Buying a Domain Name That Points to Your Website or Domain

By Hale Pringle

We are going to cover two things here since 95% of the steps are exactly the same. Buying a domain name for a website that you will host yourself (at a site like HostGator.com) and Buying a domain that refers to a site that you don't own, but you have a section dedicated to you. The first requires "namesever names" and the second requires "forwarding." Don't worry we will describe these when we get there.

In your Browser – go to GoDaddy.com. Enter a domain name (like ShopHalePringle.com). The system will tell you if it is available.

As much as possible you should have the keywords you are marketing in your Domain Name (also called a URL).. Here are some rules of thumb.

- Your Name – brand yourself
- Key words for your market
- Don't use hyphens

Sometimes you have to be creative to find what you want (like adding the word "the" to the front or "shop" to the end. GoDaddy recommends a number of options when the URL you want is already taken.) There are times when I like hyphens (like Hale-SHOP.COM – this is MY version of SHOP.COM and I like shouting SHOP.COM), however most of the time it easier to talk to people without the hyphens. "ShopHalePringle dot com" is easier to say the "Shop hyphen Hale hyphen Pringle dot com." You can make the non-hyphenated version easy to read using capital letters.

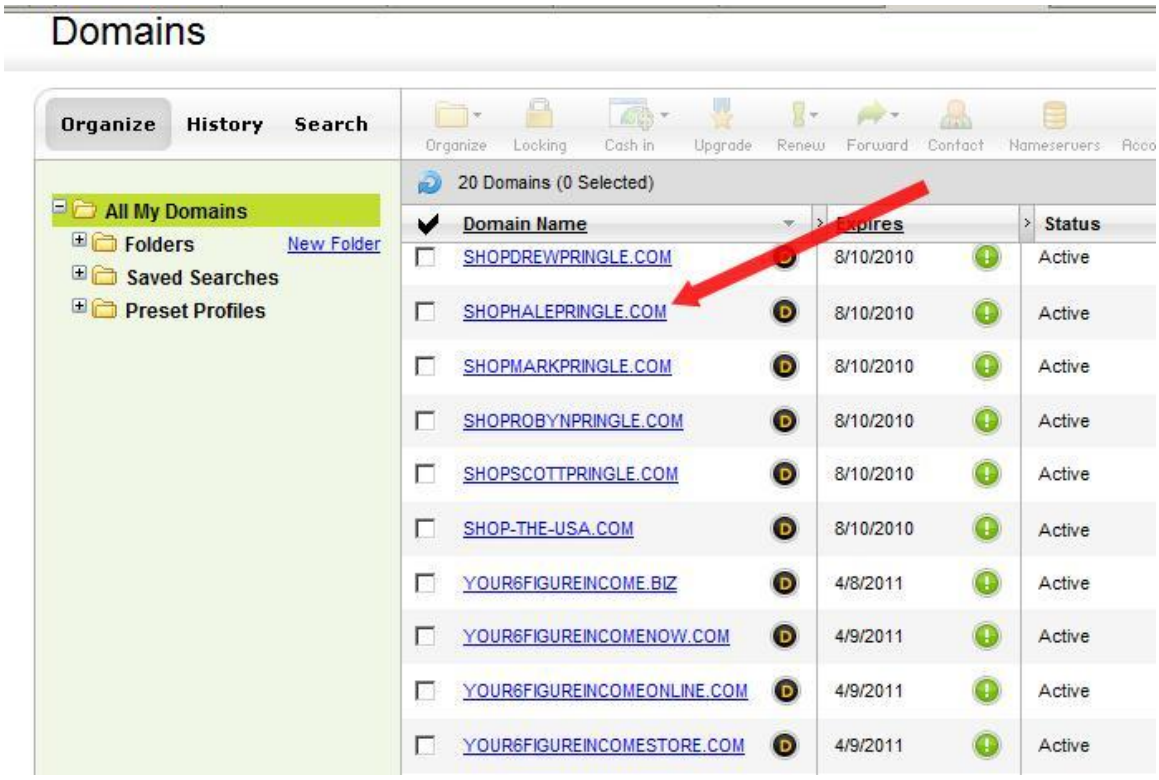
When you find one you like, buy it. You don't need any of the other things they will try to sell you. (And BOY Howdy they will try to sell you). They will ask you to fill in a form that makes you a customer. They will give you a customer number and let your pick a password. You will need those two items later. You can see my customer number in the upper right hand corner of the screen shot below.
You can try the coupon code diggdomain It has worked for a long time and gives you several dollars off the total price.

