

Why You Should Have Matching .com and .net Domain Names for Your Business

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When it comes to building your business's online presence, there's no shortage of advice out there, but let's cut through the noise for a moment. One of the simplest, yet most impactful steps you can take is to register matching .com and .net domain names for your brand. It's a small move that can deliver big benefits. As an entrepreneur for over 20 years who has started and sold several businesses, I know it's often the simple strategies that can lead to the biggest results.

**FIRST IMPRESSIONS
CAN MAKE OR
BREAK A DEAL.**

WHY .COM MATTERS

The .com domain extension has been around for decades, and in that time, it's earned a reputation for being trustworthy and reliable. When I see a **.com domain name**, I associate it with credibility and professionalism.

This association can be incredibly valuable for your business. Today, most people turn to the internet first when they are looking for information about products and services. For me, having a .com domain name associated with your business can help potential customers feel more at ease clicking on your link and engaging with your site. They're more likely to believe that your business is legitimate and that you're serious about what you do. In a world where first impressions can make or break a deal, having a .com domain name gives you a strong starting point.



THE UNIQUE EDGE OF .NET

The .net domain extension is a go-to for millions of businesses around the world because it can help you widen your business reach and build customer connections. Complementing your existing .com domain name with the matching .net domain name can help customers find you on two globally recognized domain name extensions.

Anywhere you do business, a .net and a .com together can help create an expanded base of trust, recognition, and respect worldwide. It's like telling the world, "We're not just here to do business as usual—we're unique." For small businesses, local companies, or any business wanting to further stand out, a .net domain name can help provide that extra edge.



MORE WAYS FOR CUSTOMERS TO FIND YOU

Let's not forget about visibility. Registering your domain name on well-known and trusted domain name extensions, like .com and .net, can help customers feel confident clicking on your links. If you use your existing .com for a website, forward your .net domain name to it so customers can find you whether they type in your domain name with a .com or .net. By using both domain name extensions, you are building a stronger online presence that can help you ensure that your customers reach your site.



.NET IS A GO-TO FOR MILLIONS OF BUSINESSES AROUND THE WORLD BECAUSE IT CAN HELP YOU WIDEN YOUR BUSINESS REACH.



FLEXIBILITY FOR FUTURE GROWTH

Registering both a .com domain name and a .net domain name isn't just about the present—it's about future-proofing your business. As your business grows, you might want to expand your digital footprint, test business ideas, and launch new products on a separate .net website. Your .net domain name can serve as the perfect space to diversify your online presence. You can even use it for your social media page or a custom email address to help you widen your business reach and build customer connections. Think of it as a blank canvas that's ready and waiting for when you need it.

WRAPPING IT UP

In the end, complementing your business's .com domain name with the matching .net domain name is more than just a practical step—it's a strategic one. It's about laying a strong foundation for your brand online while keeping your options open as your business evolves. Don't leave your online presence up to chance. Pair your .com domain name with a matching .net for an expanded foundation of trust and reliability online and to set your business up for long-term success.





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Your Business at NameStudio.com.

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