

— FREE GUIDE FOR JERSEY BUSINESSES

Do you need a .je domain, or will .co.uk do?

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GETTING STARTED

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By Josh, Jersey Web · Updated 17 October 2026 · Read it online: jerseyweb.je/guides/je-domain-or-co-uk-jersey-business/

Every Jersey business owner hits this question within about ten minutes of starting. The short answer is that **.je is worth having if you serve the island**, but it is not the make-or-break decision it gets treated as, and there is one rule about it that surprises people.

What a .je domain actually does for you

It is a signal, and signals matter more in a small market. When an islander sees *yourbusiness.je* in a set of search results, they read it as local before they read a single word of the page. In a list where the other options are a .com and two .co.uk addresses, that is a genuine advantage: the same instinct that makes people prefer a local number to an 0800 one.

For search engines the effect is real but smaller than people assume. A country-code domain gives Google a hint about who the site is for, but it will not lift a thin site above a good one. Your content, your speed and who links to you still decide the rankings. Treat .je as a trust signal for humans first and a ranking nudge second.

Who can register a .je domain?

A .je domain is **open to anyone**: you do not have to live in Jersey or trade there to register one. The [public WHOIS record](#) shows only the registrant organisation, if you enter one, and the registrar; personal details such as a home address are redacted. A commercial site is still expected to publish who is behind it.

What matters more is whose name goes in the record. Register the domain in your business's name: that is what the public record should show, and it is what proves the domain is yours. If a web designer registers it under their own business instead, the record and the ownership point to them. Our guide to [getting a .je domain back](#) covers what to do if that has already happened.

How much does a .je domain cost?

- ✓ **.je**: £49 a year [direct from the Channel Isles registry](#). Registrars set their own prices, and the registry's rules require them to tell you the registration and renewal charges in advance.
- ✓ **.co.je**: £29 a year direct, and **.org.je** £10, free for qualifying charities.
- ✓ **.co.uk**: priced by each registrar, so compare the renewal price, not just the first year. Familiar to every British customer, and fine if you also trade off-island.

- ✓ **.com**: also priced by each registrar. The default if you sell beyond the Channel Islands, or want the widest recognition.

So which should you pick?

Serving Jersey customers only? Register the .je. The local signal is worth the extra thirty or forty pounds a year, and the address is short and memorable.

Serving Jersey and the UK? A .co.uk as your main address is perfectly sensible. Plenty of respected island businesses use one.

Selling further afield? Use a .com and do not overthink it.

The approach most Jersey businesses end up taking

Register more than one and point the spares at your main site. Domains are cheap relative to the cost of someone else taking your name, and a redirect takes two minutes to set up. Pick whichever address you want printed on the van and the business cards, make that the canonical one, and forward the rest to it.

One thing worth doing properly: whichever domain you choose, make sure the site only answers on *one* of them and redirects the others. A site reachable at both yourbusiness.je and yourbusiness.co.uk without a redirect splits your search signals between two addresses. If you are not sure whether yours is set up correctly, our [email and domain setup](#) covers it.

Not sure which domain to register?

We handle domain and email setup as part of every build, and we will tell you straight whether a .je is worth it for your business.

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