Live 24/7 Sales & Support (480)505-8877
Create Account
Log in to Account:
3882856
Go Daddy.com
The web is your Domain!
Home
Auctions
Marketplace
Media
Domains
Hosting
Email
Site Builders
Business
SSL Certificate
Manage
Renew
Upgrade
MY PRODUCTS
Show All My Products
MY ACCOUNT
Preferences
Account Settings
Customer Information
Order History
Pending Account Changes
My Downloads
Assign an AccountExec
Buyer Profiles
My Payment Information
Gift Card Balance
GoodAsGold Balance
Domain Related
Domain Transfers
Investor's Edge Domains
Domain Forwarding
Domain Monitoring/Backordering
$1.99* Domains
Buy Now!
For all new & current customers w/any new, non-domain purchase! No quantity limit!**
New .COMs per year & lower
$10.69*
.COM Transfers FREE 1-yr ext!
$6.99*
Start a Domain Name search:
.com
GO!
Or get your domain fast with EXPRESS BUY!
SALE! .info $0.89*, SALE! .net $9.99*, SALE! .org $9.99*
SALE! .me $8.99, SALE! .mobi $7.99*, SALE! .us $9.99
View Domain Options & Pricing · Bulk Registration
Transfer Your Domains
FREE EXTRAS! OVER $100†
#1 in Domain Registrations
*Plus ICANN fee of 18 cents per yr
Tune in Wednesdays @ 2 PM PT to hear Go Daddy CEO & Founder, Bob Parsons®, and his fascinating guests.
Radio Go Daddy

Log back into GoDaddy .com using your customer ID number and password.
Click on MY ACCOUNTS on the left and then Click on the DOMAIN MANAGER menu option.

You will have just one domain. I have several as you can see in the screen below.

