



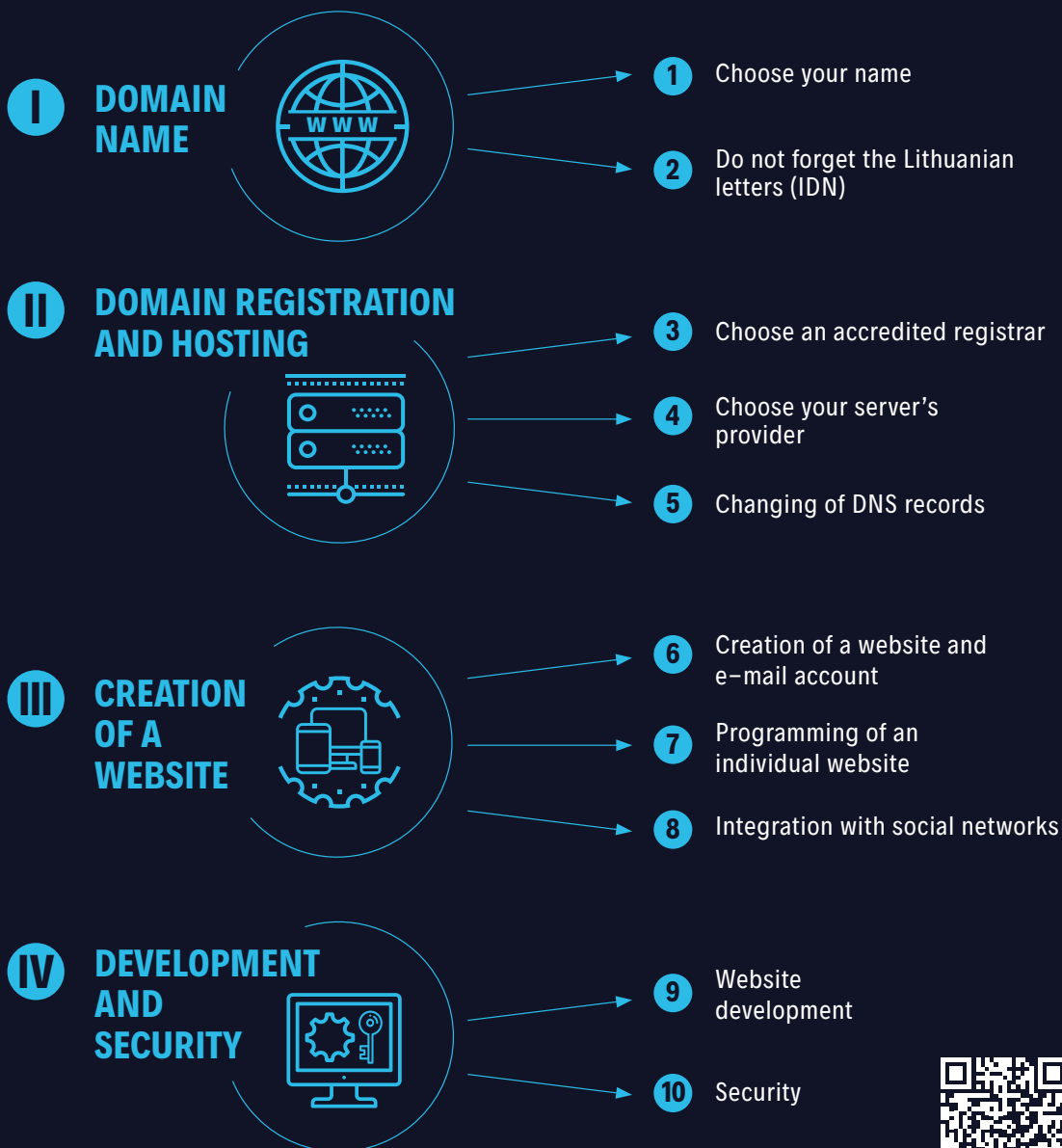
DOM REG [.it]

DOMAIN REGISTRATION GUIDE



LEARN WHERE TO START AND WHAT TO DO IF YOU WANT TO
CREATE A DOMAIN AND HAVE YOUR WEBSITE, BLOG OR E-SHOP

Steps for domain registration and creation of a website





1 step → Choose your name

First of all, think about the name or trademark. Preferably, the name or trademark is the same as domain name, therefore, make sure to check if your preferred domain is available.

