

Title: Why should I register more than one domain name?

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If you're thinking about registering more than one domain name, you've got the right idea. Registering and using multiple domains names is great for building your business and can help you create a dynamic online identity. When you register multiple domain names, you can: Keep your competition from registering a domain name that draws customers to them instead of you. Promote the different products and services you offer. Drive more traffic to your Web site. Enjoy more opportunities to market to — and be listed in — search engines. Create distinct advertising strategies that reach different target markets. Provide customers more ways to find you when searching the Internet. Capture common misspellings of your domain name, instead of sending visitors to an error page. Protect your brand and online identity from those who may have unsavory purposes.