. **Single keywords are not effective and cannot be promoted effectively, unless you're looking to brand your site or to earn from a CPM model.**³ For example, it is not likely that someone looking for "fishing trips redlands bay" is going to type just "fishing" into the search box. So, in almost all cases, go for those keywords that contain more than a single word. By-the-way, these longer keyphrases are known as *long-tail keywords*. The thinking behind finding good long-tail keywords is simple and deadly: the longer the keyword phrase, *the more targeted* that phrase is, and therefore the more targeted your visitor is. Which all boils down to say, you've got a much better chance at converting that visitor into a sale! It's that simple!

There is a caveat thought: not every long tail keyword is a profitable one and you could waste lots of time focusing on long tail phrases that don't make you money.

Research (OneupWeb Research) also shows that Internet users who use four-word searches are more likely to purchase goods or services than those using fewer words.

¹ Now called NichebotClassic.

² Jim Morris, *The Keyword Jackpot: How to Pick Winning Keywords Every Single Time!* p. 2-3.

³ I draw your attention to an interesting article in [Jonathan Leger's blog](#) of February 6, 2008, on the topic of optimising for single keywords. It's worth a good read, as one poster, MistrTim, says of the quality of Jonathan's blog: "Again, quality content for your readership! I click the link to your posts now without fail because I KNOW you're providing valuable, thoughtful, and quantified content. We don't just get vague suppositions from you, we get facts, real life examples, and solid statistics that you've taken the time to compile."

All keyword research projects must **start out** with you supplying a keyword that you think your Web visitors are going to type into the search engines to find you.

Avoid using the most popular keyword phrases because you'll be competing with millions of other pages for a search engine's attention. Of course it is unrealistic to think that a new Web site could rank number one on a popular phrase like "hairstressing," or "fishing." Older and more established companies who have been on the Internet for several years will have the big advantage of a high link popularity, and keywords like the examples I have just used will result in their sites coming up in the top listings..

Search engines analyse all pages of your Web site and put them in an overall context. Start with multiple word keywords and then extend your keyword list. If you're a fishing guide, say in North Queensland, selling Barramundi fishing trips, you should optimize your Web pages for keywords such as "barramundi fishing trips," " barramundi fishing rods," " barramundi fishing reels," and similar keywords first. Always make your keyword phrase *local* by adding the geographic location, because, as you will learn, Web surfers start very general in their search and then get very specific the closer they move towards a buying decision. So now we could say that the keyword "barramundi fishing trips north queensland," is better than "barramundi fishing trips," but even better is "barramundi fishing trips giru." (See Figure 1)

If your Web site many rankings for these keywords, Search Engines will find out that your Web site is relevant to the barramundi fishing theme. As soon as Search Engines consider your Web site relevant to this topic, it will be much easier to get high rankings for keywords such as " barramundi fishing trips" or even "barramundi fishing boats."

In a nutshell, find the right keywords, and you've found your marketplace!

Here are a few other pieces of vital research information:

A couple of years ago, Amit Singhal, the top scientist at Google, revealed the fact that, of the 200 million searches a day performed on the Google Search Engine, about 50% of them were unique.

So what, you say!

Well, for starters, it means that each day 100 million of those searches are looking for either something completely new (hence a new search keyword), or, which is even more staggering, they are looking for the same thing with new and unique search keywords.

What does this mean for us, as owners of Web businesses?

- ☒ Each day it means that we can find new ways of attracting people to our Web site;
- ☒ It means that of those 100 million new searches every day, many of these will be evolving new niches that we haven't heard of before, again an opportunity for us to expand the traffic to our sites, by adding new pages

to your site that targets these keywords;

- ☑ It means that we have to pay closer attention to the hundreds and thousands unique way people use keywords to find the same product;
- ☑ This leads to the obvious conclusion that we need to research *all the ways* that people find our sites, not just the ways we think they uses. We must go beyond the top keywords, and look at all the possible permutations, and then some;
- ☑ This leads on to another obvious conclusion, and that is the importance of using the very best Keyword Tools available, while always bearing in mind that the best keyword tool you're ever likely to own is your own brain;
- ☑ Finally, it indeed also does mean that you must go far beyond the 20-30 keywords that may have got you by a few years ago. The truth is, you really need a huge list of keywords. Not some small list. You want hundreds and thousands of keywords to maximize the chance you have of generating traffic to your website. This is what the big boys know that most people working from home don't; the person with the biggest keyword list gets more traffic, period!

So, there's no doubt about it, keyword research is an important skill to learn. It's really easy to get started, and I'm giving you more than enough in this chapter to get you on the road. But the more time and effort you put into it, the more you will get out of it.

Web Surfers Generally Go Through Three Different Search Stages

When Web surfers want to purchase something online, they go through **three distinct research stages**. They usually start off with **very general** keywords. After becoming more educated about a particular product or service, they will **drill down deeper** and then start using more specific keywords. As soon as the Web surfers know what they want, their search behaviour again changes. They now begin to use **very specific** keywords indeed.

For that reason, keywords can be divided into three types:

1. Keywords for General Browsing
2. Keywords for Window Shopping
3. Keywords for Buying

Stage 1 is For General Browsing

During the first research stage, Web surfers use general keywords to find information. For example, a Web surfer might be interested in Barramundi fishing trips. The keyword that the Web surfer might use in Search Engines could be:

*barramundi fishing trips, or just
barramundi fishing*

People who use keywords for browsing are usually looking for information only. Keywords for browsing usually have a very high search volume, and because of this, getting a top 10 ranking for these general keywords is very difficult and nearly impossible. It is not something that you would go after in the short-term, but you would work towards it as part of your long-term strategy. In other words, you would put the keyword “*barramundi fishing trips*” on the back-burner for the time being.

By-the-way, an interesting story about *the way Australian use their “creative Aussies bane”* when doing searches on Google, is worth a read: "The tendency of Australians to type words into search engines much as they speak and think, with frequent use of colourful language and occasional misspellings, is giving advertisers a way to circumvent the rising cost of paid search engine advertising."

Read more here: <http://australianit.news.com.au/story/0,24897,22822534-5013040,00.html>

Stage 2 is for Window Shopping

In the second research stage, Web surfers narrow down their selection because they now know what type of product or service they want. In this stage the key function they perform is that of comparing what’s available. In the offline world, it is equivalent to “window shopping,” whereby a shopper wants to look over what’s available, without being pestered by sales people intruding on the process.

For example, a Web surfer might have found out the he is interested in *fully catered barramundi fishing trips in North Queensland*.

This Web surfer would now be using much more specific keywords, such as:

*barramundi fishing trips north queensland
fully catered barramundi fishing trips north queensland
fully catered barramundi fishing trips north queensland
fully catered barramundi fishing trips north queensland under \$500*

Or even ...

*barramundi fishing in giru queensland
barramundi fishing guides in giru queensland
buying barramundi fishing gear in giru queensland
selling barramundi fishing gear in giru queensland
renting barramundi fishing boats in giru queensland
barramundi fishing trips in giru nc
buying barramundi fishing gear in giru qld
selling barramundi fishing in giru qld
renting barramundi fishing boats in giru qld
barramundi fishing in australia
barramundi fishing australia*

barramundi fishing oz
barramundi fishing in oz
barramundi fishing in giru

People who use keywords like this—that is, for comparing—are more ready to buy. Comparing keywords are probably the best keywords that you can target for your Search Engine optimization campaign. They often have much lower search volume than general keywords but they will lead to more sales and it is much easier to get top 10 rankings for these keywords.

Stage 3 is for Buying

During the last research phase, Web surfers know what they want to purchase. They are just looking for the Web site with the best offer, or, in the case of geographic location, the Web site with the best offer in the location where they want to go fishing (or skiing, or wine-tasting etc etc). For that reason, these surfers use very specific keywords:

barramundi fishing trips giru
fully catered barramundi fishing trips giru under \$500

or they may type in the same information in a ***totally different order***:

fishing trips barramundi giru
giru fishing trips barramundi

fully catered barramundi fishing trips giru under \$500
barramundi fishing trips giru fully catered under \$500

People who use stage 3 keywords for buying **are ready to buy**. However, these keywords won't help you much if you offer competing products.

By-the-way, *Giru* is not guru. Giru is a small cane-farming village about 53Km south of Townsville in North Queensland, and site of the famous Invicta sugar refinery. It is a well-known barramundi fishing haven, as well.

Ways to Find the Right Keywords for Your Web Site

Step 1:

List all the **products** and/or **services** that you are going to promote via your Web site. Use a separate sheet of paper for each product and/or service. If you're going to promote five products and three services, then you'll have eight sheets of paper. It's a good idea to make each of these a word-processor file, because a lot of your keyword research is going to come from online sources where the keywords are in some sort of digital format, with no need for you to have to copy them out manually. That is, they will be in a text or csv (comma-separated values) file format.

Step 2:

Start that by writing down all keywords related to your Web site theme that come to your mind, for each product or service, on the relevant sheet of paper. Involve everyone you know who can help you: close family, relatives, friends, and colleagues. Everyone you know will be able to help in some way.

At this stage it doesn't matter whether they're one-word keywords, two-words keywords, complex key phrases, keywords for browsing, or window shopping or buying, strong or not, or anything else. Just write down everything that comes into your mind, from the point of view of a Web surfer who might be about to type your keyword into a Search Engine to find what you are offering.

By the way, we're only concerned about getting the right keywords for **the Google Search Engine**, because this is the only engine worth optimising your site for, as you will discover.

Step 3:

The next step is download a free software tool to help you get even better keywords. Go to the following site and download and install *Good Keywords* on your computer ...

<http://www.goodkeywords.com>

Good Keywords allows you to type in a generic keyword (like barramundi fishing), and it will then produce a list of related terms that have been searched for in the last few weeks on Overture.com. It also provides the number of times each term has been searched for. A very useful tool indeed, especially considering it is free.

The instructions on how to use this software are a little light-on, but the software is fairly intuitive, as the following screen-shot shows.



Figure 1: Good Keywords

Step 4:

You have to be online for the following steps:

1. Start Good Keywords and click on the **Keywords Suggestion** button ...



2. Type in “barramundi fishing,” and select the Australian version, OVERTURE AU, as shown in the following screen shot. Then click the GO button.

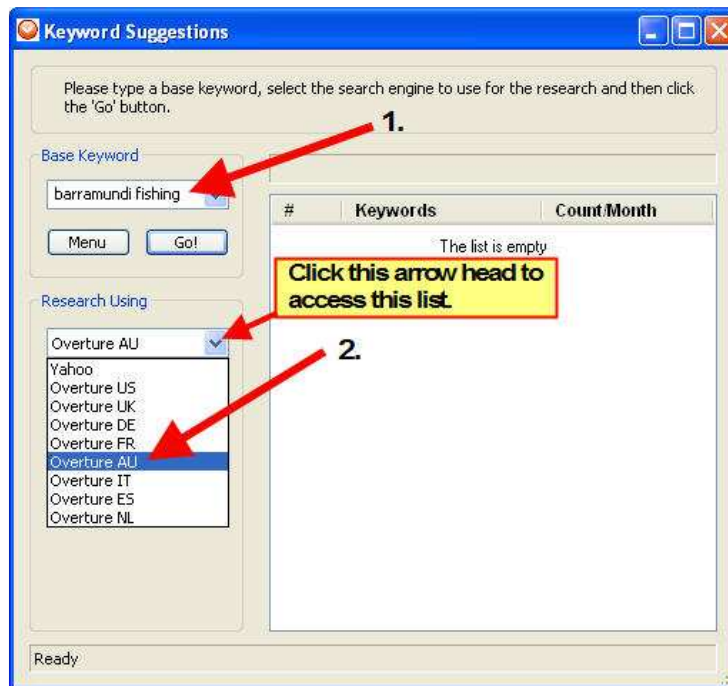


Figure 2: Good Keywords Screen #2

2. At the time of writing (21 January 2008) my online search at Overture.au gave me the following keywords for “barramundi fishing” ...

barramundi fishing
barramundi darwin fishing
barramundi fishing northern territory
barramundi fishing nt
barramundi fishing queensland
barramundi darwin fishing kakadu northern territory
australia barramundi fishing in
barramundi fishing lake tinaroo
barramundi charter darwin fishing
awoonga barramundi fishing fresh lake water
barramundi charter fishing
barramundi fishing lure
awoonga barramundi fishing lake
barramundi cairns fishing
barramundi charter fishing in queensland
barramundi fishing fresh water

barramundi fishing qld
barramundi coast fishing sunshine
barramundi fishing good reel whats
barramundi fishing territory
barramundi fishing townsville
adventure barramundi fishing queensland
barramundi darwin day fishing in one tour

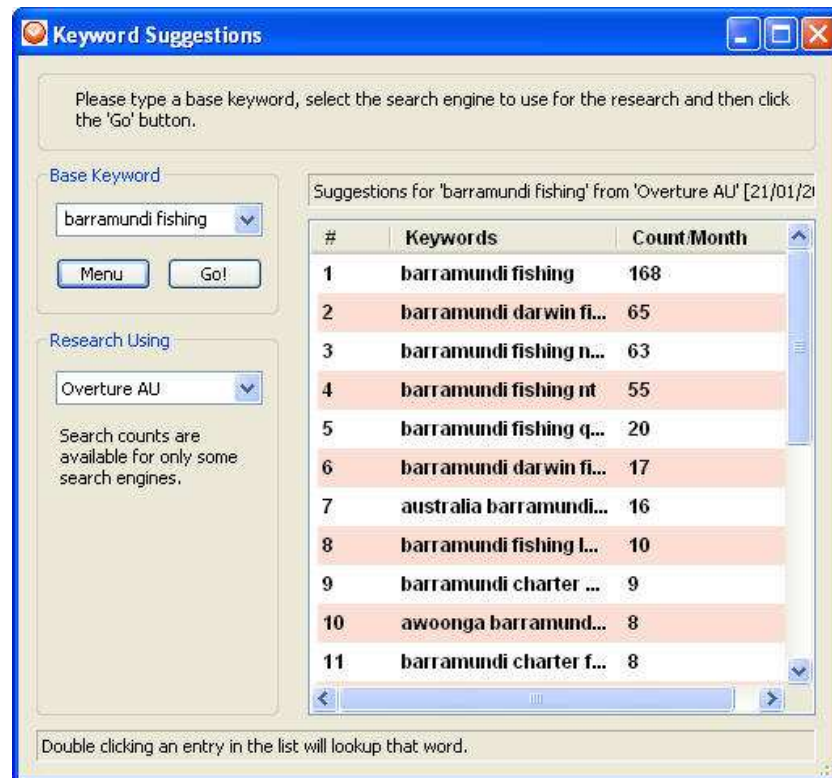


Figure 3: Good Keywords Screen #3

If you feel that you'd like some professional help in deciding on your best Keywords for your site, or in optimising your site for the Search Engines, please contact us here:

<http://Domain-name.com.au/contact.html>

2. Save a copy of your keywords using the MENU button (see Screen shot #4), but make sure that you setup the *Keyword Organiser* first. To do that click on the **Keyword Organiser** button on the main screen on the *Good Keywords* interface. You can start a new keyword list (called a "Set"), e.g. "Barramundi Fishing Giru," by clicking on the "Keyword Set Menu," and then clicking on the "Add Keyword Set."

