



To .au or Not to .au, That is The Question

By Rachel Youens on Monday, November 9th, 2009

Australia is a proud nation, happy to wave the southern cross over the harbour bridge, stretch the flag over our suntanned bodies as bikinis and host a whole holiday in honor of the fair nation. But when it comes to your startup's domain name, does it hinder or help you to have the mark of Australia attached at the end?



Before we dig in, here's a bit of history on the .au. The national domain is controlled by the Australian Domain Name Administrator, formed in 1999, and is recognized by the International Corporation for Assigned Names and Numbers as the operator of the .au domain.

- **SEO:** Because the .au is regional, it makes you less likely to show up in search results in foreign countries, but in domestic search terms it doesn't give you any more or less chance of turning up.
- **Price:** A .com.au is generally slightly cheaper than a .com
- **Availability and registration:** .com.au domain name registrations are only given out if you have a business on Australian soil or if you intend to have one. So, this domain name communicates the credibility of your business. Not everyone knows this fact, but those who do will have more faith in your brand. This also prevents spammers from getting ahold of these domain names, so people feel that .com.au is a bit more reliable.

Verdict?

If you are a business that plans to target Australians only, both now and in the future, then go ahead and register the .au only as it saves you money and communicates the business authenticity. However, most web startups are designed to scale and if you are ready to go global and have wrapped your brand around a name with a .com.au at the end and can't get the .com...you have a problem. The most feasible solution? Buy both. When you register your business, lock down the name everywhere from the .com to Twitter to Facebook vanity name to Youtube vanity name. A domain name is cheap enough, go ahead and spring for it and it will leave the opportunity open for you to expand later. on.

SHARE 1 retweet

Email Address:

Password:

Remember me

Login »

[Forgot password?](#) | [Join Now](#)

Follow us on:

Related Articles

[Where to Cowork Around Australia](#)

[Tips for Australians Traveling On Business in The US](#)

[Time Running Out For Small Biz Equipment Tax Break](#)

[Media Contacts for Australian Tech Startup Press Releases](#)

[Government Grants to Help Your Startup Explore Other Markets](#)

Articles Archive

December 2009