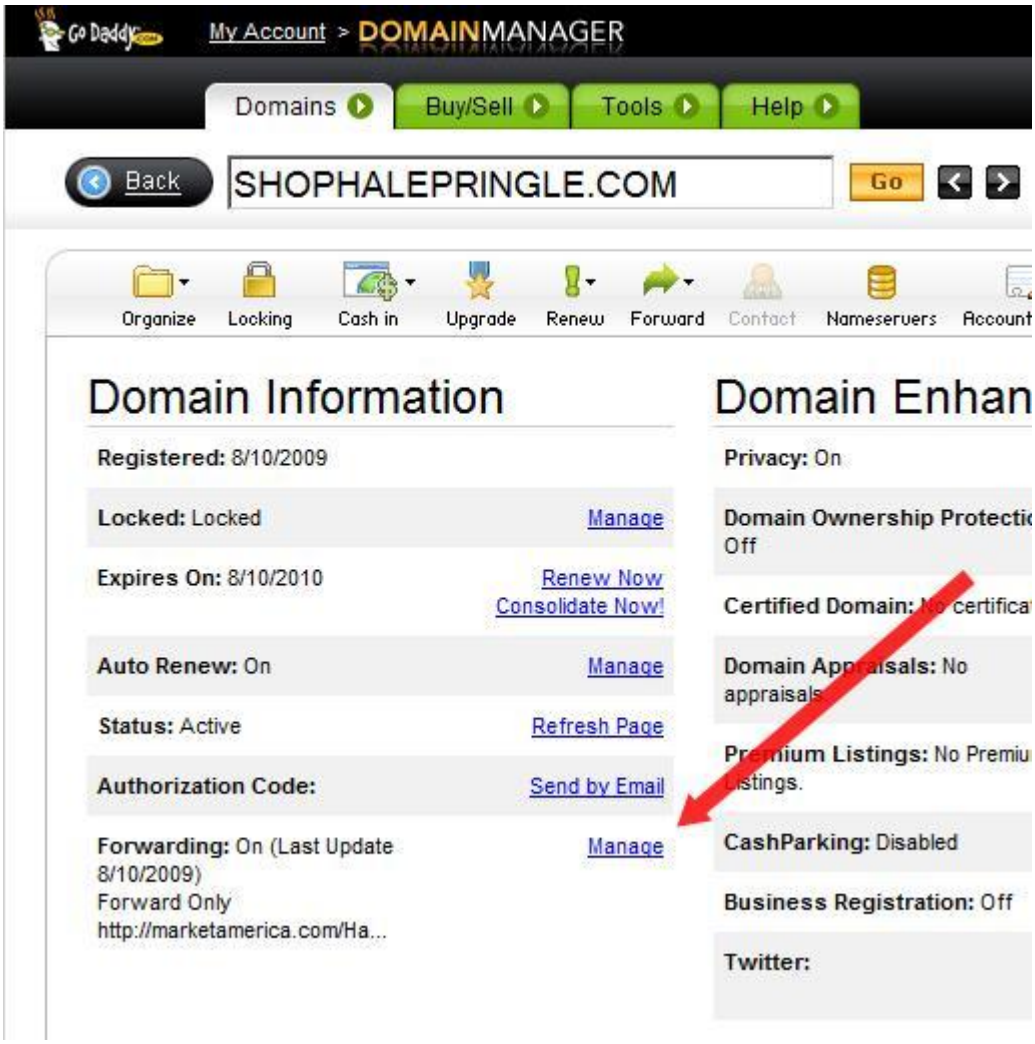
Click on the domain name.



FORWARDING A DOMAIN

You forward a domain name to another site for a couple of reasons. One is when you don't "own" the site you are pointing to. This is true for replicated sites that belong to a network marketing company. Another situation is where you want two domain names pointing to the same website or one domain name to point at a secondary page in your main website (perhaps a sales page.)

A screen like to one below will pop up. You just need to click on the "manage" link beside the words "Forwarding"

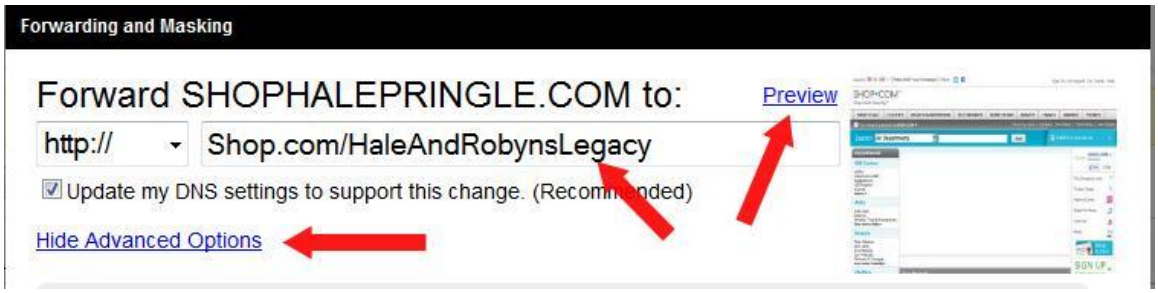


Your "Forwarding" area of your screen will look like this.

