



Domain Names & Professional Email

What is a domain name?

A domain name is the address used for your website and email, such as yourbusiness.com.au.

Why professional email matters

- Builds trust and brand recognition.
- Keeps business communication separate.
- Gives your team consistent contact addresses.

Before You Begin

- ☐ Confirm your business or brand name
- ☐ Prepare ABN, ACN or other eligibility details
- ☐ Shortlist simple domain options
- ☐ Choose a secure business-owned account

How to Set It Up

1. Choose a short, memorable and easy-to-spell domain.
2. Check domain, business name and trade mark availability.
3. Choose a suitable ending, such as .com.au or .au.
4. Register through an accredited registrar or reseller.
5. Connect the domain to an email provider and create addresses.

Set Up Your Email

- Use name@yourdomain or hello@yourdomain.
- Add role addresses such as accounts@ or support@.
- Set your display name, signature and recovery details.
- Test sending and receiving before publishing the address.

Protect & Maintain It

- Turn on multi-factor authentication (MFA).
- Use a strong, unique password and limit admin access.
- Ask your provider to configure SPF, DKIM and DMARC.
- Keep contact details current and renew the domain on time.

Common Mistakes

- Choosing a long or confusing domain.
- Registering through another person's account.
- Relying only on a free personal email address.
- Ignoring renewal notices or email security.

FAQs

Email without a website? Yes—connect email to your domain first.

Does a domain protect my brand? No—it is not trade mark protection.

Next: secure the domain, create key addresses, turn on MFA and record renewals.

Scan for official domain
guidance.