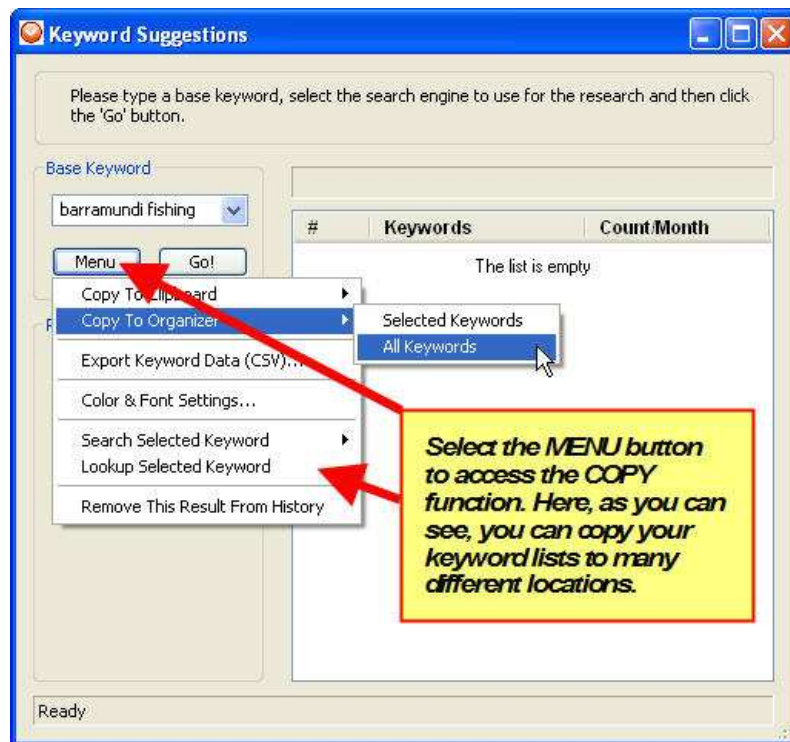


Figure 4: Good Keywords Screen #4

3. Don't forget to add misspelling of your keyword as well. Use the **Misspelled Keywords** function in *Good Keywords*.

Never forget that many people misspell the phrases they type into the search boxes, for one reason or another. Perhaps they cannot spell too well. Perhaps they are in a hurry. Perhaps they are tired, or not on top of their game!

Whatever the reason, these are all legitimate searches, even though, in many cases, the pages with the miss-spelt keyword phrase does not exist, because most Webmasters like to ensure that their pages are perfect in every way.

You can take advantage of this reality big time!

I recently ran a keywords misspelling generator software program on the main keywords I have used in this example. For "barramundi" the program returned 601 combinations of misspelling; for "fishing" it generated 418 possibilities; for "giru," 401 misspellings; for the keyword "tackle," 359 possibilities!

That's a total of 1779 new pages that you can have on your site just waiting for the search engines to add them to their index!

This means that you take all your pages that you have written, which have correct spelling, and just duplicate them with new names and titles, but after that you make just one change in each of them: the misspelling of the keyword "barramundi." In the example that means 601 extra pages for the misspelling of the word "barramundi."

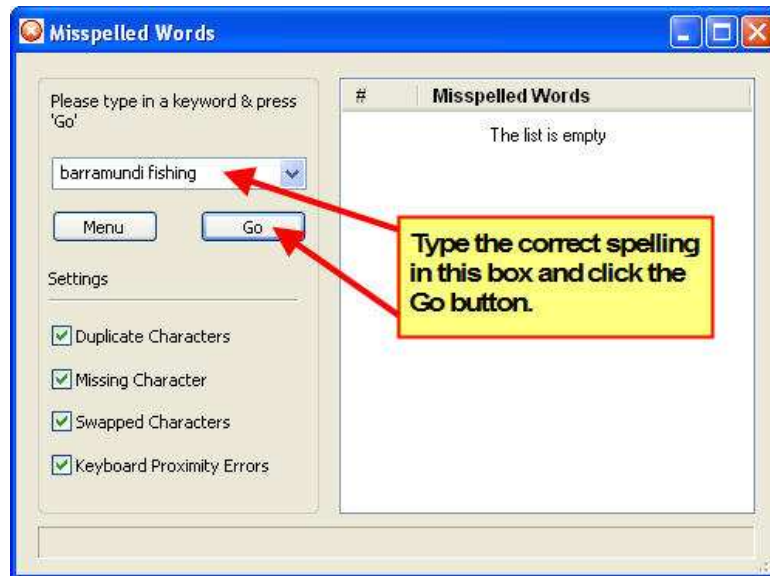


Figure 5: Good Keywords Screen #5

3. You might also like to try some of the other Overture regional searches, such as the US and UK engines. Or even the Yahoo engine.
4. Keep a copy of all the keywords you gather. Click on the MENU button to see all the different options under the Copy function, as shown in the next screen shot.

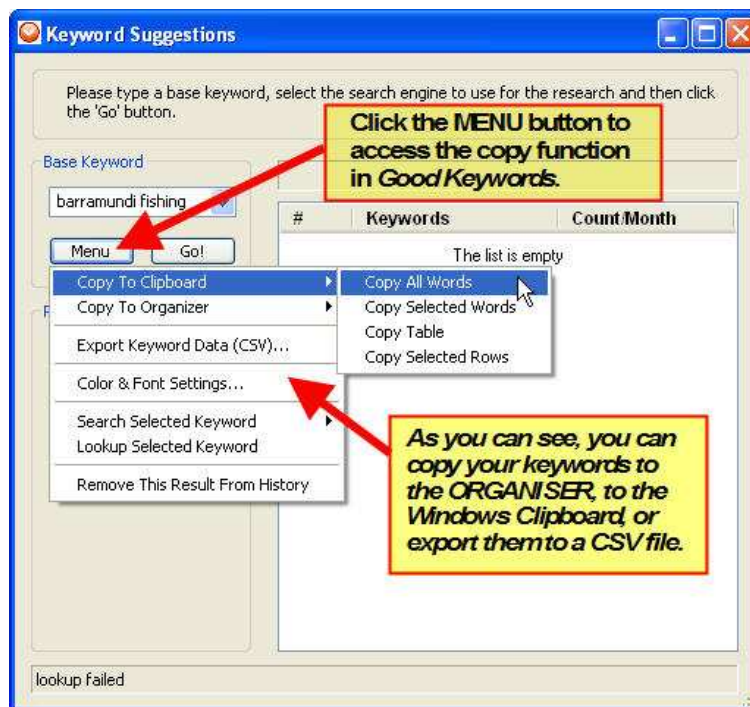


Figure 6: Good Keywords Screen #6

6. Finally, copy all of your keywords into the products files you created as Step #1 above.
7. Another very powerful method to capture keywords that you are definitely going after, is to type your keyword into the search box on Google.com. For example, if you type

“barramundi fishing” into Google, you’ll get all the organic listings of the top sites, for that keyword, ranked from #1 downwards.

Now go to each of these sites, starting with Listing #1. When you get there, right-click on any part of the Web page (but not on images or fill-in forms), and in the drop-down menu that appears, scroll down to the entry that says “View Source” (Source = source code). The browser will show you a copy of the HTML and other code that goes to make up the page. Somewhere near the top of the page, between the <head></head> tags, you will find a section that summarises the keywords for the site (not all sites use this feature these days, but from those that do, you’ll discover many keywords of interest to you.)

Copy keywords that are relevant to your sheets, as outlined in Step 1 above.

Step 5:

Now take *each* of the product/services sheets of paper, and list of keywords from *Good Keywords*, on which you have listed your keywords (Steps 2 and 3), and decide *which* keyword is going to be the very best keyword for that product/service. This will be your **primary keyword** for that product/service. Now, again for each of the product/service sheets you have, decide on the *next best* three keywords for that product/service. Record these on the sheet as the **secondary keywords**.

At the end of this step you should have each product/service sheet of paper showing the primary keyword (one only), and up to three keywords for your secondary keywords, per row. Don’t forget to include geographic locators in these keywords, e.g. “barramundi fishing trips **north queensland**,” or “barramundi fishing trips **giru**.”

You could record the information like this ...

Product/Service #1	Primary Keyword	Secondary Keywords
Barramundi Fishing Trips	barramundi fishing trips	barramundi fishing lures barramundi fishing rods barramundi fishing reels

... or this ...

Product/Service #1	Primary Keyword	Secondary Keywords
	barramundi fishing trips giru	barramundi fishing lures giru barramundi fishing rods giru barramundi fishing reels giru

Step 6:

Now go to the following page and download our **Keyword Research Template** summary page. It is called *keyword-research-template1.pdf*, and you can download it from this page:

<http://Domain-name.com.au/keyword-research-template1.html>

The *Keyword Research Template* is a one-page PDF (Personal Document Format) file. It provides a structure whereby you can summarise your keyword research down into a

simple and easy-to-understand format, one that will enable you (and us!) to do the following:

- Decide on ***the most important keywords*** for your Web site. You will need one good keyword (called the Primary Keyword) per page, plus 3 or 4 other keywords to target as Secondary Keywords.
- Choose ***the best domain name*** for your new Web site (domain names that contain your most important keyword are the way to go, rather than your company name, unless you happen to be *Macdonalds*, or *Royal Dutch Shell*, of course!);
- Decide on ***the number of pages you will need for your Web site***. This will be primarily determined by the number of products and/or services you wish to promote, and their most important keywords. Generally speaking, your Web pages are best kept to a size of about 600 to 800 words each, plus graphics, which is what the Search Engines prefer. If you have a particularly large page, say 3,000 words, then it is best to divide that up into sub-pages of 4 x 750 words, which is quite easy to do.
- ***Write an appealing description for your Web pages*** for use in the meta tags of your Web pages.

After you have downloaded the file, print at least one copy of the template. You will need that for the next step.

Step 7:

You will notice that the template you have printed is divided into six columns. You only have to deal with columns 1 to 4. Columns 5 and 6 are for us at Domain-name.com.au to deal with, which we will explain this in due course.

All you now need to do is transfer the summary information (from Step 4), for each of your products/services, to the Template Page, as the following screen-shot example shows:

Company/Web Site Name: <http://the-barramundi-giru.com.au> Page 1 of 1

Column 1	Column 2 Product/Service Name	Column 3 Primary Keyword (One Only)	Column 4 Secondary Keywords (up to 3)	Column 5 Web Page File-Name (Leave blank)	Column 6 Web Page Title Tag (Leave blank)
Product # 1	barramundi fishing trips	barramundi fishing trips	barramundi fishing spots barramundi fishing lures barramundi fishing baits		
Product # 2	barramundi fishing rods	barramundi fishing rods	barramundi fishing reels barramundi fishing lures barramundi fishing trips		
Product # 3	barramundi fishing reels	barramundi fishing reels	barramundi fishing rods barramundi fishing trips barramundi fishing spots		
Product # 4	barramundi fishing equipment	barramundi fishing equipment	barramundi fishing reels barramundi fishing rods barramundi fishing trips		
Product # 5	barramundi fishing lures	barramundi fishing lures	barramundi fishing trips barramundi fishing barramundi fishing		
Product # 6	barramundi fishing boats	barramundi fishing boats	quintrex barramundi boats savage barramundi boats barramundi fishing trips		

*All of these keywords would be dramatically improved by the addition of **locality names**, such as North Queensland, Townsville, Giru, etc*

For example: "barramundi fishing trips giru"

Figure 2: Keyword Research Template example. Notice that the keyword "barramundi fishing trips" is the main keyword for this whole site, and could even suggest the best domain name for such a site, which would become www.barramundi-fishing-trips-giru.com.au When you decide on your very best keyword for your site (this will be the main keyword of the whole site, and perhaps even the domain name of the site), create a Web page with that as a Primary Keyword. But also use the same great keyword as a secondary keyword on a number of other pages, as the above example shows. Doing this ensures that the whole site has a theme running through it, **and the search engines just love that** (these tactics contribute to your site becoming an Authority Site on that theme, a very strong SEO tactic indeed), especially when the pages are linked together properly.

