



Copywriting

PLANET FREELANCE: Issue 38 - November '09

Avoid learning lessons the hard way - get your hosting on a safe footing!

Imagine the worst. You run an online business. And one day your host disappears off the face of the planet.

As a result your website disappears too. OK, you're still there in Google's search results. But if someone clicks on your link they just get an error message.

At the same time your email addresses disappear. Existing customers can email you, but their messages just bounce back.

A nightmare. As far as searchers and customers are concerned, you've gone bust. Exploded. Become invisible. Died... whatever.

You can't even put in place 301 redirects to an alternative url because you have no access. And you probably wouldn't want to anyway... you'll only lose all the SEO juice you've painstakingly accumulated on your site.

The single best thing you can do to protect your website against your host going down the tubes is to make sure that YOU are the named registrant for your url, NOT your host.

If you're the named registrant it is a pain in the proverbial - but do-able - to get the domain transferred to another host.

If your host is named as the official registrant, you can't do a thing without their permission. If they've gone bust you'll probably find it impossible to contact them. Even if you do, reclaiming your url is a matter for the Receiver's discretion.

The result? You'll probably have to rebuild your website from scratch. With a little luck you'll be able to re-secure your url when it expires. But expiry might not be due for several months, even years.

Recommendations? Check your url registration and make sure you're registered as the owner. If not, ask your host to change it for you asap.

Kate

Last Month

During October '09 I helped businesses with:

- blog posts - various industries
- keyword rich website pages - holidays, business training, creative agency etc
- newsletter: heavy engineering
- press releases - HR & insurance
- website content - recruitment, carbon offsetting, agriculture, art workshops
- video scriptwriting - dating website
- direct marketing letter - cleaning services

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