

— FREE GUIDE FOR JERSEY BUSINESSES

Your business email and domain

you@yourbusiness.je, set up properly and in your name

Two decisions get made once and then live with your business for years: which domain you use, and whose name it is registered in. Here is how to get both right.

.JE OR .CO.UK?

- A .je reads as local to island customers. Anyone can register one.
- A .je costs £49 a year direct from the Channel Isles registry; registrars set their own prices.
- A .co.uk works perfectly well and often costs less to renew.
- Some businesses hold both and point one at the other.

WHOSE NAME IS IT IN?

More important than the ending. Register the domain to your business, in an account you can log into, never to whoever builds your website. The domain controls your website and your email.

There is no paid privacy service for .je, but the public record shows only the organisation name and registrar.

WHY YOUR OWN ADDRESS

A quote from yourname@yourbusiness.je reads as a business. The same quote from a free webmail address reads as a side project, and some customers treat it that way when deciding who to trust with a deposit.

MAKE SURE IT ARRIVES

A new domain needs its records set up properly (SPF and DKIM), or your quotes land in junk and you never find out. Send test messages to the main providers to check they reach the inbox.

WHICH EMAIL PROVIDER?

Google Workspace and Microsoft 365 are the most reliable options, and both work well on phones, tablets and computers. Switching from an old address? Old emails can usually be moved across: plan it so nothing is lost on the day you switch.

THE SETUP CHECKLIST

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| ☐ Domain registered (or transferred) in your business's name | ☐ Registrar login details kept somewhere safe |
| ☐ Email accounts created for the right addresses | ☐ DNS records set, with SPF and DKIM |
| ☐ Spam filtering on, test emails reach the inbox | ☐ Two-factor authentication switched on |
| ☐ A simple email signature | ☐ The domain's renewal date in your diary |

Want it done for you?**hello@jerseyweb.je · WhatsApp +44 7797 729651**