In summary, the aim will be to optimize every page on your site for the complete keyword phrase. Then, in the Search Engine Wars, as this is called, you only have to compete with the other pages that also contain the exact phrase. This means that you will automatically beat any page that does not have **the exact complete phrase**, and adding your locality name will make your page an even greater winner.

So, instead of just "barramundi fishing trips giru,"⁴ it would also be profitable to optimise pages for these keyword phrases as well, by the addition of locality names, and other related keywords, and not forgetting to target common misspellings as well:

- "barramundi fishing trips australia"
- "barramundi fishing trips queensland"
- "barramundi fishing trips north queensland"
- "barramundi fishing trips townsville"
- "barramundi fishing trips bowling green bay"
- "barramundi fishing trips cromarty creek boat ramp"
- "barramundi fishing holidays australia"
- "barramundi fishing holidays queensland"
- "barramundi fishing holidays north queensland"
- "barramundi fishing holidays townsville"
- "barramundi fishing holidays giru"

⁴ It would be unwise to try to compete with the top pages in Google under the keyword "barramundi fishing," initially, as those pages would take some beating. Better to make that a long-term project.

- "barramundi fishing tackle townsville"

Let's Fish in Our Deeper *Regional* Pond

"Like I've said above, it really all depends on what you are trying to achieve as to which pond (or keyword service) you are going fish in for your keywords." (Jim Morris, <http://Nichebot.com>)

By fishing in deeper water we mean that you must know your market in great depth. There are many surface-feeders out there, but the real success will come from landing those big fish, but that means we have to dig deeper.

This means that your keyword research needs to get as deep as it possibly can, but, just like fishing, you have to make sure you're digging in the right fish pond. Specifically that means that you should be totally focusing your keyword research in the country where you are located. Not much point in doing deep keyword research on the world searches for Google, if your main market is in Australia. So, you need a better keyword research tool, one that enables you to research Australian keywords. Now the best keyword research tool that enables you to do specific Australian keyword research is Jim Morris' NicheBOT.com. Using the *Keyword Discovery* module inside NicheBOT gives you great power over **regional keyword research**, as Jim points out: "But when I want to see a WHOLE YEAR worth of searches across 180 search engines, *Keyword Discovery* gives me a pond 86 times bigger with over 32 Billion keywords to search from."

That means you can search through the keyword searches that have been done on the following *Australian* search engines: NineMSN.com.au, girl.com.au, femail.com.au, Citysearch.com.au, Ebay.com.au, Seek.com.au, Anzwers.net, Anzwers.com.au, AOL.com.au, Yahoo Australia, and, most importantly, Google.com.au.

Or *New Zealand*: Google.co.nz, XtraMSN.co.nz, and Yahoo Australia and New Zealand.

Other specific countries include: Japan, Netherlands, Sweden, Canada, Germany, Austria, France, Belgium, Switzerland, Denmark, Finland, UK, Italy, Czech Republic, Russia, Spain, Mexico, Israel, South Africa, India, Norway, and of course, the USA.

Other Miscellaneous areas are: Google.mu, Google.lt, Google.ae, Google.hn, Google.as, Google.cl, Google.lu, Google.co.ve, Google.co.vi, Google.co.kr, Google.ro, Google.co.id, Google.co.hu, Google.sk, Google.pl, Google.pt, Google.co.th, Google.hk, Google.com.br, Google.com.ar."

Keyword Discoverey's database logs seem to cover way over half, if not the entire Internet. No wonder their database is 32 BILLION large!

List of Australian Search Engines

<http://www.answers.com.au>
<http://www.webwombat.com.au>
<http://www.search66.com>
<http://www.google.com.au>
<http://www.goeureka.com.au>
<http://www.websearch.com.au>
<http://www.ozsearch.com.au>
<http://www.ozengine.com.au>
<http://www.girl.com.au>
<http://www.Ebay.com.au>
<http://www.femail.com.au>
<http://www.Citysearch.com.au>
<http://www.Seek.com.au>
<http://www.AOL.com.au>
<http://www.cowleys.com.au>
<http://www2.sofcom.com.au/Directories>
<http://search.ninems.com.au>
<http://www.excite.com.au>
<http://au.altavista.com>
<http://au.yahoo.com>
<http://www.looksmart.com.au>
<http://www.yellowpages.com.au>
<http://www.citysearch.com.au>

Expanding our barramundi fishing hole

So understanding your local market is vital. And understanding your market is all about knowing who your customers really are. In terms of keywords, you really should not fish—not yet anyway—for (i.e. go after) those really popular keywords that have thousands of searches per day, and especially if these are not related to your site.

This really means that we should be thinking about **“backdoor” keywords**, which are keywords your prospect would be searching for as a compliment to your primary keyword. Let’s take an example a little removed from the barramundi fishing industry and look at BBQs for a moment. So, if you sell BBQs, what other products would people who search on BBQs also be searching on. Here are some probabilities: Lawn chairs, how-to-build decks, home gardening, fish recipes, BBQ cooking, and a ton of other keywords.

Now after digging somewhat deeper, here’s a whole lot of new keywords we could consider, using our barramundi fishing example again.

Keywords related to saltwater barramundi fishing <ul style="list-style-type: none">▪ saltwater barramundi fishing reels▪ saltwater barramundi fishing▪ saltwater barramundi fishing tips▪ saltwater barramundi fishing boat▪ saltwater barramundi fishing videos▪ saltwater barramundi fishing gear▪ saltwater barramundi fishing	Keywords related to fish lures <ul style="list-style-type: none">▪ saltwater barramundi fishing lures▪ freshwater barramundi fishing lures▪ barramundi fishing lures▪ barramundi rapala fishing lures▪ barramundi fishing lure▪ barramundi fish lures▪ barramundi wooden fishing lures▪ barramundi custom fishing lures▪ barramundi fishing lure kits
Keywords related to fishing rod <ul style="list-style-type: none">▪ barramundi saltwater fishing rods▪ barramundi fishing rods▪ barramundi shimano fishing rods▪ barramundi fishing rods▪ barramundi sea fishing rods▪ barramundi bamboo fishing rods▪ barramundi rhino fishing rods▪ barramundi surf fishing rods▪ barramundi custom fishing rods▪ barramundi fishing rod blanks▪ barramundi fishing rod equipment▪ Keywords related to fishing reel▪ barramundi fishing reels▪ barramundi shimano fishing reels▪ barramundi sea fishing reels▪ abu garcia barramundi fishing reels▪ okuma barramundi fishing reels▪ electric barramundi fishing reels▪ Keywords related to fishing bait▪ barramundi fishing bait tackle▪ barramundi fishing baits▪ barramundi fishing bait	Keywords related to Barramundi fishing <ul style="list-style-type: none">▪ barramundi fishing▪ barramundi fishing saltwater tackle▪ barramundi fishing flies▪ barramundi saltwater flats fishing▪ barramundi how to fishing▪ how to fishing barramundi▪ barramundi fishing angling▪ fishing for northern barramundi▪ barramundi freshwater fishing▪ fishing for barramundi▪ barramundi fishing hooks▪ fishing gear barramundi▪ barramundi recreational fishing▪ about fishing barramundi▪ barramundi fishing rigs▪ barramundi fishing▪ barramundi fishing▪ north queensland barramundi freshwater fishing▪ barramundi magazine▪ north queensland barramundi saltwater fishing▪ queensland barramundi saltwater fishing▪ barramundi sc fishing▪ barramundi fishing knives▪ barramundi saltwater sport fishing▪ barramundi saltwater kayak fishing▪ fishing gear barramundi▪ fish for barramundi

Barramundi Guided Fishing <ul style="list-style-type: none">▪ guided fishing barramundi▪ barramundi sc fishing▪ barramundi fishing expo▪ barramundi fishing trips▪ barramundi fishing shows▪ barramundi sport fishing▪ fish barramundi▪ fishing hook barramundi▪ fishing club barramundi▪ barramundi fishing dvd▪ cairns barramundi fishing club▪ fishing cairns▪ fishing giru▪ fishing weipa▪ fishing darwin▪ fishing kakadu▪ fishing north queensland▪ north queensland barramundi fishing in▪ queensland barramundi fishing in▪ barramundi fishing industry▪ barramundi fishing products▪ barramundi fishing t shirts▪ barramundi fishing information▪ barramundi fishing techniques▪ barramundi fishing magazine▪ barramundi fishing lodge▪ barramundi fishing lodges▪ barramundi fishing guides▪ barramundi fishing guide Lawrence	Keywords related to fishing guide <ul style="list-style-type: none">▪ barramundi fishing guide saltwater▪ barramundi saltwater fishing guides▪ barramundi fishing guides▪ fishing guide service▪ northern australia saltwater fishing guides
Keywords related to angling <ul style="list-style-type: none">▪ barramundi angling▪ barramundi angling tackle▪ barramundi angling supplies▪ barramundi angling insurance▪ barramundi map angling▪ barramundi scientific anglers mastery▪ trophy northern barramundi fishing▪ northern barramundi fishing	Keywords related to lure <ul style="list-style-type: none">▪ saltwater barramundi lures▪ barramundi trolling lures▪ Keywords related to charter fishing▪ barramundi charter fishing

Keywords related to barramundi fishing charter <ul style="list-style-type: none">▪ fishing charters barramundi▪ saltwater fishing charter barramundi▪ barramundi fishing charters▪ nq fishing charters▪ north queensland fishing charters▪ sport fishing charters barramundi▪ barramundi fishing charters	Keywords related to rod <ul style="list-style-type: none">▪ barramundi rod building components▪ barramundi trolling rod▪ barramundi rod▪ Keywords related to sportfishing▪ barramundi sportfishing▪ sportfishing barramundi
Miscellaneous keywords <ul style="list-style-type: none">▪ saltwater tackle▪ saltwater▪ saltwater flyfishing▪ tackle▪ barramundi terminal tackle▪ barramundi mustad hooks▪ barramundi hooks▪ barramundi trailerable houseboat▪ bowfishing▪ abu garcia reels barramundi▪ reels barramundi▪ shimano reels barramundi▪ avet reels barramundi	Human interest keywords <ul style="list-style-type: none">▪ giru queensland▪ giru qld▪ giru tourist information▪ what to do in giru▪ accommodation giru▪ places to stay in giru

Here is the *Most Important Step* in this Whole Process

Towards the end of 2005, Jim Morris of [NicheBOT](#), released a most valuable report, called *Total Niche Market Domination For Dummies*. Appropriately it was sub-titled “Find exactly what people search for!” But the slogans on the front of the book said it better, as the following shows:

How to use a simple system to get listed under more keyword phrases in the Search Engines than you can shake a stick at while building lifetime residual traffic to any of your niche website(s) without knowing a thing about Search Engine Optimization!

The day ordinary people were freed from the bonds of Search Engine Optimization slavery:

“No longer shall the ordinary man or woman be held hostage to SEO Professionals. On October 31, 2005, with the release of this hand-holding guide, I declare anyone with a pulse now able to build lifetime residual traffic to a website including the ability to dominate certain keyword phrases in the Search Engines without knowing a lick about Search Engine Optimization!”

In this report he said that there is something that every Webmaster must learn to do correctly, and that 80% of them didn't really understand this technique, and were doing it the wrong way.

What he said about this technique was this: *“It's been around for many years, however, it is highly underused by many webmasters. Shockingly, those webmasters that do use this technique, more than 80% are **DOING IT THE WRONG WAY**. This report will show you exactly how to harness the power of this proven technique correctly so you amplify and maximize your results at an astoundingly fast pace.”*

By-the-way, you can still get this report from [NicheBOT](#), and it is now a free report.

NOTE: Google is the major Search Engine and gets about 50% of the Search Engine traffic. The two other giants in the Search Engine world are Yahoo! and MSN. Yahoo! gets about 30% and MSN about 20%. So, between these three, they just about account for all Search Engine traffic!

Now, as we move on, I'd like you to keep this point firmly in the back of your mind. Getting into Google, or indeed most of the useful Search Engines, requires that you do three main things:

- 1 You have to make sure you have some on-page relevancy.
- 2 You have to make sure your title tag contains the correct keywords.
- 3 You absolutely must get lots and lots of links (they say).

Now there are hordes and hordes of SEO firms that know this, but actually continue to do **unnecessary optimization** on their client's Web pages, and it is not difficult to understand the reasons for this. This is one area that the industry needs to be cleaned up.

But the key point of the three reasons listed above, the one that is relevant to our discussion, is point #2, and #3: you must make sure that your title tag, and anchor text in your links, contains your prime keyword for that page. That is to say, it is far more important that you have the right keywords in your anchor text than it is to have lots and lots of links. On the next line is an HTML link tag, and between the opening `<a>` tag, and the closing tag ``, the text that appears there is known as the anchor text. In this example it is **[keyword phrase]**



So, what you have to remember here is that when you're getting links, you have to ensure that the anchor text contains your best keyword for that link. You also have to make sure that you don't use the same anchor text for all your links coming into your site, or indeed on the internal linking structure. If every link contains the same anchor text, e.g. "barramundi fishing north queensland," Google sees that as **link spam** and will heavily downgrade the importance of the link.

[Jonathan Leger](#) advises this solution to the above problem: "So be sure that you vary the link text some. I've found that if you vary your link text in a **60%/30%/10% fashion**, that's enough variety for Google to be happy. In other words, if 60% of your links contain your primary keywords, 30% a secondary set of keywords and 10% a third set of keywords, Google won't penalize you.

You want to be creative here, too. Your secondary and third set of keywords can be selected in a way that they reinforce your primary keywords."

