

Domain Names and Search Engine Ranking

Does the length of your website's domain name registration affect search engine optimization and results?

Should you renew your domain name for a long period of time? And if so, how long is long enough? If you want to stay ahead of your competition, then you might consider looking at the length of time your competitors have registered their domain names. If your competitors have generally renewed their domain names for one or two years, you might consider registering your domain name for 5 or 10 years. While putting off your domain name's expiration date might help your search engine rankings, keep in mind that this may be only a small victory when it comes to search engine rankings.

It's good business sense to register a domain for at least 10 years. You don't want to deal with the process annual process of renewing them every year. It's best to obtain the domain names that you want to keep for a while and renew them on a 5 to 10 year plan.

If your domain name expires, there's a good chance that someone will register your domain name immediately after it expires. If, for whatever reason, you don't renew your domain name, someone watching a 'watch list' of expiring domain names will try to capitalize on the online business that you've built over the years. They know that there is potential website traffic they can have simply by renewing your old domain name. By renewing your domain name for several years, your domain name won't expire for a while, and it won't be opened up to expired domain name buyers.

If you really want to stay ahead of the competition, you might consider registering or renewing your domain name for 100 years. Currently, Network Solutions (www.netsol.com) is the only registrar offering the 100 year option, which costs \$999.00. GoDaddy (www.godaddy.com), currently offers to renew or register a domain name for 10 years, at a discount of \$6.95 per year. Yes, you can lose critical positioning in the search engines if you don't reregister your domain name in time. You may have to start the SEO process all over again!