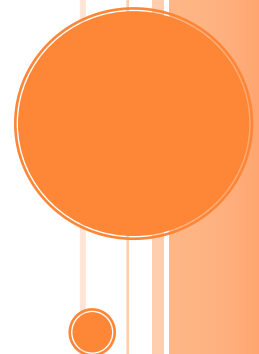


Oct, 2017

7 Tips On How To Pick A Domain Name

And why it matters to the success of your business



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Published by:

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Sanford, NC 27330 USA

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Introduction

When choosing a domain name, you should resist selecting one based on impulse or random selection. Give some serious thought to it. Your domain name is your brand ambassador online. It is what identifies and differentiates you from all the other brands which are screaming for attention on the internet. Ideally, your domain name must convey a sense of expertise, professionalism and trustworthiness. Furthermore, a well thought out name will identify to the visitor what your business is about. It's a pretty tall order for a name. But consider this: how much time did you spend coming up with a name for your business or company? Your domain name is your equivalent business name on the World Wide Web.

Tips on how to choose a domain for your business:

1. A common method would be to utilize the name of your business or company as the domain. For example, dogwalkers.com is an obvious domain for a business where one offers dog walking services or calculator.com for an online calculator. When the purpose of the website is a part of the URL it makes it easy for clients and customers to remember the website and for new visitors to click on it.
2. If the domain name is for an industry then you could think of using a generic name. Select a name that represents the market segment of your business as closely as possible. Exact matches would be ideal if they are available. For example, autoinsurance.com would be perfect for the vehicle insurance business.
3. Choose a domain with a.com extension. That must be your first choice of domain extension. If that is not available only then select the other extensions. But the alternates must also be a top level domain.
4. A short domain name is recommended over a long one simply because it is easy to remember. However a long domain can contain more key words and this could be an advantage where search engines are concerned. Research your alternatives thoroughly. A long name works if it is spot on and relevant.
5. The golden rules are a domain must be simple to remember, easy to spell, and simple to pronounce. In other words tongue twisters are out. It must be simple on all counts.
6. Think of all the marketing aspects of brand name recognition. Many successful enterprises have a domain that is the brand identity of their business. Examples of successful brand names are Facebook, Google, Ebay, and Amazon.
7. Do a 'radio test' of the domain name. Would the name be easily confused for something else if it were to be heard over the radio? Names which have to be explained in terms of spelling are generally confusing to the listeners. This could lead to a situation where verbal reference to your domain would lead instead to a competitor's site.

Steps in selecting your domain

- A. Write down clearly the focus of your website and its business objectives. This is your website description. The crucial question is, "What is my site about?"
- B. List the keywords you would use to describe your site for advertising.
- C. Use the description and keywords to coin a domain that represents plainly the two crucial elements. Make a list of as many as you can.
- D. Next check for availability of the names on a domain name search engine.
- E. If the .com is not readily available check for .net and so on.
- F. Be sure to only select a name that will serve its purpose as described above. Don't select a domain just because it is available.
- G. Sites like NameChef.com have advanced search tools which help you in selecting the best name for your business.
- H. If you find that the perfect name is already purchased by someone, consider the possibility of buying the domain name from them. This would depend upon your budget.
- I. Alternately use other suffixes for the domain like .biz, .co, .cc, .shop, and so on.

Finally, think global. The internet is worldwide and is not limited to the local arena. You will be having visitors from the world over. Make it appealing to them to want to find out more about you.

If you like to find out more about premium domains please visit our site at <https://NameChef.com>