So with the keyword examples we have been using in this discussion, we could mix them up a bit, like this ...

barramundi fishing queensland

barramundi fishing gear

barramundi fishing lures

barramundi fishing boats

barramundi fishing trips north queensland

... and still keep Google happy.

So, to summarize what we need *to do right*, we have ...

- Decide on the very best keyword for your site's *home page*, which is what we've been doing. In our example, let's say that we opt to go with "*barramundi fishing north queensland*" (not mentioning Giru, because who would really know about that great little place, initially, anyway).
- The next thing we need to do is select a page Title for our Web site. This will be "*barramundi fishing north queensland*."
- The page title should only include our main keywords. The least amount of words you can place in the title, the more weight the Search Engines will give to each of the keywords and the better you will do in the rankings.
- We make sure that the page we're optimising for the Search Engines always contains the critical keywords between what's known as the Title tags, which in the HTML language, look like this: <Title></Title>. So this how our title tag would look like:

<Title>Barramundi Fishing North Queensland</Title>

- But here is a most important point, as we've discussed previously. The nuts and bolts of the Internet is the HTML <a> tag, called the anchor tag, as you will learn. This tag, ultimately, is what enables the billions of pages around the world to speak (link) to each other. What you always have to ensure is that the wording that is used as the *anchor text* is always identical with your keyword phrase. This is what it looks like:

[keyword phrase]

- Which becomes ...

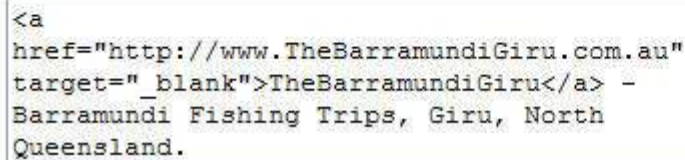
Barramundi Fishing North Queensland

- Now another important thing that should be done on your site is to use this as the link text that you request other Webmasters *always to use* when they link to your site. Here is what such a link request page could look like:

Link to Us

Do you think "TheBarramundiGiru" would be a useful resource for your clients? If so, please use the following link for placement on your site.

[Barramundi Fishing North Queensland](http://www.TheBarramundiGiru.com.au) - Barramundi Fishing Trips, Giru, North Queensland.



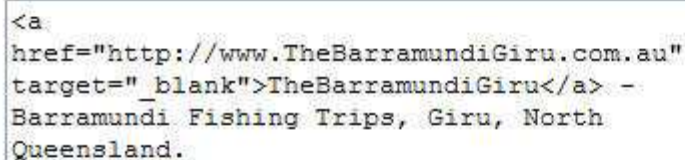
```
<a  
href="http://www.TheBarramundiGiru.com.au"  
target="_blank">TheBarramundiGiru</a> -  
Barramundi Fishing Trips, Giru, North  
Queensland.
```

- Of course you could add as many pages as you like to your site, with each one targeting a different product or service, and have multiple links available for other Webmasters to use, as shown in the following screen shot.

Link to Us

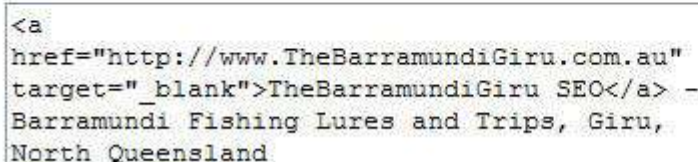
Do you think "TheBarramundiGiru" would be a useful resource for your clients? If so, please use one of the following links for placement on your site.

[Barramundi Fishing North Queensland](http://www.TheBarramundiGiru.com.au) - Barramundi Fishing Trips, Giru, North Queensland.



```
<a  
href="http://www.TheBarramundiGiru.com.au"  
target="_blank">TheBarramundiGiru</a> -  
Barramundi Fishing Trips, Giru, North  
Queensland.
```

[The Barramundi Giru for Fishing Lures](http://www.TheBarramundiGiru.com.au) - Barramundi Fishing Lures and Trips, Giru, North Queensland



```
<a  
href="http://www.TheBarramundiGiru.com.au"  
target="_blank">TheBarramundiGiru SEO</a> -  
Barramundi Fishing Lures and Trips, Giru,  
North Queensland
```

Now I've really summarised this all down to the bare bones of what is more involved in this important step. You will be able to fill in the missing "bits" by getting a copy of Jim Morris's great eBook mentioned a little further back. Also an excellent resource is Jonathan Leger's ***Search Engine Myths Exposed!*** which you can access through this link:

<http://Domain-name.com.au/seomyths>

As well, the resources listed below deal with this topic as well.

Keyword Research Tools

There are a number of excellent keyword research tools available, and in this section, I'll list the better known ones:

[Wordtracker](#)

[Keyword Discovery](#)

[Nichebot](#)

[Keywords Analyzer](#)

All of the above tools, except *Keywords Analyzer*, are online tools. *Keywords Analyzer* is an excellent software tool that you download and install on your computer. You have to be connected to the Internet, of course, to use it.

At Domain-name.com.au we use Jim Morris's [Nichebot](#) because with the paid service we also get access to the Wordtracker service, and Keyword Discovery, and a host of other great keyword analysis and SEO tools. The latter service is most important to us because it is the one where we can do power research on keywords used on Australian Search Engines, especially Google.com.au.

The Very Best Keyword Research Tools Available

The best tool to use when doing keyword research you already own. It is your own mind. Try to put yourself in the shoes of a person doing a search for your product or service. In other words, think laterally as your potential customer would think. The more you can use this human skill of putting yourself in the place of the customer, the better you'll be able to use the keyword research tools that are available out there.

Remember that keyword research software cannot do any thinking for you. For example, it cannot tell you things like:

- the conversion potential of the keyword.
- if you're looking for an relatively unknown niche to market to, how difficult will it be to get your hands on a product to sell.
- or if there is a suitable affiliate product to promote.

Put simply, there's no point in having a swarm of traffic going to a business Website that doesn't have the potential to make money.

There is a fabulous book developed by Wordtracker, that shows you resourceful ways to use your own mind in this business of keyword research. It's called [Keyword Research Guide](#) and it's free (mentioned in point 1 above).

Wordtracker created a fictional company, Virginia Veg, and asked experts to provide real answers to the problems facing its CEO, Susan Webster. The result is an e-book packed

with insight, tips, and techniques on keyword research that you can apply easily to your own Website. Even though the book is pitched at beginners, it contains real insights, tips and techniques that even a seasoned professional would find useful. And it doesn't mean you have to use the **Wordtracker** keyword research tool, because what you learn can be used with other tools as well.

Other Resources You Should Have (and they're FREE)

Don't get too involved in studying the ins and outs of Keyword Research at the level presented in the following reports *initially*. As you become more aware of the benefits to be had from having a keyword-focused Website—which will come from more profits to you—then you'll be much more motivated to find out what else is possible from two of the best-known names in the SEO industry!

1. *Keyword Marketing*, by Michael Campbell.

To get a free copy of this valuable report, just go to Michael's Web site and sign up for his excellent ezine *Internet Marketing Secrets*. You'll get this report as a bonus for signing up to what is a very valuable resource in itself, by one of the really big names in SEO.

<http://www.InternetMarketingSecrets.com>

2. *Keyword Hotlist*, by Michael Campbell.

This is a most valuable insight to have about keyword research, and you get it as per the same deal same place as the previous resource. Before you use this resource make sure that you have read the Keyword Research section of the next free resource, **Action Plan**.

<http://www.InternetMarketingSecrets.com>

3. *Action Plan*, by Michael Campbell

Another great resource, and from the same person as the two previous resources, and same deal.

<http://www.InternetMarketingSecrets.com>

4. *Revenge of the Mininet*, by Michael Campbell

Another top resource, and from the same person as the previous resources, and same deal.

<http://www.InternetMarketingSecrets.com>

5. *Dynamic Linking*, by Leslie Rohde

Another great resource, and from [Leslie Rohde](http://www.LeslieRohde.com), but available from Michael Campbell's site, and same deal.

<http://www.InternetMarketingSecrets.com>

If you feel that you'd like some professional help in deciding on your best Keywords for your site, or in optimising your site for the Search Engines, please contact us here:

<http://Domain-name.com.au/contact.html>

Chapter 2 ... Rules for Domain Name Registration

Register your Domain name from this page:

<http://www.Domain-name.com.au/domain-names.html>

Your domain name is a very important part of your online business. It is ***your virtual address*** where your visitors will go to shop, and it is what you will build your brand identity around. So you really need to do your homework before jumping in and registering anything.

Some examples of our competitive pricing ...

.com.au (AuD\$69 for 2 years)
.org.au (AuD\$36 for 2 years)
.net.au (AuD\$69 for 2 years)
.com (AuD\$28 per year)
.org (AuD\$28 per year)
.net (AuD\$28 per year)
.co.nz (AuD\$46 for 1 year)
.co.uk (AuD\$34 for 2 years)
Europe .eu.com (AuD\$125 for 2 years)
Italy .it (AuD\$130 for 1 year)

Domain-name.com.au Domains delivers uncomplicated and affordable domain registration services for Australian, New Zealand, US, UK, Europe, Germany, Cocos Islands, Russia, Netherlands, Italy, Belgium, Sweden and Global locations . With over 40,000 new domain names being registered every day, be quick and secure your very own domain name today!

- ✓ No **hidden** costs
- ✓ No **delegation** fees
- ✓ No **setup** fees
- ✓ No **administration** fees

Key reasons why your business should have its own domain name:

- Protect your business name on the Internet before somebody else registers their preferred domain name- including their business entities, brands and trademarks, which means that ***you should register your name before someone else takes it.***
- Registering your domain name places you in a good position to ***build your on-line presence in the future***
- ***Owning your own domain name allows you to get your own company email.*** Since email addresses derive from a domain name, if you don't own your domain name, then you can't get email addresses in your business name, e.g. john.smith@yourcompanyname.com.au

What should I consider when choosing my domain name?

For .com.au and .net.au domain names:

To protect your online identity first and foremost you should register www.<yourtradingname>.com.au. If it is not available you may wish to register an abbreviation of your trading name, add a prefix or a suffix, or include a hyphen (-) in the name. You may also wish to consider registering additional domain names that reflect your brands, products, services, venue, events, activities, professions, and/or trademarks. If you have a brand name that is commonly misspelt it is recommended that you also register the misspelling as a domain name and redirect it to your main Web site.

Important Note: if you are going to register an .com.au domain name (which we recommend for all Australian businesses) you should also make sure that you take out Web hosting through an Australian company that has its servers' datacentre located in Australia as well. The reasons for this connection is explained in Chapter 5, *The Perils of Web Hosting on Search Engine Placements*.

For .com domain names:

.com domain names may be registered by any individual or organisation anywhere in the world as they are unrestricted. Therefore, should your preferred domain name be available in the .com domain name space it would be wise to secure it as soon as practicable while it is still available.

Should I register .com or .com.au ?

If you provide products or services to the Australian community .com.au is recommended as it indicates that you are an Australian organisation and more so, an Australian registered trading entity. The .com domain name extension, being one of the original US domain name extensions, gives the impression that your business has been around for a while and has a well established presence on the Web. It is a matter of personal choice depending on what you wish to achieve. However, in an attempt to protect commercial branding it is recommended that where possible all Australian businesses secure the .com.au, .net.au and .com versions of their company and/or trading name, together with the names of their major products and services.

What about .id.au ?

You may register your personal name, your initials or any derivative of your personal name. You also have the option of registering your nickname in the .id.au domain name space.

What about .org.au ?

Register the name of your charity or non-profit organisation in the .org.au domain name space. If it is not available you may wish to register an abbreviation, add a prefix or a suffix, or include a hyphen (-) to your domain name. You may also wish to consider registering additional domain names that reflect your services, programs, venues, events, activities, or the profession that the registrant members practice.

Australian Domain Names:

Register the following Australian domain names:

- ✓ No **hidden** costs
- ✓ No **delegation** fees
- ✓ No **setup** fees
- ✓ No **administration** fees

To be eligible for a com.au or net.au domain name, registrants must be:

- an Australian registered company; or
- trading under a registered business name (Australian Business Number - ABN) in any Australian State or Territory; or
- an Australian partnership or sole trader; or
- a foreign company licensed to trade in Australia; or
- an owner of an Australian Registered Trade Mark; or
- an applicant for an Australian Registered Trade Mark; or
- an association incorporated in any Australian State or Territory; or
- an Australian commercial statutory body.

The .org.au and .asn.au domain names are available for registration by "non-commercial organisations" only.

To be eligible for a org.au or .asn.au domain name, the registrant must be:

- an Australian incorporated association
- an Australian political party
- an Australian Trade Union or organisation under Workplace Relations Act 1966
- an Australian sporting or special interest club.

To be eligible for an id.au domain name, registrants must be:

- an Australian citizen; or
- an Australian resident.

New Zealand Domain Names:

Register the following New Zealand domain names:

- **.co.nz AuD\$46** for 1 year
- **.net.nz AuD\$46** for 1 year
- **.org.nz AuD\$46** for 1 year
- **.ac.nz AuD\$46** for 1 year
- **.school.nz AuD\$46** for 1 year
- **.geek.nz AuD\$46** for 1 year
- **.gen.nz AuD\$46** for 1 year
- **.maori.nz AuD\$46** for 1 year

[Click here](#) to register your New Zealand domain name.

UK Domain Names:

Register the following UK domain names:

- **.co.uk AuD\$34** for 2 years
- **.me.uk AuD\$34** for 2 years
- **.org.uk AuD\$34** for 2 years
- **.uk.com AuD\$125** for 2 years

[Click here](#) to register your UK domain name.