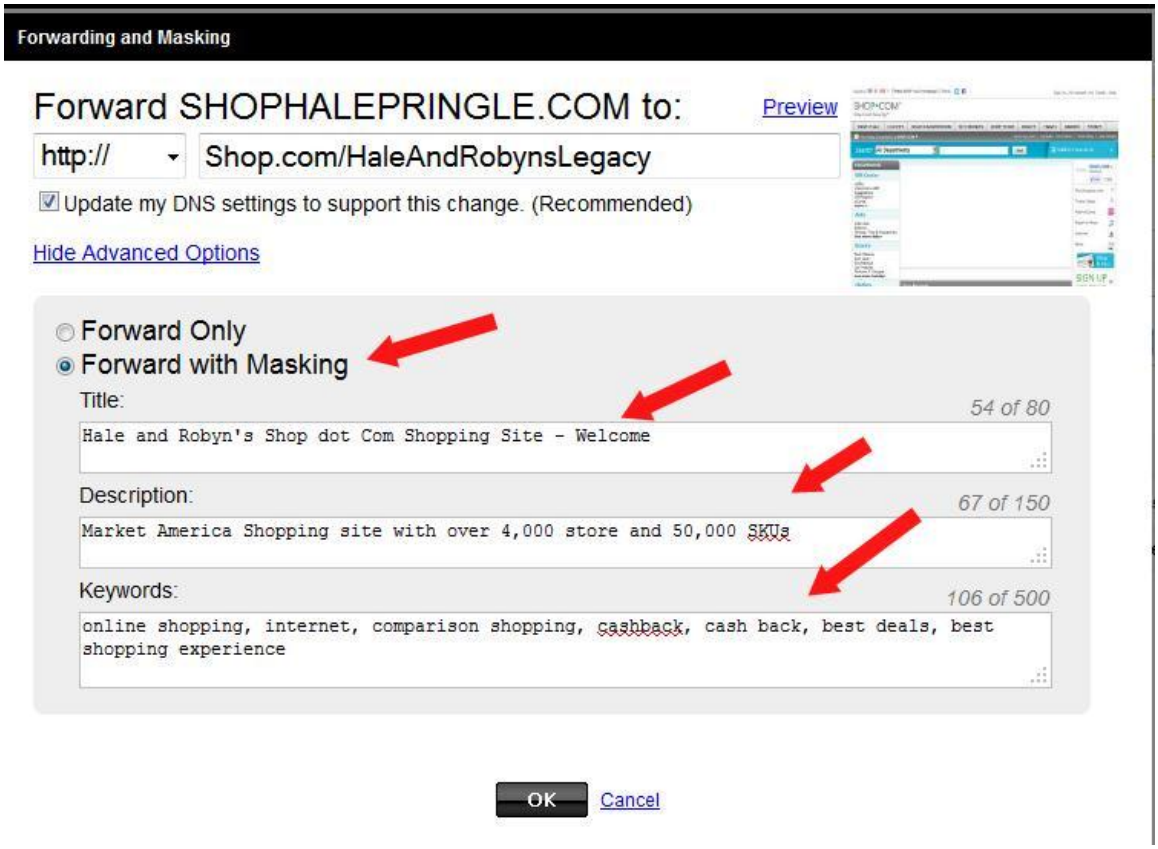
Click on the MANAGE Link.

Enter the site you want your domain name to paint to in the box as shown below. You should click the PREVIEW link to make sure you entered things correctly. You CAN Click OK.

Personally I prefer to click the ADVANCED OPTIONS link



Choose FORWARD WITH MASKING and enter the information. When a user reaches you website, the top line is what they will see in their address bar. This is much more professional than a forwarding link that tells those in the know that you don't really "own" the site you are pointing to. The other two text boxes are a description and keywords. The description is what people will see if they find you site on Google.



Give it a few minutes (it will tell you when it thinks things have finished) and then go to your browser and try it out. They have 24 hour a day phone support if you have any problems.