To check .lt domain name:

→ <https://www.domreg.lt/en/services/whois>



To check the name of the legal entity:

→ https://www.registrucentras.lt/jar/p_en



The data on the trademarks are provided here:

→ <https://vpb.lrv.lt/en>



Learn more how to create a domain name:

→ <https://www.domreg.lt/en/faq/for-persons-who-want-to-have-a-domain/how-to-create-a-domain>



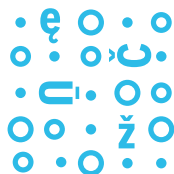
What name to choose?

The name has to be as short as possible, easy to memorise, related to your activities, not misleading, unique, SEO friendly. Do not copy names and trademarks.



Which domain to choose?

Always choose a national .lt domain for the website created for the Lithuanian market, because the users find it easier to memorise and they write the Lithuanian part of the name .lt almost automatically.



2 step → Do not forget the Lithuanian letters (IDN)

If your name or trademark contains the specific Lithuanian letters ą, č, ę, è, į, š, ū, ž, we suggest you to check both options of the domain – „incorrectly spelled“ using Latin letters and correct one with specific Lithuanian letters. If they are available – register both of them.

More on IDN domain names:

→ <https://www.domreg.lt/en/faq/for-persons-who-want-to-have-a-domain/what-is-idn-domain-name>



Why is it necessary?

Domains with specific Lithuanian characters (IDN) provide an easier access to the users, while prevent competitors or malevolent persons from appropriating or copying your website and trademark. Moreover, and “incorrectly spelled” website name in Lithuanian language sounds unnatural if said on the telephone or in the radio advertisement.



DOMAIN REGISTRATION AND HOSTING



3 step → Choose an accredited registrar

After checking if your preferred domain names are available, choose an accredited registrar and create your domain.

List of accredited registrars is available here:

→ <https://www.domreg.lt/en/registrars>



Learn more about choosing a registrar:

→ <https://www.domreg.lt/en/faq/for-persons-who-want-to-have-a-domain/who-is-a-registrar-and-how-to-choose-one>



Which registrar to choose?

*Registrar will provide a domain creation service on behalf of you, as a natural person or legal entity, therefore, we recommend choosing only an **accredited** registrar. It will guarantee an ownership and security of the registered domain name and you will retain the domain in case of disputes or during transfer of the registrar.*

Accredited registrar

ACCREDITED [.lt]
REGISTRAR

This mark symbolises that a registrar is accredited and can provide procedural services in .lt domain. The right to use this mark for the accreditation marking is provided by DOMREG, Internet Service Centre of Kaunas University of Technology (KTU).



DOMAIN REGISTRATION AND HOSTING



4 step → Choose your server's provider

Your website, blog or e-shop, email and other services require the hosting. Frequently, server hosting services are provided by the accredited registrars. Consider your needs and choose the offered service plans.



Which server hosting plan to choose?

If your website consists of a few or several dozen or pages, you do not need many resources; therefore even the smallest plans are suitable. If you want to change the website's information yourself, choose a plan with a possibility to use a content management system (CMS). Some providers offer site builder; therefore you do not need to install CMS and design template, and perform other works. This is particularly convenient for the novice users.



DOMAIN REGISTRATION AND HOSTING



5 step → Changing of DNS records

In order to have a functioning website, .It registry DOMREG and registrar servicing your domain have to know where to route the website's visitors. A correct record of the Domain Name System (DNS) guarantees that visitors see the website's pages when they enter your domain name in the browser.

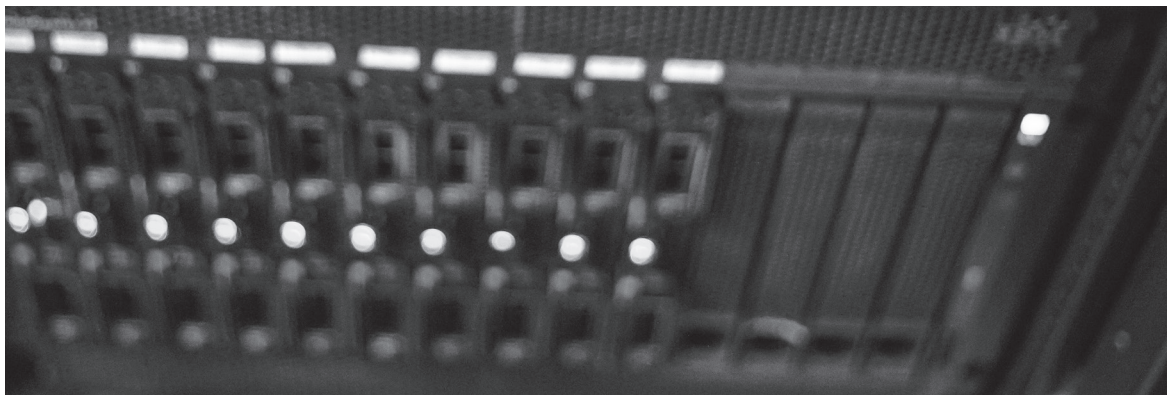
Information on how to change DNS records:

→ <https://www.domreg.it/en/faq/for-domain-registrants/how-to-change-dns-records>



When do you need to change DNS?

