SUBJECT: **Benefits of Renewing your domain**

Introduction

Domain renewal is the process of renewing a domain through a registrar. When one registers a domain, it usually has a specific period of time before it expires. e.g., one year or a maximum of five years, and the renewal fee will also vary depending on the different registrars or hosting companies. Once that initial registration period is about to expire, you have to renew the domain in order to continue using it.

The following are the simple steps one can follow in order to renew their domain:

➢ **Check the expiration date:** As a registrant, you can check when your domain is expiring. This can be done through your registrar or on the Who's Who lookup. By checking the expiration date of the domain, one can be updated on when their domain is expiring and facilitate the renewal process.

➢ **Contact your hosting company:** A registrant can contact the company with which they registered or purchased the domain. This company will provide the necessary information on how to renew the domain.

➢ **Confirm the domain details**: Ensure that the details that were used to register the domain are up-to-date. This information includes an email address, a phone number, a P.O. Box address, and a name. It is virtual to have this information updated in order to receive renewal notifications.

➢ **Select the renewal duration:** The domain owner can decide on the domain renewal duration. The minimum duration period is 1 year, with a maximum of 5 years. Choosing a maximum duration period will save you from frequent renewal tasks and a potential increase in price.

➢ **Paying the renewal fee**: This process mostly involves a fee that varies with the different registrars and also the domain package that is being offered. This is done by using the provided payment method.

➢ **Confirm if the domain has been renewed:** After making the payment and receiving the payment confirmation message, check again to ensure that the domain has been renewed and is working. If not, contact your hosting company (registrar).

➢ **Update your domain details if necessary**. In case the domain details have been changed, ensure that they are up-to-date.

A registrant renewing their domain maintains ownership and control over the domain and helps them remain accessible through their website and emails uninterruptedly. If one owns a domain, they know how important it is to keep it active and secure. This is because if the domain gets deleted, it is available for registration, and getting it back can be quite stressful. To avoid this, one can opt to have an auto-renewal process that automatically renews the domain before it expires.

In this article, we will explore the benefits of renewing your domain.

- ❖ **Peace of mind:** Imagine if you have built your audience, brand, and entire business through your domain, and one day the domain is not active because it was not renewed. When the domain expires, any services associated with the domain become inactive (website and emails). By renewing for a long period of time, it provides peace of mind as you are assured that the domain is active for the foreseeable future.
- ❖ **Continuity of your online presence:** By renewing the domain, you ensure that your website becomes accessible to your users without interruptions. If the domain happens to expire, someone else can register it, thereby losing your brand and online presence.
- ❖ **Brand protection:** renewing your domain is an investment in your brand. It prevents others from registering a similar domain name and potentially misleading or confusing your customers.
- ❖ **Boost the SEO rankings**: Search engines usually view long-term domain registration as a sign of stability and trustworthiness. If you let your domain expire, you may lose the credibility and authority your domain has built over time.
- ❖ **Customer Trust and Credibility:** Having a consistent and reliable online presence builds trust among your customers. Renewing your domain name regularly demonstrates your commitment to maintaining an active and trustworthy website, enhancing your credibility and professionalism.
- ❖ **Email and communication:** Many businesses use domain-specific email addresses for professional communication. Renewing your domain ensures uninterrupted email service, preventing any disruption in communication with clients, customers, or partners.

In conclusion, it is important to renew your domain frequently to avoid any potential complications or loss of the domain.