

# 3 Reasons To Keep Your Domain When Building a New Site

If your domain is owned by your previous website provider, it can take a few phone calls and may require paying a fee to release it. Here's why it's worth the effort to do just that.



## Old Domains Search Better Than New Ones

Two of the most important factors for great-searching websites are the quality and amount of content on the site. However, there are hundreds of factors that search engines use to rank sites.

One of those factors is the age of your domain. Search engines rank older domains highly because they are more likely to have accumulated good content over a long period of time. Once the old domain goes away, so does that added searching benefit.



## Customer Knowledge Becomes Customer Confusion

Once customers find your website, they store that information in their web bookmarks, their phones, or their rolodex. When they need information about your shop, there's a good chance they'll visit your website instead of call you.

If the website link they stored no longer works, your customers may assume your shop has closed. If the website is live but years out of date, they may show up after your business hours. If you don't keep your old domain, one of these two things will likely happen.



## Two Addresses Are Worse Than One

Hundreds of companies make money with websites that index small business information - including their website addresses. If you change your web address without updating all of these "directories", some of them will end up advertising your old web address and others will advertise your new ones.

This confuses both customers and search engines. Search engines rank companies lower if they aren't confident they have the right web address for them.

*If your website is doing pretty well because it's on an old domain, optimize the content and you should see great results more quickly than a newer domain would. It doesn't make sense to lose out on the benefits of your old domain by failing to optimize your content.*

Haden Interactive