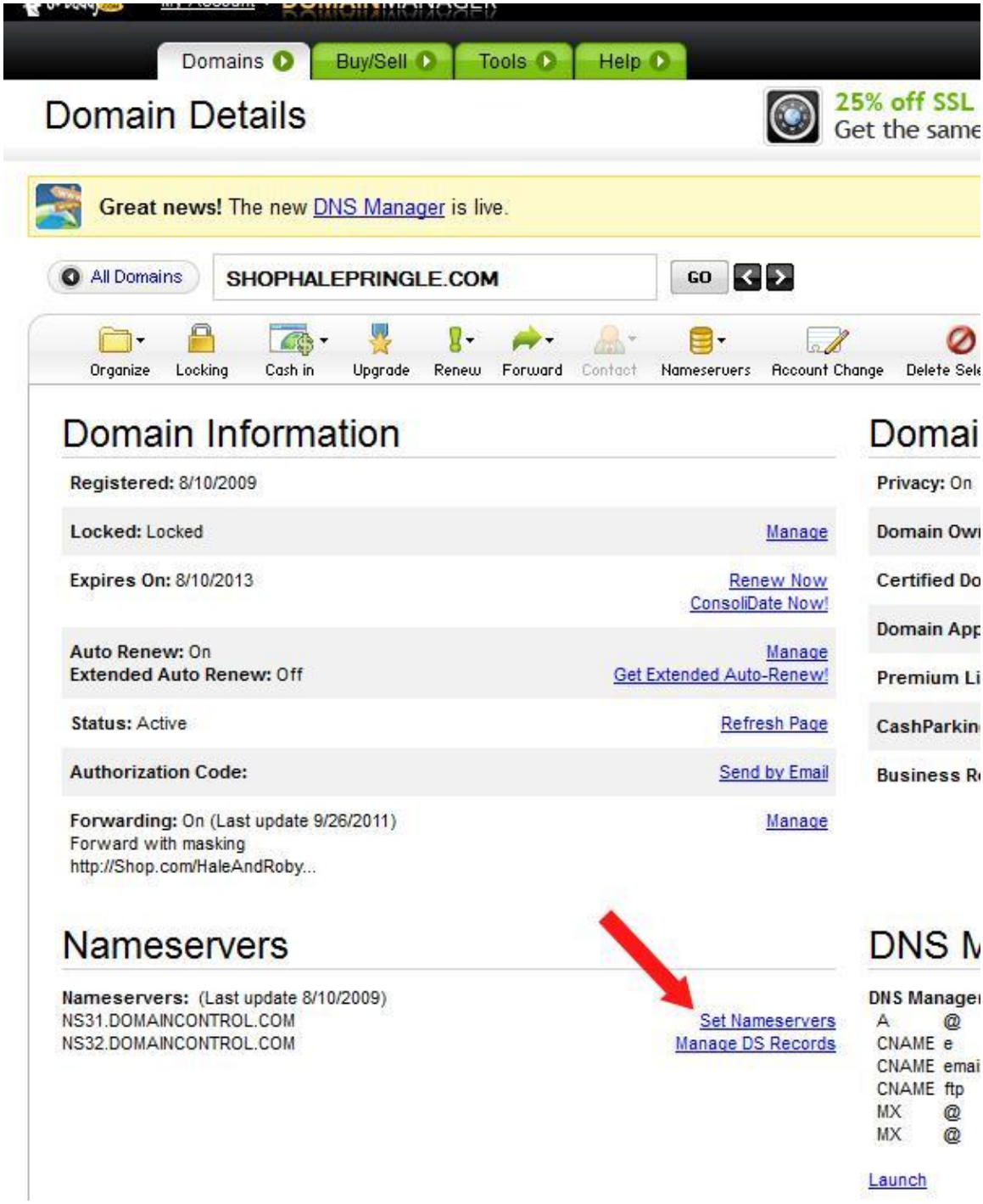
While we are here lets look at one thing more.