Other Domain Names:

Register the following other domain names:

- Europe **.eu.com AuD\$125** for 2 years
- Germany **.de AuD\$28** for 1 year
- Cocos Islands **.cc AuD\$78** for 1 year
- Russia **.ru AuD\$130** for 1 year
- Netherlands **.nl AuD\$130** for 1 year
- Italy **.it AuD\$130** for 1 year
- Belgium **.be AuD\$46** for 1 year
- Sweden **.se AuD\$134** for 1 year

[Click here](#) to register your Other domain name.

Find out who owns a domain name by clicking [here](#).

Other Australian Domain Names:

edu.au (closed to the public)

Registrar: Education.au Ltd <http://www.domainname.edu.au>

gov.au (closed to the public)

Registrar: National Office for the Information Economy (NOIE)

<http://www.domainname.gov.au/>

csiro.au (closed to the public) For the sole use of the Commonwealth Scientific and Industrial Research Organization (CSIRO)

conf.au (currently under review)

Important Web sites

1. To check companies ABN / CAN / ARBN / ARSN for .com.au registrations

ASIC: Australian Securities & Investment Commission

<http://www.asic.gov.au/>

<http://www.search.asic.gov.au/gns001.html>

The Australian Business Register (ABR) Online is publicly available, online database that contains some of the information that is provided by businesses when they register for an *Australian Business Number* (ABN).

2. ABR: Australian Business Registry

<http://www.abr.business.gov.au/>

3. Our Domain Name Registration page once again:

<http://www.Domain-name.com.au/domain-names.html>

Chapter 3 ... Domain Naming for Prosperity

By Pavel Lenshin

Too little has been told. The things that I've heard make it even worse. Better nothing, then worse.

Tell me your Domain name and I will tell you how successful you are.

For the last couple of months I've heard many arguments claiming that my domain name should be based on keywords relevancy, you Web-site focused on. Let me ask you why?

The answer is obvious, these SE "experts" project that this tactic will help to raise your Web-site SE ranking on several positions up. In other words, they advise me to pick up a name for my whole Internet Business as well as my Web-Site, with the only aim to have a chance to suite, trick or cheat SEs. Wow, I must be hating my own business!

Let me ask you another question: why there is Coca-Cola instead of Candy Water or Mercedes Benz instead of Comfortable Car? Do you still want to name your eBook selling Web-Site something similar to eBookSell.com instead of a real Brand name for your business? Don't you know why there is Google.com, Amazon.com and Yahoo.com instead of GreatSE.com, Bookshop.com or Index.com? Imagine that you are a real car manufacturer.

Are you going to name your car "Fast Car" or give some really unique name? I may guarantee you that these keyword tricks will bring you nowhere. While keyword based domain name or other tactics like expressive use of <h1> tags instead of <p> may raise the relevancy for that particular keyword in the short-term prospective, you cannot rely on these tricks forever, because if you do, other guy will outsmart you simply by having more Web-pages with more valuable information and your <h1> tags along with white text on white background tricks won't help.

Don't forget also that SE indexing algorithms are constantly changing and what proved to working yesterday, may not work today.

Besides HTML code may be easily changed, bad domain name cannot, at least, for a year, so you had better give your business a domain name it deserves, with a strong Brand and USP from the very beginning! There is no brand in "eBook Selling Site" or "Best Search Engine Traffic", no one will ever remember you! So be smart and chose the right name for your e-business.

Done with that!

Next. No arguments that your business name should be relatively short. Your domain name does not differ, it should be the same or even shorter. If your domain consists of three or more words try to use appropriate acronyms or

abbreviations. Don't suggest you to use "hyphens", "misspellings" or "numbers" (if your official business name doesn't have them). These "eye-soaping" won't positively influence your business image also.

Is it difficult to create another "Google"? No. Is it difficult to imagine "Overture" instead of PPC Search Engine? No, billion times "no". What you need is time, wit and imagination. If you don't have something of the mentioned, then ask someone who has. Tell you the truth, I don't have very small vocabulary, so for my next project I will search Webster, Latin dictionary or try to ask friends about some useful ideas on that subject. Just make sure your domain wouldn't be translated as something stupid on the language of the country you are planning to work with. Can it be even easier?

Third point. How to check what you domain name is worth? Imagine that your business has reached a billion dollar status, you have a corporate skyscraper with an extremely big corporate flag 100-by-100 meters wide (3,000-3,000 feet wide) that is hanging on the very top of your building with the name of your business on it. So does the name that you have imagined suit that corporate flag of a billion dollar corporation?

The domains like Amazon.com, Overture.com, Google.com, eBay.com or even GoDaddy.com are perfect examples of what direction you should move. My-Cool-PPC-Search-Engine.com or BestOnlineBooks.com are the worst examples of the domain names you can ever imagine.

Answer another question. Does your domain leave some "taste" in the minds of your visitors, or it is "just another one" name? Does your domain as well as WS transfer any hidden or obvious message or is it "flat" and simple as a log? Remember: your branding policy of the WS and Domain name should provoke emotions, thought, curiosity or desire.

PayPerClickSearchEngne.com is pay per click search engine. I know that, you know that, what next? Overture.com tries to make your subconscious imagination work. It has unique abstract inner meaning. Wake me up in the middle of the night and I will tell you that Overture is the best PPCSE, despite the fact that Overture's meaning has very slight connection to what a PPCSEs really are.

Last point. The domain name you choose shouldn't offend your auditory and be liked by You. In other words, try to avoid "angels" in dealing with public and make your name you are proud of. The last notice is very important. Everything that is connected with your company even including the look of PC you are working on should arouse positive and pleasant emotions only. You should be proud of your own business like the majority of Americans are proud of The United States.

Well, like I said, your business goes the same way it is called. Are you fond of your name? I hope you are.

Pavel Lenshin is a publisher and Webdesigner, who offers + Powerful package on how to run Private Info Business + Free subscription to the unique NET Business Magazine + Free Optimization Report of your Web-site <http://www.InfoAlchemist.com>

Register your Domain name from this page:

<http://www.Domain-name.com.au/domain-names.html>

Chapter 4 ... How to Get Your Own Domain Name

By Domain-name.com.au

<http://www.Domain-name.com.au>

If you are planning to have your own personal address in the Internet, then you absolutely must get your own domain name.

A domain name is usually named after an individual, your name for example, if you want to have your own domain address for your blog or personal interest site; or other selected words that reflect or give an indication of the business interests of the site. Examples of domain names include yourname.com.au, yourname.com, thecleaningservice.com.au or beautyproducts.com.

There are many reasons why domain names are essential especially for businesses. Here are some of the following:

- ✓ Domain names make your business sound more credible and reliable.
- ✓ The URL of domain names never changes even if you change Web hosts such that customers are not needed to be informed should you change Web hosts.
- ✓ A good domain name will make your clients and people recall your company easily which spells more profits.
- ✓ Advertisers and sponsors are more attracted in sponsoring Web sites who have their own domain name.

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Advertisers and sponsors are more attracted in sponsoring Web sites who have their own domain name.

As an overview for registering domain names, InterNIC is the organization responsible for domain name registration. Registration fees vary and they range from US\$ 15 to 35. The fee allows you to use the domain name for a year and payments are done annually.

But, there are some commercial hosts who are willing to register and pay for your domain name for free while other hosts are willing to register the domain name for but you'll have to pay the InterNIC fees.

Here are the steps you need to follow to be able to register your domain name:

1. Brainstorm concise, unique and applicable domain names you would like to use and list them. With the huge number of Web sites in the Internet, some of your ideas might have already been taken already so the more names you can think of, the better. Check out who is your competition in your market area, and see what domain names they're using. Use a good Search Engine such as Google

Consider also the domain name extension you want to use.

- **.com.au** : you need to provide your ABN number
- **.net.au** : you need to provide your ABN number
- **.org.au** : you need to provide your ABN number
- **.com** : no requirements
- **.net** : no requirements
- **.org** : no requirements
- **.biz** : requirement - for commercial and business use only
- **.info** : no requirements
- **.us and other domain extensions for each country** (.uk, .au, .ph, etc) : requirements - for persons who are citizens and residents of that country and for businesses and organizations present in that country where domain extension is applicable.

2. Get your IP addresses from the Web host you decided to use - if there is one already.

3. Prepare for payment. Credit cards are the way to go for online transactions

4. Apply for your domain name in the Web host you chose. If you still haven't decided on your Web host, there are many sites in the Internet that offer Web hosting. These include Yahoo which offers a monthly fee of \$9.95; the very popular GoDaddy.com, with a registration fee of \$8.95; Dotster.com, and many others.

There are things you need to consider if you plan to work with commercial Web hosts. This includes making sure that you are the registered owner of the domain name. This is very important because the Web host who registers you in InterNIC can identify himself as the domain name owner which may spell trouble for you in the future. He now "owns" your domain name and he can now control how he'll charge you for your use. In order to avoid this, better register yourself personally.

It is **also important** to place your name as the technical contact and at the same time, the administrative contact even if the Web host presents itself to take care of both positions. This will give you an edge later should you decide to transfer to a new host.

The approval of the administrative contact is usually a requirement from your current Web host should you decide to transfer to a new one. If the administrative contact cannot be reached then the technical contact is the next one contacted. There have been cases where Web hosts, acting as administrative and technical contacts for a client, make it difficult for their clients to move to other sites by pending the move or by even refusing. So, better be in control with this kind of situation.

With these in mind, you can now register your own domain name. It's been observed that good domain names are getting more and more difficult to find so if you already have some ideas, register now before other people beat you to it.

Register your Domain name from this page:

<http://www.Domain-name.com.au/domain-names.html>

Also see:

Michael Campbell-On-Domain-Names-with-Hyphens ...

<http://www.Domain-name.com.au/domain-names-with-hypens.html>

Alphanumeric Priority of Domain Names ...

<http://www.Domain-name.com.au/alphanumeric-priority-of-domain-names.html>

Chapter 5 ... The Perils of Web Hosting on Search Engine Placements

By Paul Rudman

Summary: *The Perils of Web Hosting on Search Engine Placements* simply means that if you host your account in another country, and expect your site to show in Google's geographic index for your country, then you'll be sadly disappointed. So, it is important to host your site in the country where you hope to do most of your business. Mostly that means host your Web site in your own country, *Australia!*

