

## How to Purchase Domain Names on GoDaddy

It's important to have ownership of your domain names. Some Web hosting companies and Web site designers include a domain name at no extra charge. That's fine as long as the domain is registered in your name. Just make sure you have ownership and control over your domains in case you change service providers later.

If you need to purchase your own domains, several domain registrars sell domain names online. I use [GoDaddy](#) because they are inexpensive (about \$12 each) and I like their domain management tools and free support. I'm happy to recommend them as an affiliate.

Below are instructions for purchasing a domain from GoDaddy:

First, visit [GoDaddy](#) at <http://budurl.com/txdaddy> and search to see if your top choice domains are available. Here's what the home page looks like:



To save time (and confusion), **first click on the "express buy" button**, then enter the domain names that you are interested in on the following screen:

With Express Buy, there's no need to navigate through additional pages. Just find your domain names and check out!

Enter up to 500 domains. Each name must be on a separate line.

Example:  
coolexample.com  
coolexample

**Add more domains and SAVE!**

Search all TLDs

.com       .me  
 .net       .mobi  
 .org       .info  
 .biz       .co

**Search**

When the "Search" button is clicked, please be patient while we check domain availability.

Enter each domain you're interested in on a separate line, and check the box for .com or other extensions. Then click on the red "Search" button.

If the names that you want are already taken, on the next screen you can enter different names or extensions and search again.

Once you have selected available domains, you will see this screen:

**2 Available Domains**

bookmarketingezine.com	remc
authormarketingnewsletter.com	remc

**Proceed to Checkout**  
or [search for more domains.](#)

Click "Remove" to delete any domains you don't want to buy, and then click on the red "Proceed to Checkout" button. Next, you will see this screen:

1 Review Your Shopping Cart directory. This information can be changed in your account after checkout.

Product Name	Quantity	Unit Price	Your Price	Total Price
.COM Domain Name Registration - 2 Years* Sku: 102-1 Domain: MYTESTDOMAINNAME.COM	1 domain(s) 2 Years <input type="radio"/> Public <a href="#">Update</a> <input type="radio"/> Private <a href="#">Remove</a>	\$21.38	\$21.38	\$21.74*
<b>Add these matching domains. <a href="#">Why?</a></b> <input type="checkbox"/> Domain: MYTESTDOMAINNAME.BIZ SALE! \$9.99* <input type="checkbox"/> Domain: MYTESTDOMAINNAME.INFO SAVE! \$0.89* first year	<input type="checkbox"/> Upgrade to 5-yr registration! <input type="checkbox"/> Add Private Registration <a href="#">Why?</a> \$6.99/yr! SAVE \$2.00!	recurring		
.COM Domain Name Registration - 1 Year* Sku: 101-1 Domain: DANATESTDOMAIN.COM	1 domain(s) 1 Year <input type="radio"/> Public <a href="#">Update</a> <input checked="" type="radio"/> Private <a href="#">Remove</a>	\$10.69	\$10.69	\$10.87*
<b>Add these matching domains. <a href="#">Why?</a></b> <input type="checkbox"/> Domain: DANATESTDOMAIN.ORG SALE! \$9.99* <input type="checkbox"/> Domain: DANATESTDOMAIN.NET SALE! \$9.99*/yr	<input type="checkbox"/> Upgrade to 5-yr registration!	recurring		
Private Registration Services Length: 1 Year(s) Sku: 7001-1 Domain: DANATESTDOMAIN.COM	<a href="#">Remove</a>	\$8.99	\$8.99	\$8.99
Enter your promo or source code:: <input type="text"/> <a href="#">Apply Code</a> <a href="#">View offer limitations</a>		Your Subtotal (USD): \$41.60		
<b>Celebrate!</b> Seasonal SAVINGS ON Everyday EXTRAS <a href="#">View details</a>	Personal Email Fast and secure with 1GB storage. <b>1 Year: - Save 23% Just \$10.99</b> <a href="#">Add</a>	WebSite Tonight® Economy Build your own Web site. <b>3 Months: - Save 19% Just \$11.99</b> <a href="#">Add</a>	Search Engine Visibility Boost your online exposure and search rankings! <b>1 Year: - Save 33% Just \$19.99</b> <a href="#">Add</a>	<a href="#">Update Cart</a>

This screen is somewhat confusing, as GoDaddy tries to sell you additional services. I recommend ignoring everything except the term (how long before you must renew your registration of this domain) and the option to get private registration.

