



Domain Management is important for your Hotel

Many hotel clients of web design firms do not realize that they could be at risk with their domain management. As internet distribution for hotel business increases, there is a growing concern that the hotel domain may be in control of a past employee who registered the domain years prior. The hotel domain needs to be registered in the name of the hotel or owner and maintained yearly.

Many hotels aren't aware that they are in this potentially damaging predicament. It is often brought to their attention if they want to switch their hosting provider or just want to upgrade their web site.

Every business should realize that maintaining its domain name is as important as registering a business name. Consider a domain name as real estate that you wouldn't want someone else owning. The domain name should be managed and renewals should be reviewed regularly to ensure they are in order.

If a hotel is in the process of looking for a web design company, be sure that your domain registration is correct as it could take months to make the necessary DNS changes with a new web design company.

Trusting your web design company to represent your hotel honestly, especially with your Domain Management, is a critical part of this relationship.