For example, if you were to search www.google.co.uk with the **radio button switched to UK results only**, and your .com site was hosted by a UK hosting supplier but in a German datacentre, then you would never appear in the search results. Of course, you would appear in the www.google.de search results, but obviously not many German Google users are looking for Web sites and businesses in English or relevant only to a UK audience.

~~~~~

Yes indeed, who would have thought it, but your web hosting provider could indirectly be costing you the chance of good placements in the major search engine Google.

How can this be? Well the problem is the physical location of the hosting centre itself. Now, while you may feel you have signed up with a UK hosting company, actually all their hosting centres can be in a different country such as the US or Germany for example.

Now this little quirk doesn't really have many side effects as you may well be getting very good value and good technical support from your host, but what it does mean is that if you do not have a geography specific domain suffix such as .co.uk for the UK and instead you opt for a .org, .net, or .com then Google will use the geographical location of your hosting centre as the method for determining which local index your results should be found in.

By this I mean if you were to search [www.google.co.uk](http://www.google.co.uk) with the radio button switched to UK results only, and your .com site was hosted by a UK hosting supplier but in a German datacentre, then you would never appear in the search results. Of course, you would appear in the <http://www.google.de> search results, but obviously not many German Google users are looking for websites and businesses in English or relevant only to a UK audience.

There are plenty of studies out there suggesting search patterns on Google that say it is approximately 50 : 50 as to the number of people that click the "all the web" results on [google.co.uk](http://google.co.uk) compared to searching only UK results. However, I personally do not believe this, if I am looking for a business where a product needs to be delivered or a service provided to me that involves phone or person to person support and contact, am I really going to search every website on the Internet?

No, I am only going to search across UK specific sites, and if I can't find what I want then I will expand my search to include sites outside the UK.

It is unknown to me at this time whether a .co.uk site hosted outside the UK suffers any form of penalisation from Google in its ranking placements in the google.co.uk index, and is quite difficult to prove either way as search engines are notorious for providing as little information as possible as to how they operate.

Unfortunately there is no real way around this problem if you are already caught up in it other than move your hosting to an ISP that is actually based in the Country that they claim to be on all advertising etc. Always check beforehand if you are looking at a non .co.uk domain name for your site, as you do risk never getting the 100's or 1000's of search engine referrals that [www.google.co.uk](http://www.google.co.uk) can provide you.

Below is a link to a tool that is useful for telling you the geographical location of your website, make sure you check it out if you are concerned about your site not being included in your local Google index, because there is nothing your hosting provider or Google can or will do about this situation, so get educated and make sure your website gets seen in your local Google index.

Tools for locating where your website is hosted

<http://www.dnsstuff.com/>

### Instructions:

- Using the "Ping" tool, type in your domain name and you will be given the IP address of the machine your site is hosted on.
- Copy and paste that IP address into the "tracert" tool, the final hop is the physical location of your Web site, so check this against the "Country" information on the right-hand side.

I don't see this problem changing or easing any time in the near future, as the service provided by Google for geographical indexed is fundamentally sound and they have to use some method of discerning which Country group a site is relative to when it has a non-geographical domain suffix, however *more and more people are being caught out by this without even realising it, because they believed they were signing up to a hosting provider in their own Country.*

**Moral of the story:** *The Perils of Web Hosting on Search Engine Placements* disappear when you host your site in the country where you hope to do most of your business. Mostly that means host your Web site in your own country!

I hope this article helps, and please email me any of your stories / problems in this area. Good luck!

Paul Rudman is the director and head of optimisation at Commercetuned ([www.commercetuned.co.uk/](http://www.commercetuned.co.uk/)), he's been involved in developing search strategies and search engine optimisation for 7 years.

This article is taken from <http://CommerceTuned.co.uk>



## **Chapter 6 ... Web Hosting Terms To Understand**

### **(Disk) Space**

Disk space is typically measured in gigabytes, which is approximately 1000 megabytes. Smaller hosting companies will use megabytes instead in their descriptions of disk space. In case you are wondering, yes, a 80GB iPod holds the same amount of information as a 80GB Web hosting account.

### **Bandwidth**

Bandwidth is the amount of visitors--traffic--to your Web site, and how much information they are taking from your Web site when they visit.

Every time a visitor comes to your Web site, their computer downloads the information from your site - this includes the pictures, the text, and the files requested by that visitor. So if your Web page has a header graphic, 600 words of text, and a .pdf file to download, then every visitor will likely download that much information when they visit.

During an entire month, all of these visits are added up to make up the amount of Bandwidth you have used for the month. You'll want to make sure your Web hosting company gives you enough bandwidth to handle the traffic that you will have.

You should not allow your Web site to go over its allocated bandwidth for the month. Why? Because the hosting company will shut down your Web site until you pay for the increased bandwidth, or the new month starts.

You want Web hosting with a generous amount of bandwidth so that these situations do not arise in the first place.

### **IP Address versus Domain Name**

Every computer connected to the Internet has an IP address, with the IP standing for Internet Protocol. An IP address consists of 4 numbers, separated by periods. It looks something like this: 65.98.55.234

Each of those numbers is called a "node," and this system helps millions of Web surfers find your Web site in a flash.

Because of this every Web site has an IP address assigned to it. This address is based on the location of the server where the site is hosted.

The best way to understand the concept of an IP address is to think of it as the complete address of where you live. This is typically recorded as a street number, a street, a city, a postal code, a state/province, and a country.

An IP address could also be thought of as the phone number of your Web site. The IP address of our Web site, Domain-name.com.au, is 65.98.55.234.

Now you will quickly realize a problem here. A whole series of numbers written like this: <http://65.98.55.234> is not very easy to remember, and there is no way you could brand your site with a memorable name, such as [Domain-name.com.au](http://Domain-name.com.au)

Similarly, the address book of your mobile phone does not list the phone numbers of your contacts, but lists them by their name, so you can immediately understand the address book system.

So the people who manage the World Wide Web developed a better system to name Web sites.

Computers all around the world talk to each other in numbers (e.g. 65.98.55.234), but we humans much prefer to use words (e.g. [Domain-name.com.au](http://Domain-name.com.au)) instead to connect to the right Web sites.

So a **domain name** is the actual Web site name in words, which is connected to an **IP address** (e.g. [Domain-name.com.au](http://Domain-name.com.au)).

Can you imagine having 65.98.55.234 as your Web site on your business card, instead of [Domain-name.com.au](http://Domain-name.com.au), and handing this around to all your business contacts?

Neither can I!

### DNS (Domain Name Servers)

Now you will realise here, that there has to be a translation service, one that translates your domain name ([Domain-name.com.au](http://Domain-name.com.au)) back to its numbered address, which is the IP Address of your Website (65.98.55.234).

Remember, this is because Web surfers are going to be typing the domain name and not the IP Address into their Web browsers to find your Web site.

In order for your domain name to connect to its IP Address, you need to know about DNS, or Domain Name Servers.

The Domain Name Server is your Web hosting company's address for the server where your account is hosted. Since your IP Address/Website is hosted on these servers, by connecting the DNS to your domain name, your domain name connects to your IP Address.

When you register your domain name at a Domain Name Registrar (a company allowed to manage Website names, such as [www.austdomains.com.au](http://www.austdomains.com.au)), the DNS settings must be changed properly or no one will ever find your Web site.

This is especially the case when you host your Website with a different company than the one you registered its domain with - a move which we highly recommend in every case. Changing this setting is really easy, and you only have to do it once (unless you move your site to a new host later on).

Usually the DNS setting is given to you by the Web hosting company when you sign up with them. They usually look like ns1.nameserver.com and ns2.nameserver.com. At your Domain Name Registrar (where you purchased your domain name), you'll need to put the names of the Domain Name Servers into the DNS settings in the profile of your domain name. You can change this setting any time you change hosting companies, and as we've mentioned earlier, this is easy to do.

After 24 hours (or sometimes later), your domain name (URL) is connected to your Web site's IP Address, and Web surfers can find your site!

*The entire sequence then looks like this:*

Surfers **types in your domain name** ➡ which directs them to your Domain Name Registrar's **(DNS)** database system ➡ where your **DNS settings** (i.e. your domain name servers, such as ns1.nameserver.com and ns2.nameserver.com.) are looked up ➡ which tells your visitor **which Web host's domain name server** to send them to ➡ which **connects them** to your account at your Web host ➡ which sends them to **the exact IP Address** ➡ which then **displays your Web site properly**.

Essentially all that's happened is that the domain name has been translated into the IP address, so that the Web's technology can find your site.

### Web Site Control Panel

The control panel of your Web hosting account is like looking at the dashboard of your motor vehicle. This is where you get to control the way your site works, whereas designing your Web pages will determine how your site looks.

With a good control panel, you should be able to create databases, upload files, set up email accounts, password-protect directories, etc.

The industry leader in Web site control panels is **cPanel**, and we recommend that you use nothing but this system.

Granted, there are other good dashboards, but cPanel is the leader because it is easy to use, easy to find in the most reliable Web hosting packages, 99% the same each time you see it, and comes with a host of free easy-to-install scripts that will give your site that added punch.

**TIP:** Understanding how your Control Panel works is a vital part of your business, and we encourage you to manage and maintain your Web site yourself, because it is just that important to your business. The best resource available for learning how to use the most popular cPanel dashboard at the [Discover cPanel](http://www.Discover-cPanel.com) Web site.

## **Chapter 7 ... Features To Look For When Choosing A Web Host**

By Domain-name.com.au

<http://www.Domain-name.com.au>

When choosing a Web host, not just any host will do! There are specific features that you need to look for, as well as additional features that will be required depending on what your plans for your Web site are. It is important that you make sure that your Web host is able to accommodate your needs from the very beginning.

- 1. Guaranteed Uptime:** One of the first features you should look for in a Web host, no matter what your plans are for your site, is the guaranteed uptime. While no Web host can guarantee that your site will be up 100% of the time, you definitely want to choose a host that guarantees at least a 99% uptime, and preferably a 99.9% uptime.
- 2. A 100% satisfaction guarantee** is also vital. Often, you won't be able to tell if a Web host can fulfill all of your needs until you sign up for the service. If you find out that the Web host does not meet all of your requirements, you will want to have the option of canceling your service and getting a refund. Not all Web hosts offer this, so be on the lookout for it.
- 3. Alternative Power Generator:** You definitely want a Web host that has a power generator to deal with power outages, and also one that does automatic, scheduled backups of your data. A Web host that uses DOS protection, to protect against Denial of Service Attacks as well as other types of attacks, is also vital.
- 4. cPanel hosting software:** One of the most important features, these days, is to only go with Web hosting that offers **cPanel** and **Fantastico Deluxe**. Both of these topics are dealt with on [this page](#).
- 5. Fantastico DeLuxe:** This software is a massive collection of 49 scripts that you can install on your hosting account at the click of a button, at no extra charge to you! For [more information on Fantastico DeLuxe](#).
- 6. Compatability with Domain Toaster management software:** If you need to register a lot of domains (e.g. if you are promoting a portfolio of affiliate marketing products using [AffiliateProductX](#), or you have a lot of Adsense sites), then you should find out about [Domain Toaster](#).
- 7. Ability to host International domain names:** All Web hosts can host your .com, .net, .org domain names, but fail when it comes to hosting .au, .nz, .co.uk, .de and all the domain name extensions mentioned on our [Domain Name Registration page](#). The Web hosting companies that we use offer all these possibilities.

Finally, two other features that you should look for, no matter what other features you may require, are **server monitoring**, where the Web hosting company monitors the servers 24 hours per day, 7 days per week, and **email support**, where you can get your questions answered or issued addressed 24 hours per day, 7 days per week.

Once you've found a host that offers everything above, you are ready to look at other features that you may require, such as an adequate amount of disk space and **unlimited monthly bandwidth**. You may also require unlimited FTP accounts and email accounts. MySQL Databases will be important to some Web hosting customers, as well as email lists.

Depending on your plans, you may also require **unlimited domains, sub domains**, parked domains, and add on domain names. If you don't know much about HTML or building Web pages, you need a Web host that offers a Web page builder. But remember that we are Domain-name.com.au specialize in teaching our clients how to look after their own Web sites—provided of course you want to take the extra trouble (or delegate that responsibility to a staff member ☺ ), which is really worth it in the end. Other features you may require include *FrontPage* extensions, *DreamWeaver* Compatibility, the **ability to install a blog or a forum for free**, or several other scripts that make your site more interactive.

## **Chapter 8 ... What You Need To Know About Web Hosting**

By Domain-name.com.au

<http://www.Domain-name.com.au>

Web hosting provides people and organizations with systems to store information, including audio and video. It also provides them with images and any of these contents can be accessed through the World Wide Web. Web hosting is provided by the companies that gives space on their server. These spaces provided will be used by the clients in their businesses or home pages advertising their business, products, and services. Web hosting also provides connection to the Internet. They also give data center space and Web connection for other servers which can be found in their data center.

**Web hosting services are various types.** One of these types of Web hosting is called file hosting, or Web page hosting. File hosting is uploading the Web pages on the internet via file transfer protocol. Files are usually uploaded to the internet without changes, and this function is usually offered to the subscribers by the internet service providers. Geocities and Yahoo are two online companies that offer Web page hosting for free in exchange for a few advertisements that they will put on the site.

**Web hosting may also be for hosting personal homepages.** Homepages may be built to advertise services or simply to tell something about a person's life, to display his arts, his writings, and pictures. It may provide support and application using Java or PHP. These applications allow script installations for forums. Some Web hosts focus on e-commerce or Web hosting for softwares and services. This kind of Web hosting is used by big companies for their outsourcing business.

**Web hosting has different kinds.**

Free hosting is the Web hosting which is provided for free but the space is limited and usually requires to include the ads of the Web hosts into the site. It is usually the Web hosting that most people use when they are starting out.

Image hosting is often free and allow uploading images on their service. Users links from their homepages to their image hosting providers so the users do not waste their own bandwidth.

Shared Web hosting is when the Web site is on the same server as many other Web sites. It is mostly restricted.

Clustered hosting on the other hand is another kind of Web hosting that provides server at prices that are more affordable because the hosting is shared.

Reseller hosting is for those people who wish to start their own Web hosting business. One gets a big space and a large bandwidth and it can be shared and distributed among any other sites.

Virtual Private Server is more affordable, offers similar benefits as a dedicated server, and allows a server to contain a few virtual environments.



Dedicated hosting is a kind of Web hosting that has almost no restrictions. Dedicated hosting is the kind of Web hosting wherein the users are generally left on their own to manage the hosting. The user can do whatever they want with the space, but the only downside to this kind of Web hosting is that it can be very expensive. Dedicated hosting is much more expensive than shared hosting or any other kinds of Web hostings. Dedicated hosting is usually for online businesses or for individuals who want to build a homepage whose careers depend upon the internet. It gives them more credibility and makes the business or service they are offering seem more legitimate.

### **Web hosting is offered by many providers.**

These Web host providers have their own limitations and restrictions on how they want their space to be used, which might include everything from advertising to editing programs to bandwidth restrictions. Some Web hostings are free, in exchange for some advertisements that the Web providers put in the Webpage.

Online businesses usually avail themselves of paid Web hosts where they put their sites because of the large bandwidth and the professional look it gives to the business, services, and the users products. Usually these paid Web hostings include features such as 24/7 support. Business or personal sites should be created first and knowledge of HTML is important. Web designers may also be employed to create the Web site. When the Web site is created and uploaded to the Web hosting, there is not much left to do.

One of the most important features, these days, is to only go with Web hosting that offers **cPanel** and **Fantastico**. Both of these topics are dealt with on [this page](#). If you need to register a lot of domains (e.g. if you are promoting a portfolio of affiliate marketing products using [AffiliateProductX](#), or you have a lot of AdSense sites), then you should find out about [Domain Toaster](#).

### **Related Articles:**

### **[Features To Look For When Choosing A Web Host](#)**

## **Chapter 9 ... Web Hosting As A Long Term Investment**

By Domain-name.com.au

<http://www.Domain-name.com.au>

Web hosting is basically a service for Web users who may be, but not limited to, individuals or companies with Web sites for storing any information or data that can be accessed through the Web. Web hosting companies provide space on their Web servers and Internet connectivity for their clients.

In a nutshell, Web hosting means making Web sites accessible via the Internet. Access could mean through File Transfer Protocol or by any Web interface.

There are several types of Web hosting depending on the method of hosting and the targeted clients.

### **Free Web Hosting**

Some Web hosting companies offer you to have your Web site accessible in the Web at no charge at all. In return, they will be having their advertisements popping-up or added to your Web site. The services you get for free have usually limited bandwidths, disk space, traffic limits and limited Web development tools. For up and coming Web developers this is a great way to have their Web sites accessible via the Web.

### **Image Web Hosting**

Some Web hosting companies prefer having an image gallery or pictures depot. Image Web Hosting is usually free but you have to become an active member of the Web host's site.

### **Shared Web hosting**

This service is also usually for free. Their method of hosting usually only allows a few Web pages to be uploaded for a Web site, (Ex. Resume Web Hosting Site). Disk space for the entire server is limited and so are the other resources.

### **Clustered Web Hosting**

Unlike Shared Web Hosting where the resources are common for all Web sites, this type of hosting uses Clustering Technology. This technology offers strict security, it has a load balancing system and all the other necessary Web development tools that is replicated for each Web site. Clustered Web Hosting may involve several physical servers working together and is also very open for disk space upgrades or memory upgrades.

### **Reseller Web Hosting**

This hosting method is actually a scheme for entrepreneurs to market Web Hosting for reselling by other entrepreneurs. You practically buy a large chunk of space in their servers with all the Web development tools and can divide that chunk for you to be able to create space to other Web sites.

### **Virtual Dedicated Server Hosting**

This hosting service is like clustered Web Hosting. The difference is that the Web sites that are hosted are all in one physical server.

### **Dedicated Web Hosting**

This type of hosting requires that the client get his own physical server. The client may enjoy all the resources that a dedicated server has but would still be restricted by the policy set by the Web hosting company. It is also quite expensive and is only for big companies with high bandwidths and large databases.

### **Co-located Web Hosting**

This is like dedicated Web Hosting but without the policy restrictions of the Web hosting company. Individuals or companies having Web Server Administration knowledge prefer this scheme.

Before obtaining the services of any Web hosting company, an Internet access scheme or plan may be a good idea. This would be more of a necessity for large companies that rely heavily on Web access and Web site hosting. Security issues should also be a main concern if privilege data is to be posted on databases hosted on Web servers.

The Web hosting company must support the platform or application requirements for the existing or intended Web site. Currently open system platforms are supported by most Web hosting companies. The open system platform usually consists of Linux as the Operating System, Apache as the Web server application, MySQL as the backend database, and Php as the server side interface. Some Web hosting companies have Python or Perl as their server side interface.

