

PICKING THE PERFECT DOMAIN NAME

.....
tips for choosing "the one"

Starting a new website? Exciting! Here are a couple of pro tips I'd like to share with you about choosing the right domain name (e.g. "yourbusiness.com") for your biz or blog!

GET THE .COM IF YOU CAN

Even with the introduction of new domain name extensions like .photography and .pictures, it is still recommend to get the .com version of your domain name if available. This is because most people still assume .com is the only option.

THROW IN A KEYWORD IF YOU CAN, BUT NO SWEAT IF YOU CAN'T

It can be a good idea to throw a keyword into your domain name, but only if it fits. The domain name is a very small part in the search engine optimization equation, so missing out on keywords isn't the end of the world. It's much better to keep your domain name short and memorable — e.g. dinosaurstew.com — than to throw in keywords just for the sake of having keywords — e.g. dinosaurstewwebandbusinessdevelopment.com

MAKE SURE YOUR DOMAIN NAME MATCHES YOUR BUSINESS NAME

This sounds obvious, but it's important to remember as you try to find an available domain name. If my business is called "Ashley's Rockin' Photography", I wouldn't want my domain name to be something like cool-wedding-portraits-midwest.com, even if cool wedding portraits taken in the Midwest is what I specialize in. This confuses visitors!

KEEP IT SHORT, SWEET, & EASY TO TYPE

Long names, *oi*. Lengthy, complex names are easy for visitors to mistype or misspell. Avoid 'em!

AVOID HYPHENS IF POSSIBLE

Hyphens are easy to forget, and most of the time when we're talking in person, we don't include them in our speech. Because of this, it's easy for people to forget to type them in. The same goes for numbers.

MAKE SURE NO ONE ELSE IS USING IT

It's important to do a quick Google search to make sure the name you've chosen isn't trademarked, copyrighted, or somehow being used by someone else. Make sure you search both the exact name AND variations of it.

- Check the Whois database to see if your domain has already been registered: [Whois Lookup](#)

- If you're in the US, you can search the trademark database here: [Trademark Electronic Search System](#)

GOT A GOOD ONE?

Yay! You're ready to register it to make sure no one else gets their grubby paws on it! You can register your domain through any domain registrar like GoDaddy, Enom, or Namecheap, or register it directly through your hosting company when you set up your website. For more on how to build a website, [click here!](#)