



Domain Name

The Address of Your Business

A website's domain is a memorable name pointing to the website's IP address. Your website's IP address tells a customer's web browser where to find your website. Think of a domain name like a phone book entry or a street address for your business. *Example: 4fineline.com*

Purchasing a Domain

A domain is purchased for a certain amount of time. Periodically, the domain must be renewed in order to keep the rights to use it. A domain name can be purchased from a domain company or web hosting company.



Web Hosting

Office Space for Rent

All websites are hosted (or housed) on servers. When you purchase a hosting package from a hosting company, you are renting server space for website files. Purchasing web hosting is much like renting office space in which your business will operate.



Website

Moving In

All the files that create your website are housed on the web host server. A business would be empty office space without some furniture, phones, employees, and the coffee maker.

What Customers Experience

Now when customers open up their Internet browser (navigation app), they can type in your business's domain (street address), and the browser will follow the IP address to a web host server (office building), and be able to view your website (business).