There are several hundreds of Web hosting companies that you can find in the Internet offering features that would seem attractive at first. But you have to know what your Web site really needs. You also must be able to compare prices and be able to identify which hosting company is legitimate and which Web hosting company has a good track record by researching on the history and track record of the many Web hosting companies.

Web hosting is a long-term investment on your part. Choosing the right hosting company is choosing the right investment.

### **Related Articles:**

#### **[Features To Look For When Choosing A Web Host](#)**

#### **[Web Hosting Basics](#)**

**Visit the [Teknon Media Web site](#) for more information.**

## **Chapter 10 ... Do You Really Need a Dedicated IP Address?**

IP, as we've seen above, stands for *Internet Protocol*, the extremely powerful set of programs that powers the software side of the Internet.

A dedicated IP address is an IP address that is reserved solely for your use. In other words it is dedicated to you. With a dedicated IP address your site is the only site hosted on that IP address.

### **Do You Need a Dedicated IP Address?**

You need a Dedicated IP address if you need services like private **SSL**, **private name servers** or other services that can not run from a shared IP address. To have your own Web site you do not usually need a Dedicated IP address.

Most Web hosting company don't offer a dedicated IP to their hosting account. Basically, when you host your site with them, you are sharing your IP Address with their other customers' Web sites. One IP address is normally shared by hundreds or even multiple hundreds of sites.

How does it work? How does the Web hosting system know how to load my site and is there any performance issue when your site IP address is shared between several other Web site?

The answer is that all the Web requests are handled by your Web Server, and the Web server will load the your site based on the host header or virtual host name that your site is configured with.

For example, if your Web server is hosting 25 sites, all sharing the one IP address, then the Network Administrator has to configure the host header or virtual host that is unique to your site, such as [www.yourdomain.com.au](http://www.yourdomain.com.au). to your site.

There is no performance benefit by using a dedicated IP over shared IP. It all depends on your hosting bandwidth.

Visit the [Teknon Media Web site](http://www.teknonmedia.com) for more information.

### **December 2007 Update From Google Groups:**

"Lots of sites are hosted on shared IPs. If this had a negative effect on ranking, it would harm most of the sites on the web--and that's not good for small webmasters or for our users. **So, understandably, sharing an IP should not have an effect your ability to rank.**"

Read more here >>> [http://groups.google.com/group/Google\\_Webmaster\\_Help-](http://groups.google.com/group/Google_Webmaster_Help-)

## **Chapter 11 ... The Core Web Hosting Tasks Every Business Owner Needs To Master, Eventually ...**

We believe that, in this day and age, you should learn how to maintain your own Web hosting account, rather than letting a third-party do it for you. At Domain-name.com.au **we setup your account for you**, as part of the package you paid for, and will manage it for you, if you so desire, but **a much better solution for you** is, after we have setup your hosting in the manner you require, that you learn how to do the following tasks yourself:

- Create and manage your own email accounts
- Registering your own domains
- Set up your Web hosting account properly
- Upload and manage your Web site files and images
- Redirect users to different URLs
- Install a blog, forum, Wiki's and more, with ***Fantastico Deluxe***, which comes with the cPanel hosting we recommend.
- Customize your 404 Error Pages
- Create and manage SQL Databases
- Add on multiple domains within one hosting account
- Protect your directories from unauthorized snoopers
- Create and manage Subdomains
- Track your site visitors and errors with Statistics
- How to set up and manage Resell Rights products and sales pages for maximum profit
- Installing a PHP/MySQL Script properly

This list of tasks may seem very daunting to you at first. However, once you learn them, you'll save a ton of money. More importantly, your online business will actually move forward, and that's what this report is all about.

We do have good news for you!

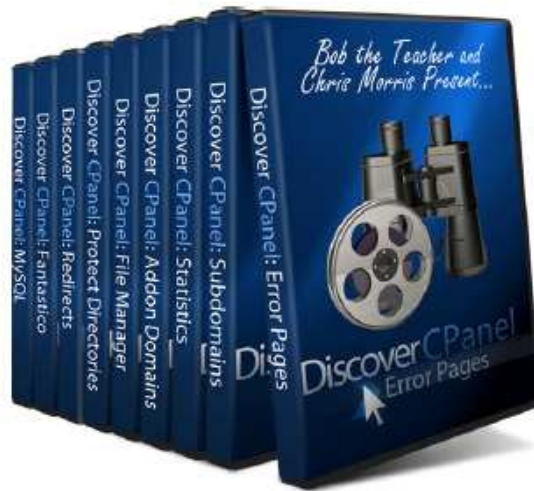
Although this report is not focused on teaching you these specific skills, you'll be able to learn them a lot faster through a set of video tutorials specifically designed with EACH of the above jobs in mind, and all customised for use with your cPanel hosting account.

## ***Your Complete Domain Name and Web Hosting Guide***

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We have partnered with Bob Jenkins, the creator of DiscovercPanel.com, in order to break down the key features of the world's most popular control panel dashboard, cPanel, so you can avoid paying high prices to a Webmasters like us!

Over 15 videos have been made to help you control your site. With the Diamond Mastery Membership at DiscovercPanel.com, you'll be able to download each of those videos and watch them at your convenience.



**[Access The Complete Set Of Video Tutorials At DiscovercPanel.com](http://www.DiscovercPanel.com)**



## Chapter 12 ... Australian Web Hosting Accounts

The best Web hosting company we have found in Australia is [MDWebHosting.com.au](http://MDWebHosting.com.au), located in South Yarra, in Melbourne, Victoria.



### Australian Web Hosting

Get all the benefits of a Linux platform hosted locally (which has the important advantage that your Web site will show in **Google.au Australian searches**). Australian based servers mean fast Web site load times for Australians.

The January 2008 edition of the well-known Australian computer magazine, **PC User** awarded a "Best Buy" to **MD Web Hosting** for the category Best Value Aussie hosting + Sitebuilder."



We're sure you will agree with this award when you see the great value for money this Australian Web hosting company offers.

### Outstanding Features of MD Web Hosting

All [MD WebHosting](http://MDWebHosting.com.au) customers get free phone support 7 days a week from trained and experienced staff. They have over 25 employees, including Web developers, programmers, and system administrators, and all based locally in Australia!

- MD WebHosting use the latest in server hardware, with multi core Xeon rack mounted servers.
- MD WebHosting's servers are monitored and load balanced to give you smooth performance.
- All MD WebHosting's customers get free local phone support 7 days a week, and 24/7 ticket support.
- MD WebHosting's staff are 100% Australian, and they always support local business.
- MD WebHosting is environmentally friendly and do all they can to lower our carbon footprint
- Read MD WebHosting's Customer Service Charter to see the service benchmarks they set themselves: <http://www.mdwebhosting.com.au/aboutus/csc/>

### Some Frequently Asked Questions

#### Where is MD Web Hosting Located?

[MD Web Hosting](http://MDWebHosting.com.au) is located in South Yarra, a suburb close to the heart of Melbourne. "From humble beginnings in 2001 we have grown to service tens of thousands of clients, from universities and large eCommerce stores to charities and small businesses. We currently manage about 30,000 domains."

### **Are there any hidden costs, or setup fees or contracts with web hosting packages?**

There are no setup fees, hidden costs or lock-in contracts.

### **What happens if I exceed my monthly data transfer for the month?**

[MD Web Hosting](#) does not charge for additional monthly data transfer. Their system will email you when you have reached approx. 80% of your monthly data transfer usage. At this point, they recommend you upgrade to a more suitable package to suit your hosting requirements. If you decide not to upgrade, and your monthly data transfer reaches more than allowed limit of your hosting package, your web site will not be able to deliver your web site. The monthly data transfer limits are reset to zero on the first of each month.

### **Do you have a large download file I can test your speed with?**

Yes, MD Web Hosting have a large file available for download here.

<http://www.mdwebhosting.com.au/test.zip>

### **Is GST (goods and sales tax) included in the advertised price?**

GST is included in the advertised price and MD Web Hosting's order form will charge GST for Australian customers as required by law.

### **What is the path to my web space on full featured, budget, ecommerce and linux reseller hosting?**

The path is /home/username/public\_html (replace username with your control panel username)

### **What is the local path to perl?**

The path to perl is /usr/bin/perl

### **What is the path to curl?**

The path to curl is /usr/bin/curl

### **What is the path to ImageMagick?**

The path to ImageMagick is /usr/bin/

### **What is the path to convert for ImageMagick?**

Try the following paths till one works: /usr/bin/ >>> /usr/local/bin/convert >>> /usr/bin/X11/ >>

### **What is the path to sendmail?**

The path to sendmail is /usr/sbin/sendmail

### **None of my cgi scripts are working on the server. How do I get them to work?**

First make sure that they are chmoded to 755. If you are having further troubles, please [click here](#).





### **Is, the latest version of Zend Optimizer and IonCube installed on your servers?**

Yes

## Your Complete Domain Name and Web Hosting Guide

|                                                                                                                                                                                                                     |                                                                                                                                                             |                                                                                                                                                                |                                                                                                                                                                 |
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| Who's this package ideal for?                                                                                                                                                                                       | Ideal for personal, low traffic and small business web sites, with free Web site builder and lots of free software included.                                | Designed for small to medium business and ecommerce Web sites                                                                                                  | Perfect for companies, organisations, developers, high usage or multiple Web sites, with lots of storage space and features.                                    |
| Hosting works with any domain name?                                                                                                                                                                                 | <b>Yes</b>                                                                                                                                                  | <b>Yes</b>                                                                                                                                                     | <b>Yes</b>                                                                                                                                                      |
| <b>PC User Best Buy</b> ... Awarded a "Best Buy" by PC User magazine (Jan 08 ed.) for best value Aussie hosting + Sitebuilder                                                                                       |                                                                           |                                                                                                                                                                |                                                                                                                                                                 |
| Billing Cycles                                                                                                                                                                                                      | 1, 3, 6, or 12 months                                                                                                                                       |                                                                                                                                                                |                                                                                                                                                                 |
| Payment Options ...<br>Pay by Visa, Mastercard, Bankcard, American Express, Diner's Club, PayPal, WorldPay, Cheque, Australia Post Money Order or Direct Deposit.                                                   |                                                                         |                                                                                                                                                                |                                                                                                                                                                 |
| Email accounts                                                                                                                                                                                                      | <b>100</b>                                                                                                                                                  | <b>200</b>                                                                                                                                                     | <b>500</b>                                                                                                                                                      |
| Raid protected Web space                                                                                                                                                                                            | <b>5,000MB (5GB)</b>                                                                                                                                        | <b>15,000MB (15GB)</b>                                                                                                                                         | <b>30,000MB (30GB)</b>                                                                                                                                          |
| Monthly data transfer (bandwidth)                                                                                                                                                                                   | <b>10,000MB (10GB)</b>                                                                                                                                      | <b>30,000MB (30GB)</b>                                                                                                                                         | <b>60,000MB (60GB)</b>                                                                                                                                          |
| Host Additional Domains?                                                                                                                                                                                            | Host <b>2</b> additional domains/Web sites at no extra charge                                                                                               | Host <b>5</b> additional domains/Web sites at no extra charge                                                                                                  | Host <b>10</b> additional domains/Web sites at no extra charge                                                                                                  |
| Subdomains                                                                                                                                                                                                          | <b>10</b>                                                                                                                                                   | <b>20</b>                                                                                                                                                      | <b>50</b>                                                                                                                                                       |
| FTP Accounts                                                                                                                                                                                                        | <b>10</b>                                                                                                                                                   | <b>20</b>                                                                                                                                                      | <b>50</b>                                                                                                                                                       |
| 24 / 7 support                                                                                                                                                                                                      | <b>Yes</b>                                                                                                                                                  | <b>Yes</b>                                                                                                                                                     | <b>Yes</b>                                                                                                                                                      |

## Your Complete Domain Name and Web Hosting Guide

|                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                             |                                                                                                                                                                                                                |
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| Free and instant setup                                                                                                                                                                                       | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| No lock-in contracts                                                                                                                                                                                         | There are no lock-in contracts. You are free to pay at your current billing cycle without a minimum contract.                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                             |                                                                                                                                                                                                                |
| MySQL databases                                                                                                                                                                                              | <b>20</b>                                                                                                                                                                                                                                                                                                                                                                      | <b>50</b>                                                                                                                                                                                                   | <b>100</b>                                                                                                                                                                                                     |
| Control Panel                                                                                                                                                                                                | Latest cPanel software                                                                                                                                                                                                                                                                                                                                                         | Latest cPanel software                                                                                                                                                                                      | Latest cPanel software                                                                                                                                                                                         |
| Includes <b>Fantastico</b> ?                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Password protect directories                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Cron jobs                                                                                                                                                                                                    | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Instant Forums                                                                                                                                                                                               | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Instant Blogs                                                                                                                                                                                                | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Can I upgrade/downgrade my hosting package any time? Are there any fees?                                                                                                                                     | Yes, you can upgrade/downgrade your account to a similar product e.g. home package to business package, automatically via our billing system. There are no upgrade fees or additional charges to upgrade. There is a AU\$22.00 administration fee to downgrade to a lower package. You will be charged the difference in package price only, calculated by our billing system. |                                                                                                                                                                                                             |                                                                                                                                                                                                                |