DNS records need to be changed if you registered your domain at one registrar, while you use hosting elsewhere. Hosting provider specifies DNS records of its servers; they need to be changed at the same place you registered your domain. If you register your domain and choose hosting at the same provider, usually this procedure is not required.





CREATION OF A WEBSITE



6 step → Creation of a website with design template

After login to the server's control panel (*Cpanel, DirectAdmin, Plesk, etc.*), provided to you by the hosting provider, you can create a mailbox and website.



Management of the website's content

In order to upload information and photographs to your website, to publish and edit text by yourself, you need a content management system (CMS). There are free content management systems and website's design templates. Usually, you can install free website's CMS and design template, and other functions by yourself.



Free CMS

Information on how to install a free open code CMS for your website is available here:

→ <https://wordpress.org>



→ <https://www.drupal.org>



→ <https://www.joomla.org>





CREATION OF A WEBSITE



7 step → Programming of an individual website

If you consider the options of website hosting and installation of free CMS and design template, and they do not seem appropriate, you can apply to the professionals. If you want a website with design that is created individually or adapted using a template, choose the website developing company; it will perform designing and programming works.



What do you need to consider?

Keep in mind that programming works for individual internet projects are significantly more expensive and complex projects for e-shops require sufficiently large investments and time. If you are a young and small business under development, plan your investments responsibly – begin with standard and simpler solutions. With growth of your business and needs, you can always change your website's design and functionality.



CREATION OF A WEBSITE



8 step → Integration with social networks

The popularity of social networks makes this means of communication difficult to ignore. Make sure to install a plugin for sharing in the social networks in your website and connect your website with your social network accounts. It will allow you to share your website's content in the social networks and increase the amount of visitors in your website, as well as sales of your services and products.



What to do with your domain if you do not have a website?

Even if you already have a page on Facebook or other social network, try to register your domain. You will not have to change your name when creating a website; and while you do not have it – you can route the visitors to your social network page. The users migrate between various social networks; when you have a domain – you can always change the routing.



Should a business use a free email?

If, for example, you only have your Facebook page and use a free Google mailbox, you have to consider the reputation, image and safety of your business. Some users avoid opening the emails from free mailboxes for security issues, such letters are considered risky by the email systems and classified as spam. If you have your domain, you can use your mailbox and avoid security and reputation related problems; with growing business and employee turnover – you will not lose the employees' mailboxes and connections with your clients.

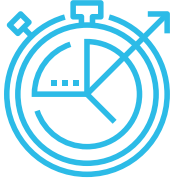
Keep in mind that free services are loaded with advertisements and sooner or later they become payable or there may be changes in other conditions.



Why Facebook page is not enough?

Many startups, craftsmen and small enterprises start their activities from a free account of Facebook which is most popular social network in Lithuania. However, Facebook users fail to find you quickly in the large flow of messages and do not remember you, besides, more and more messages become payable, therefore user accessibility on Facebook is increasingly expensive and limited.

It is important to have your domain and website so that the users could find you more easily on Google search and you could receive a better return of your investments in communication in the social networks and use other online marketing measures – „Google Marketing Platform“ tools, SEO optimisation for search results, banners, etc.



9 step → Website development

If you create a website, you have to maintain it and increase the number of visitors by expanding your content. The visitors appreciate, in particular, used information, therefore, they share links, which helps your website to take a higher position in the search results and attract more visitors.



If you lack writing skills, you can look for the public relations and SEO specialists, or for the companies providing such services. Have an online marketing plan and consistently implement it by advertising your website.

IV DEVELOPMENT AND SECURITY



10 step → Security

Manage your website's security with regard to the hacking and the risks of viruses. Regularly update CMS and its plugins, use a secure HTTPS protocol, and regularly change the passwords of CMS administrator.