On this screen, it defaults to a two-year term for each domain. If you want to purchase only one year (or additional years), use the drop-down menu next to each domain to adjust the time frame. Notice on this screen shot that I have adjusted the second domain to one year.

When I purchase domains, I also click the "private" button on each one. I'm willing to pay extra to keep my name and email address out of the public "Who Is" database that lists the owners of all domain names. You can see that in this example, I'm being charged \$8.99 extra (per year, per domain name) for private registration services.

When you have finished making changes, click the "Continue to Checkout" button on the right. On the following screens you will enter your personal information and payment data. Here's what the payment screen looks like:

**1. Select Your Payment Method**

CREDIT CARD
  GIFT CARD
  CHECK
  PayPal >

**2. Enter Your Billing Information**  use account information

First Name:\*  Last Name:\*   
 Address 1:\*   
 Address 2:(Suite, Apt. #, etc.)   
 City:\*  State/Territory:\*   
 Zip Code:\*  Country:\*   
 Email:\*   
 Organization:

**3. Enter Your Credit Card Information** ⓘ

Choose Saved Credit Card or Add New:  
 Add New...   
 Card Number:\*   
 Name on Card:\*   
 Card Type:\*   
 Expiration Date:\*    
 Use this for EXPRESSCHECKOUT ⓘ  
 Make this the Alternate Payment Method for my account ⓘ  
[Your personal and financial information is safe with us.](#)

**4. Final Step: Accept Terms** ⓘ

Go Daddy  
 Universal Terms of Service Agreement  
 Last Revised: July 23, 2010  
 PLEASE READ THIS UNIVERSAL TERMS OF SERVICE AGREEMENT CAREFULLY, AS IT CONTAINS IMPORTANT INFORMATION REGARDING YOUR LEGAL RIGHTS AND REMEDIES.  
 1. OVERVIEW  
 This Universal Terms of Service Agreement (this "Agreement") is entered into by and between you and Go Daddy, Inc. ("Go Daddy").  
 I have read and agree to the terms and conditions of the:  

- [Universal Terms of Service](#)
- [Domain Name Registration Agreement](#)
- [Domain Name Proxy Agreement](#)

**PLACE ORDER NOW**

Don't forget to check the acceptance of terms box and click on the "Place Order Now" button when all your information has been entered.

## Managing and Forwarding GoDaddy Domains

If your website has a long, ugly URL such as [http://bookmarketingmaven.typepad.com/savvy\\_book\\_marketer/](http://bookmarketingmaven.typepad.com/savvy_book_marketer/) you can "forward" your domain name to the site. For example, the domain SavvyBookMarketer.com is forwarded to the above URL, so visitors to [www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com) are automatically forwarded to that site.

From GoDaddy's home page, click on the Domains tab, then select "Domain Management."

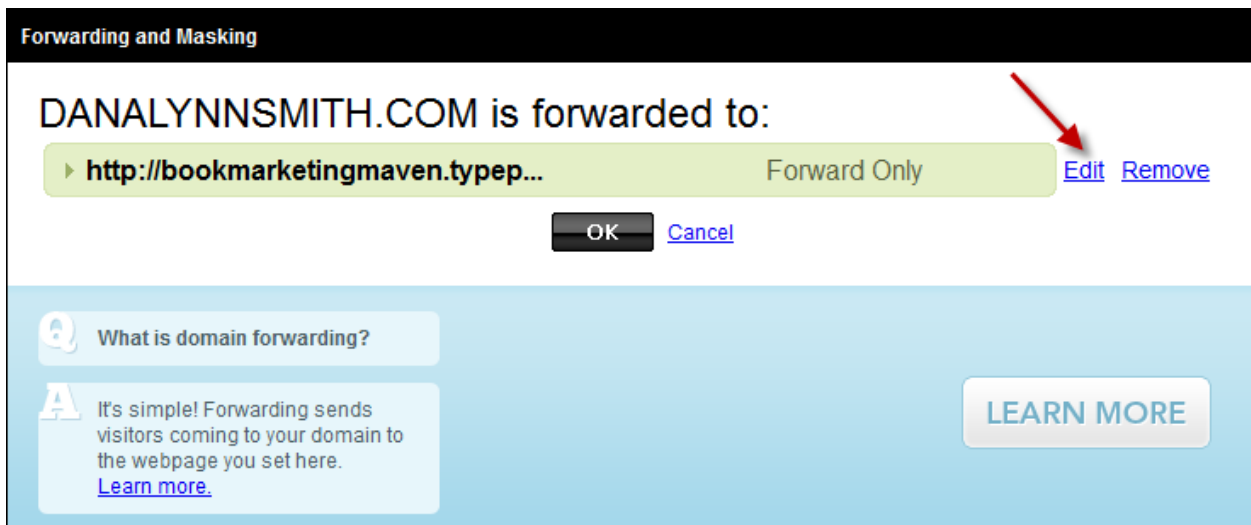
Next, click on the domain name that you want to manage, and then click "Manage Domain." Here's what the next screen looks like:

You can perform a variety of tasks from this screen. Here are three commonly used features:

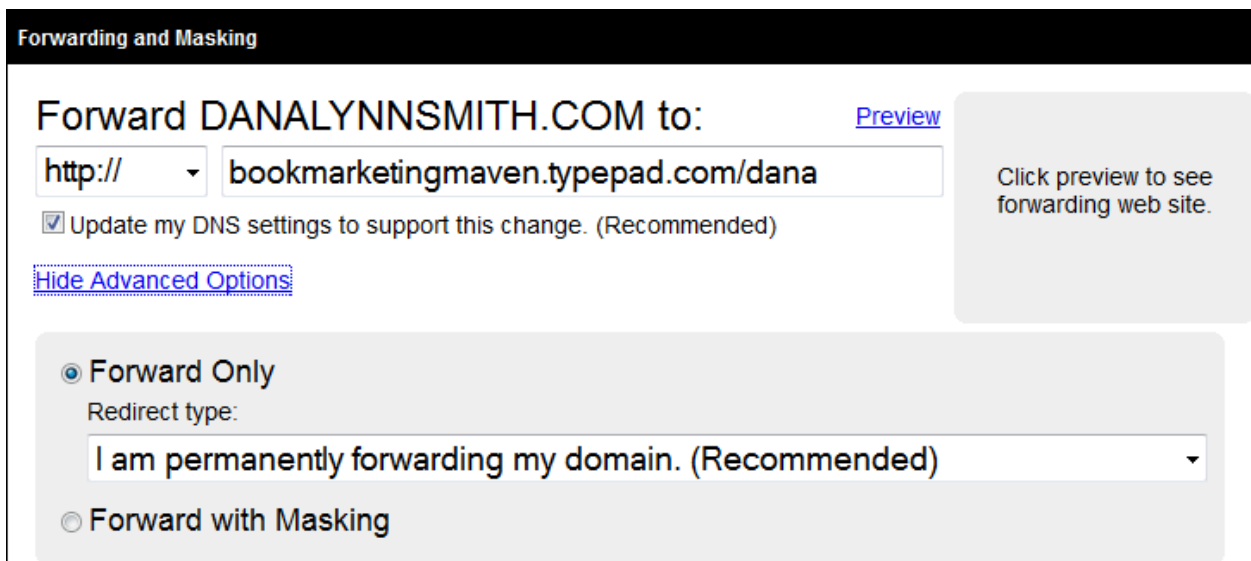
The second item in the left column shows whether your domain is "locked." It's best to lock your domain so someone else can't hijack it. Click the blue "manage" button to the right if you need to make changes.

The fourth item shows whether your domain will automatically renew on the renewal date. If this is set to "off," you will get an email reminder from GoDaddy when your domain nears expiration. If you forget to renew, they will cancel your domain. Click the blue "manage" button to the right to make changes.

The seventh item shows whether your domain is forwarded (there's also a forwarding icon near the top of the screen). If your website or blog is hosted by a blogging or website service such as Blogger, TypePad, WordPress.com, or Homestead, you will need to forward your domain to your Web site or blog's actual URL. Click the "manage" button or the icon to get to this forwarding screen:



Click the "edit" button and then click on "advanced options" to go to this screen:



Enter the actual URL of the site you want to forward to. I also check the "update my DNS settings" box and the "forward only" button, and select "I am permanently forwarding my domain." When you're finished, click the "OK" button at the bottom of that screen. Wait about 15 minutes and then type your domain name (including the www. at the beginning) into a browser to make sure the forwarding is working.