| IMAP Email                                                                                                                                                                                                   | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| SMTP                                                                                                                                                                                                         | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| POP                                                                                                                                                                                                          | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Web Mail                                                                                                                                                                                                     | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Autoresponders                                                                                                                                                                                               | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Email forwarding and aliases                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Catch-all email address                                                                                                                                                                                      | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| PHPMyAdmin                                                                                                                                                                                                   | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| CGI Bin                                                                                                                                                                                                      | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| PHP                                                                                                                                                                                                          | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Curl                                                                                                                                                                                                         | Yes                                                                                                                                                                                                                                                                                                                                                                            | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |



|                                                                                                                                                                                                                     |                                                                                                                                                                                                                                      |                                                                                                                                                                                                             |                                                                                                                                                                                                                |
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| Image Magick                                                                                                                                                                                                        | Yes                                                                                                                                                                                                                                  | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| SSI                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                  | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| Perl                                                                                                                                                                                                                | Yes                                                                                                                                                                                                                                  | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |
| IP Deny Manager                                                                                                                                                                                                     | Yes                                                                                                                                                                                                                                  | Yes                                                                                                                                                                                                         | Yes                                                                                                                                                                                                            |

**To visit their Web site >>> <http://www.Domain-name.com.au/link>**


## Chapter 13 ... US Single Domains Web Hosting Accounts

**Basic Hosting** is great for those who have need for only ONE domain / ONE Web site. Perfect for the beginner, yet large enough to grow into.

Tekron Media's smallest Basic Plan (Teknon Basic) comes with a HUGE 500 MB/10 Gig Disk Storage for **as low as \$4.45 per month**. 90% of Basic Hosting customers use much less than that.

- ✦ All [Teknon Media](#) Hosting plans feature the **LATEST Version of cPanel Pro**.
- ✦ All New [Teknon Media](#) Hosting plans now feature access to the **New LPanel Account Management Support Center**.
- ✦ All [Teknon Media](#) Hosting Accounts come with the latest version of **Fantastico DeLuxe** with over 50+ Easy-to-Install Instant Programs
- ✦ All [Teknon Media](#) Accounts will host **all Australian and New Zealand** names such as .com.au, .net.au, .org.au

### Summary of Single Domains Web Hosting

| TEKNON MEDIA SINGLE DOMAINS HOSTING PLANS                                           |                |                                |                                 |
|-------------------------------------------------------------------------------------|----------------|--------------------------------|---------------------------------|
|  | TEKNON BASIC   | BASIC PLUS+                    | BASIC POWER                     |
| Disk Storage                                                                        | 500MB (.5 Gig) | 1,000MB (1 Gig)                | 2,000MB (2 Gigs)                |
| Data Transfer (Monthly Bandwidth)                                                   | 10,000MB       | 12,000MB                       | 15,000MB                        |
| Monthly Price (paid quarterly)                                                      | n/a            | \$9.95                         | \$14.95                         |
| Monthly Price (paid bi-annually)                                                    | US\$4.95       | US\$8.95                       | US\$13.95                       |
| Monthly Price (paid annually)                                                       | US\$4.45       | US\$7.95<br>(NEW LOWER PRICE!) | US\$12.95<br>(NEW LOWER PRICE!) |
| Set up Fee                                                                          | FREE           | FREE                           | FREE                            |
| 30 Day Money Back Guarantee                                                         | INCLUDED       | INCLUDED                       | INCLUDED                        |
| Instant Account Activation                                                          | INCLUDED       | INCLUDED                       | INCLUDED                        |
| Nightly Backups                                                                     | INCLUDED       | INCLUDED                       | INCLUDED                        |
| No Contracts Cancel Anytime                                                         | INCLUDED       | INCLUDED                       | INCLUDED                        |
| Add-on domains                                                                      | 0              | 0                              | 0                               |
| Sub-domains                                                                         | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| URL Redirects                                                                       | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| FTP Accounts 24 / 7 Access                                                          | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Easier Access to cPanel                                                             | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Support Center                                                                      | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Instant Access Over 90 Tutorial Videos                                              | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Domain Registration via Support Center                                              | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Template Monster Access                                                             | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |
| Easy Access, to Upgrades, Renewals, Changes                                         | UNLIMITED      | UNLIMITED                      | UNLIMITED                       |

## Summary of Single Domains Web Hosting ... continued

| <b>TEKNON MEDIA SINGLE DOMAINS HOSTING PLANS</b>                          |                                          |                                          |                                          |
|---------------------------------------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|
| All-in-one Password Editor                                                | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Instant Access FAQ / Knowledge Base                                       | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Automated Billing                                                         | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Instant Account Activation                                                | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Instant Upgrades                                                          | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Fantastico Deluxe With 50+ EZ-to-Install Web Site Scripts                 | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| RVSite Builder NEW Online Web Site Builder with Point-and-Click Templates | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Hotlink Protection                                                        | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| IP deny manager                                                           | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Custom Error pages                                                        | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| File Manager                                                              | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Built-In Formmail Script                                                  | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Password Protected Directories                                            | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| phpMyAdmin                                                                | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Scripts Library                                                           | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| FTP Accounts                                                              | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| MySQL Databases                                                           | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| PHP                                                                       | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| ZendOptimizer                                                             | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| IonCube                                                                   | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| FrontPage Extensions                                                      | INSTALL /<br>UNINSTALL with<br>one click | INSTALL /<br>UNINSTALL with<br>one click | INSTALL /<br>UNINSTALL with<br>one click |
| Perl                                                                      | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Python                                                                    | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| SSI                                                                       | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Cron                                                                      | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| CGI Your own cgi-bin                                                      | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Curl                                                                      | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| GD                                                                        | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Image Magick                                                              | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Streaming Audio and Video, Flash, SWF                                     | COMPATIBLE                               | COMPATIBLE                               | COMPATIBLE                               |
| Free Perl Module Installations                                            | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| POP3/SMTP True Domain E-Mail                                              | UNLIMITED                                | UNLIMITED                                | UNLIMITED                                |
| Web Mail                                                                  | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| E-mail alias                                                              | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Auto-responders                                                           | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Catch All                                                                 | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Spam Assassin                                                             | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| Mail Forward                                                              | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |
| IMAP, Exim, SendMail                                                      | INCLUDED                                 | INCLUDED                                 | INCLUDED                                 |



## Summary of Single Domains Web Hosting ... continued

| <b>TEKNON MEDIA SINGLE DOMAINS HOSTING PLANS</b>                   |                       |                                    |                                     |
|--------------------------------------------------------------------|-----------------------|------------------------------------|-------------------------------------|
| Boxtrapper, Spam Assassin, AntiVirus Software                      | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Ability To Pipe Email thru a Script                                | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Blogs: Nucleus, etc                                        | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Content Management: Mambo, Xoops, GeekLog, Post-Nuke, etc. | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Word Press                                                 | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Web Calendar                                               | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant phpNuke                                                    | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant E-Commerce                                                 | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Forums: phpBB, etc.                                        | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Guestbook                                                  | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Counter                                                    | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Image Gallery: Coppermine, 4Images, etc                    | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Classifieds                                                | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Polls and Surveys                                          | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant FAQ Manager                                                | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant Customer Help Desk Scripts                                 | INCLUDED              | INCLUDED                           | INCLUDED                            |
| AWStats with real time updates                                     | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Raw log Access                                                     | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Referrer log                                                       | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Error log                                                          | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Sub-Domain Stats                                                   | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Analog Stats                                                       | INCLUDED              | INCLUDED                           | INCLUDED                            |
| SSL                                                                | AVAILABLE             | AVAILABLE                          | AVAILABLE                           |
| Instant osCommerce                                                 | INCLUDED              | INCLUDED                           | INCLUDED                            |
| Instant ZenCart                                                    | INCLUDED              |                                    | INCLUDED                            |
| Cube Cart                                                          | INCLUDED              | INCLUDED                           | INCLUDED                            |
| <b>Plans</b>                                                       | <b>Teknon Basic</b>   | <b>Basic Plus+</b>                 | <b>Basic Power</b>                  |
| Disk Storage                                                       | <b>500MB (.5 Gig)</b> | <b>1,000MB (1 Gig)</b>             | <b>2,000MB (2 Gigs)</b>             |
| Data Transfer (Monthly Bandwidth)                                  | <b>10,000MB</b>       | <b>12,000MB</b>                    | <b>15,000MB</b>                     |
| Monthly Price (paid quarterly)                                     | n/a                   | <b>\$9.95</b>                      | <b>\$14.95</b>                      |
| Monthly Price (paid bi-annually)                                   | <b>US\$4.95</b>       | <b>US\$8.95</b>                    | <b>US\$13.95</b>                    |
| Monthly Price (paid annually)                                      | <b>US\$4.45</b>       | <b>US\$7.95 (NEW LOWER PRICE!)</b> | <b>US\$12.95 (NEW LOWER PRICE!)</b> |
| Set up Fee                                                         | <b>FREE</b>           | <b>FREE</b>                        | <b>FREE</b>                         |

Visit the [Teknon Media Web site](http://www.TeknonMedia.com.au) for more information.

## Chapter 14 ... US Multi-Domain Hosting Accounts


With **Multi-Domain Hosting**, you can ADD-ON other registered domains (yourdomain.com) to your existing account and manage all of your sites in ONE convenient place. It's easy to ADD or DELETE Add-On domains as you need thru the cPanel interface.

Visit the [Teknon Media Web site](#) for more information.

This is the perfect choice for ONE user managing multiple Web sites, as each is managed thru the same cPanel interface (one log-in).

- ✦ All [Teknon Media](#) Hosting plans feature the **LATEST Version of cPanel Pro.**
- ✦ All New [Teknon Media](#) Hosting plans now feature access to the **New LPanel Account Management Support Center.**
- ✦ All [Teknon Media](#) Hosting Accounts come with the latest version of **Fantastico DeLuxe** with over 50+ Easy-to-Install Instant Programs
- ✦ All [Teknon Media](#) Accounts will host **all Australian and New Zealand** names such as .com.au, .net.au, .org.au

### Summary of Multi-Domain Hosting

| TEKNON MEDIA MULTI-DOMAIN HOSTING PLANS                                             |                                       |                                       |                                        |
|-------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------|----------------------------------------|
|  | MULTI STARTER PLAN                    | MULTI PRO PLAN                        | MULTI MEGA PLAN                        |
| Disk Storage                                                                        | 5 Gig                                 | 10 Gig                                | 20 Gigs                                |
| Data Transfer (Monthly Bandwidth)                                                   | 50,000MB                              | 100,000MB                             | 250,000MB                              |
| Domains Hosted on One Account:                                                      | 6                                     | 20                                    | UNLIMITED                              |
| Month-to-Month                                                                      | 8.95<br>(+\$20.00 set up)             | 12.95<br>(+\$20.00 set up)            | 16.95<br>(+\$20.00 set up)             |
| <b>Monthly Price (paid annually)</b>                                                | <b>US\$6.95</b><br><b>FREE Set Up</b> | <b>US\$9.95</b><br><b>FREE Set Up</b> | <b>US\$13.95</b><br><b>FREE Set Up</b> |
| 30 Day Money Back Guarantee                                                         | INCLUDED                              | INCLUDED                              | INCLUDED                               |
| Instant Account Activation                                                          | INCLUDED                              | INCLUDED                              | INCLUDED                               |
| Nightly Backups                                                                     | INCLUDED                              | INCLUDED                              | INCLUDED                               |
| No Contracts<br>Cancel Anytime                                                      | INCLUDED                              | INCLUDED                              | INCLUDED                               |
| <b>Add-on domains</b>                                                               | <b>5</b>                              | <b>19</b>                             | <b>UNLIMITED</b>                       |
| Subdomains                                                                          | UNLIMITED                             | UNLIMITED                             | UNLIMITED                              |
| URL Redirects                                                                       | UNLIMITED                             | UNLIMITED                             | UNLIMITED                              |
| FTP Accounts, 24 / 7 Access                                                         | UNLIMITED                             | UNLIMITED                             | UNLIMITED                              |

See the Teknon Media **Single Domains** Hosting Plans for the remainder of the features of the **Multi-Domain Plans**, as **they are identical.**

Visit the [Teknon Media Web site](#) for more information.

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