

## All About Mobile Domain Names

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When the Internet first came out it was restricted to a wired connection to a computer. Eventually technology improved, creating wireless Internet. At that point the Internet could be accessible through desktops, laptops and mobile devices without wiring. This means that the Internet was now portable. And as more mobile devices are getting created, consumers are exploring how to increase this portability. In fact, wireless Internet has gotten so popular with mobile devices, domain name companies have created a new extension. It's called .mobi.

.Mobi is the extension of choice for websites that are being formatted for cell phones, pdas and other mobile devices. It can be bought from most major domain name companies such as Godaddy or Network Solutions. As far as registering a .mobi domain name, one would go through the same type of procedure that is associated with traditional domain names. This involves first choosing a .mobi domain name and seeing if it is available.

If it is not available, the domain name company will offer suggestions on what a person can use. Either way, the customer will be given another chance to select another .mobi domain name. Once they get one that is not taken, they can proceed to purchase it. The contract will last one to two years, depending on what they agreed upon with the domain name company. When the contract is up, a person will have to renew their .mobi domain name if they want to continue to keep it.

So, why would a webmaster decide to invest in a domain name that is restricted to mobile devices? Well, it's mainly because they get an opportunity to center in on a market that is relatively new. Since most webmasters or companies are trying to take advantage of the .coms or the .nets, the .mobi has become somewhat forgotten. This means that it is prime for search engine keywords that would normally not be available for traditional domain names. It can also allow a webmaster a branding opportunity for their company.

However, since a .mobi domain name means a webmaster is creating a website specially designed for a mobile phone, it cannot have the types of frills that it could have if it was being promoted on a computer. Good mobile websites need to be mostly textual with very limited number of pics, (if any). Granted, plain text is not fancy, but it doesn't require much loading time. Mobile phone sites should also not be very large nor should they be created with frames or other more complicated layouts.

A webmaster may also want to consider trying to divert the mobile website visitor to a regular website. One way this can be done is by advertising the domain name that is associated with a traditional website. But it must be made clear that the site will only display appropriately on regular computers. Another option is trying to capture the person's email address by offering them something free, such as an e-book or low-cost merchandise.

When they sign up to the email subscription, their first newsletter could advertise the traditional website a webmaster wants promoted. By doing either of these options, webmasters can still take

advantage of pay-per-clicks or affiliate programs, revenue generators which may not be promoted on .mobi websites due to viewing limitations with banner or text ads.Â