DAY 3 — SECURE YOUR DOMAIN

Yesterday we built the email list. Today we are giving your business a digital address people can actually remember. A domain is simply the address people type to reach you, like yourbusiness.com. You can point that address to a full website, online store, landing page, or other destination. Buying a domain does not automatically mean you are buying a website or hosting too.

Why it matters

- Easier for customers to find and remember
- Cleaner for packaging, marketing, and social links
- Lets you move between platforms without changing your address
- Can be used for a professional email like hello@yourbusiness.com

DAY 3 — WHAT IS A DOMAIN?

A domain is the address people type to reach your business online, like yourbusiness.com. It can point to a website, store, landing page, or another destination. Buying a domain is not the same as buying a website or hosting.

Domain vs. Website vs. Hosting

- **Domain** = your online address
- **Website** = the actual pages people visit
- **Hosting** = the service that stores your site files



Own the address. You can change the house later.

HOW MUCH DOES A DOMAIN COST?

A regular .com often costs about $10–$20 per year. First-year promos can be lower, but the renewal price may be higher. Some registrars use heavy intro discounts, while others keep pricing closer to cost.

How often do you pay?

- Most domains renew once per year
- Some registrars let you pay multiple years at once
- Auto-renew helps prevent accidental expiration



#PLY™ TIP:
Write down TWO prices: today's price + renewal price.

WHY RENEWALS MATTER

A domain gives you the right to use that name for the registration period. If you stop renewing it, you can eventually lose it. Always review renewal pricing, privacy fees, and add-ons before checkout.

Check these before you buy

- ✓ Registration price
- ✓ Renewal price
- ✓ Privacy fees, if any
- ✓ Optional extras you do not need



#PLY™ TIP:
Screenshot the renewal price before you buy.

.COM VS .SHOP, .STORE + MORE

.com is not the only legitimate ending. Extensions like .shop, .store, .co, .ai, and .beauty can all be real domain options. Google says newer generic domain endings do not automatically rank worse in search just because they are not .com.

So why check .com first?

- People recognize it instantly
- It is easy to remember
- Customers may type it by default



#PLY™ TIP: .com is a branding advantage, not a magic SEO cheat code.

THE CATCH WITH ALTERNATIVE ENDINGS

Some alternative extensions can renew for much more than a .com. A cheap first-year price can hide a much higher year-two cost. Always compare the long-term total, not just the promo.

- Example: .shop renewals can be much higher
- Example: .store renewals can be much higher
- Prices vary by registrar and can change

What about myshopify.com?

myshopify.com is a Shopify subdomain, not a custom domain you own. It can work as a temporary startup address, but a custom domain looks stronger on packaging, marketing, and email.

#PLY™ TIP: A low promo price is only a bad deal when you did not read what happens in Year 2.

STEP 01 — START WITH YOUR BUSINESS NAME

Search the exact business name first. Keep the domain as close to the brand as possible so customers are not trying to remember two different names.

RIAH example

Start with RIAH.com before creating long versions full of extra words.

Avoid

- Hyphens
- Random numbers
- Unnecessary extra words



#PLY™ TIP: Say the domain out loud. If people cannot type it after hearing it once, simplify it.

STEP 02 — CHECK THE PRICE TWICE

Do not look only at the introductory price. Check the registration price, renewal price, privacy fees if applicable, and any extra services being added to your cart.

RIAH example

If RIAH.com costs more today but renews reasonably, while another extension is cheap today and pricey every year, compare the long-term cost before choosing.

Compare

- ✓ Today's price
- ✓ Renewal price
- ✓ Any extra fees



#PLY™ TIP: Screenshot the renewal price. Future you does not need a surprise bill.

STEP 03 — CHOOSE THE EXTENSION

If the clean .com is available and affordable, that is usually the first look for a general business. If it is unavailable, do not panic. A strong .shop, .store, .co, or another appropriate extension can still work.



#PLY™ TIP:

Choose the extension your customer can remember, not the one that looks coolest.

STEP 04 — THINK PAST THIS HOLIDAY SEASON

Do not lock yourself into one product if the business already has plans to expand. Your domain should leave reasonable room for growth.

RIAH example

A general RIAH brand domain makes more sense than riahbundles.com if RIAH also plans to sell haircare.

STEP 05 — BUY IT, CONNECT IT + TURN ON AUTO-RENEW

Once you choose the domain, register it, connect it to your website or store, test that it works, and seriously consider turning on auto-renew so an important business asset does not accidentally expire.

RIAH example

RIAH secures the address, connects it to the storefront, tests it on mobile and desktop, and uses the same domain across holiday marketing.



#PLY™ TIP: Your registrar and your website company do not have to be the same company. You can often move platforms later while keeping your domain.

DAY 3 ASSIGNMENT

- [x] Search it
- [x] Compare the real cost
- [x] Choose the extension
- [x] Secure the name
- [x] Connect it