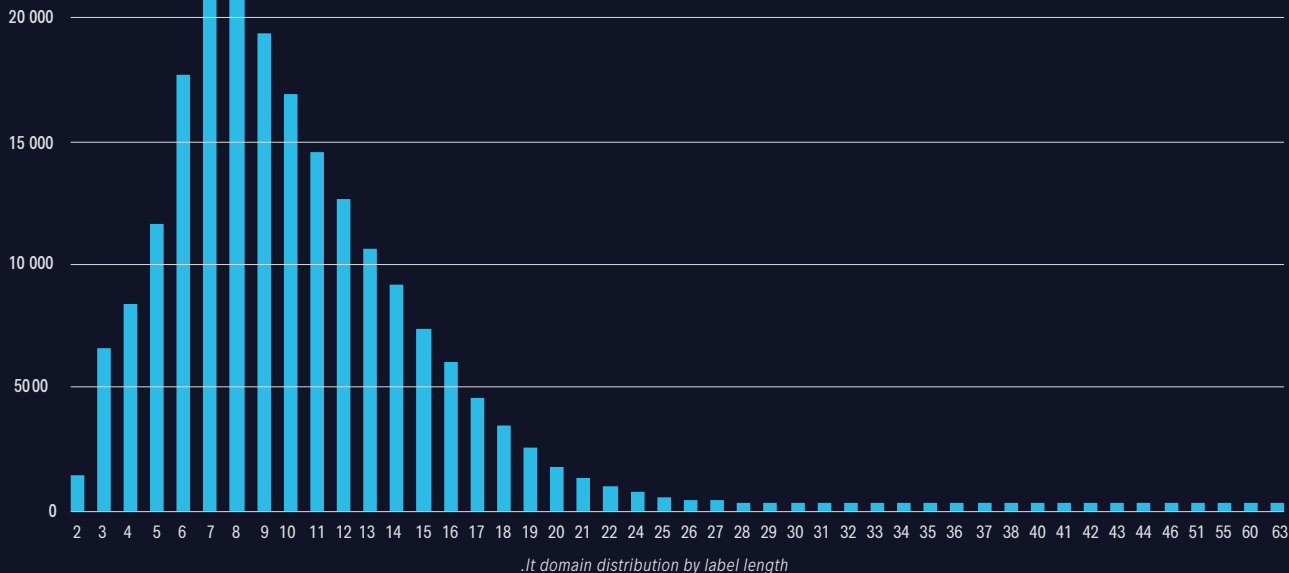
More information on security of the website are available here:

→ <https://www.nksc.lt/en>



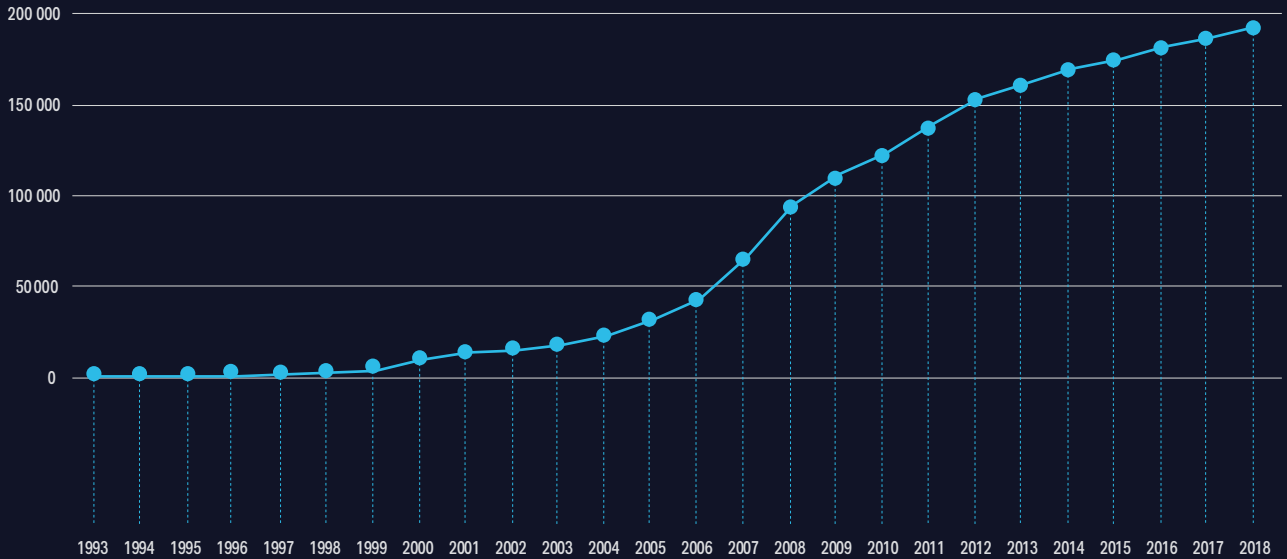
What length are .It domain names most popular?

Number of registered domains



Number of
registered
domains

How many domains .lt are registered?



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