

DOMAIN NAME



You have invested time and money to have a great website that generates revenue for your business. [Your domain name](#) has become your online brand and is one of the most valuable assets of your business. But are you doing everything possible to protect your domain name? There are a number of common mistakes that can result in the permanent loss of your domain name.

The most common reasons why domain names are lost and show you how to protect your domain name.

Common causes of domain name loss

The most common causes of domain name loss include:

- Domain Name Expiration
- Domain Name Theft
- Inaccurate or outdated registrar contact information

Domain Name Expiration

In the same way that a car has a property registry, so domain name. When you register a domain, you reserve ownership of the domain for a certain period of time. Year after year, you extend your ownership of the domain by renewing it before the end of your registration period.

The most common reason why people lose their domain name is that they did not realize that the domain name had expired.

1. Keep track of the expiration date of your domain name (s). If you have more than one domain, consider consolidating your domains with a registrar that offers domain consolidation functions. This allows you to set up a master account and have all your domain names and expiration dates in one panel, as well as make changes to all your domains at once.
2. Consider renewing your domain early and for a longer period of time. If your domain name is valuable to your company, you may want to renew your domain in advance and choose to renew it for a longer period of time, that is. In increments of five years.
3. Consider automatic domain renewal, if your domain registrar offers it. By opting for automatic domain renewal, your domain registrar will proceed to renew your domain just before it expires.
4. Keep your contact information updated. Most domain expirations are due to not receiving renewal notices. Most registrars no longer send renewal notices by mail. This means that if your email address is out of date, you will not receive renewal notices.
5. Add your registrar's domain name to the list of "approved senders" of the spam filter in your email account. Often, if you are using a spam filtering service, your registrar's domain renewal notices may be sent to the spam or spam folder.