CHANGING NAMESERVERS

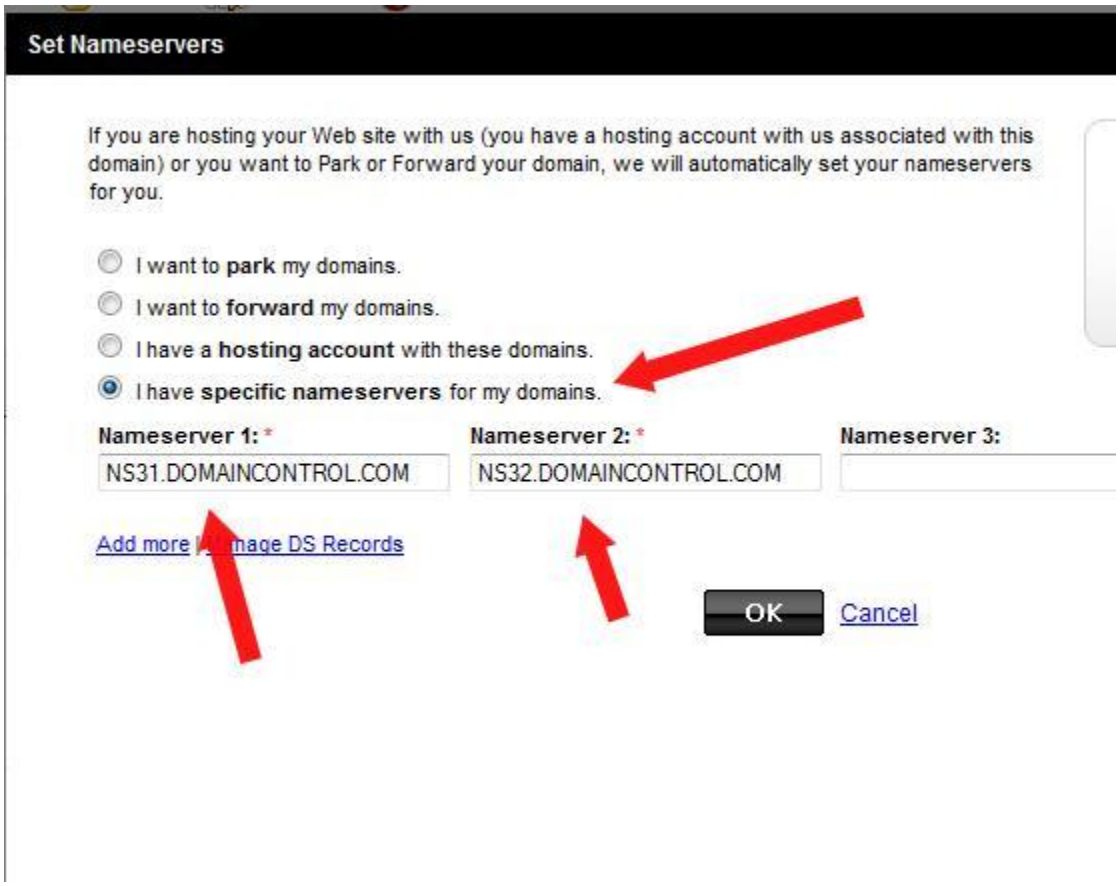
If you are pointing a domain server to a website or blog that you do own (you are paying for the hosting), you will need to change the "nameserver names" to change from GoDaddy's servers to your own host.

BREAK – you are going to have to you your host site now and get the nameserver names You may have to log in to goDaddy again, but follow the steps from before right down to the main edit screen for your domain name.

In the main screen for you domain (under the Domain Manager – the same place we "managed" forwarding) you will see a link to SET NAMESERVERS.



Click on that and you will see this screen.



Click the radio button for "I have specific nameservers for my domain" and replace the nameservers that are there with yours. Then click OK.

That's it. You now can direct people to ShopHalePringle.com (☺☺) or XXXXXX.com and they will end up at your website.