Near the bottom of this same screen are some help buttons that explain more about how forwarding and masking work. If you click the "forward with masking" button, when people type your domain into their browser's address bar, the "real"

URL of the page will not be visible to them. If you select masking, you can also specify Meta Tags for search engine crawlers by completing the following fields:

**Title** — Displays at the top of the browser window and in search results.

**Description** — A short description of your website to display in search engine results.

**Keyword** — A list of comma-separated keywords that describes the content and purpose of your website.

I turned off the masking on my own sites because some people reported trouble getting to my sites when using Internet Explorer, and the GoDaddy support folks recommended removing the masking.

## Email Accounts

Each GoDaddy domain name comes with one free email account. For instructions on setting up your email account or forwarding it to a service like Outlook, go to <http://help.godaddy.com/article/1728>.

## Support

GoDaddy offers excellent free support by Web, phone, or email. You can find the main help page at <http://help.godaddy.com/article/1668>.

## About This Tutorial

This free tutorial is excerpted from [\*The Savvy Book Marketer's Guide to Blogging for Authors\*](#), which is available at [www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com). For a list of other blogging resources, visit [www.BookMarketingMaven.com/Resources](http://www.BookMarketingMaven.com/Resources). I use [GoDaddy](#) for my own domains and I'm happy to recommend them as an affiliate at <http://budurl.com/txdaddy> or <http://www.jdoqocy.com/click-2572372-10378406>

## About the Author



Book marketing coach Dana Lynn Smith is the author of several book marketing guides. Drawing on her 15 years of publishing experience and degree in marketing, she develop book marketing plans for nonfiction books and help authors learn to promote their books online.

## Networking Connections

Twitter: <http://twitter.com/BookMarketer>

Facebook: [www.facebook.com/DanaLynnSmith](http://www.facebook.com/DanaLynnSmith)

LinkedIn: [www.linkedin.com/in/DanaLynnSmith](http://www.linkedin.com/in/DanaLynnSmith)

## Free Book Marketing Resources

Savvy Book Marketer blog: [www.TheSavvyBookMarketer.com](http://www.TheSavvyBookMarketer.com)

Get a free copy of Dana's ebook, *Top Book Marketing Tips*, when you sign up for her free ezine at [www.BookMarketingNewsletter.com](http://www.BookMarketingNewsletter.com)

## About *The Savvy Book Marketer's Guide to Author Blogs*

Blogging is a powerful promotional tool, and one that you can't afford to miss out on. In fact, authors should begin blogging before their book is even published.

**In this information-packed ebook, you'll learn how to plan for a successful blog, from the ground up. You'll discover:**

- Why blogging is such an important part of building an author platform.
- Ways that a blog can also function as a website.
- The critical importance of keywords in your blog name and your posts.
- How to choose the right blogging platform for you.
- Why you may need more than one domain name and how to choose the right ones.
- What elements should be included in your blog, in addition to the posts.

**Once your blog is set up, it's important to create compelling content, drive traffic to the site, and keep visitors coming back for more.**

In *The Savvy Book Marketer's Guide to Author Blogs* you'll discover:

- Where to get ideas for blog posts.

- How to write effective headlines that draw readers and search engine traffic.
- Blogging ideas for both fiction and nonfiction authors.
- How to engage readers and encourage them to share your content.
- Ways to encourage visitors to subscribe to your blog.
- How to promote your blog and drive traffic to the site.
- Top methods for earning an income from your blog.

### **Managing your own blog isn't the only way to profit from blogging.**

- Learn the right (and wrong!) way to comment on other blogs.
- Discover ways to develop relationships with other bloggers that will benefit you both.
- Find out how to set up a virtual book tour, promoting your book on other blogs.

As in all Savvy Book Marketer Guides, you'll also get a list of Action Items to help you move forward and links to many valuable resources.

*The Savvy Book Marketer's Guide to Author Blogs* will guide you through the process of planning for a successful blog, creating compelling content, and promoting and monetizing your blog. For step-by-step instructions for setting up a blog in WordPress.org or Blogger, check out the [Just The FAQs Guides](#) by MaAnna Stephenson.