

HOW TO

PICK THE PERFECT DOMAIN NAME

Choosing a new domain name is exciting!

It usually means you are starting a new project and are ready to make your brand official.

Before you register one, check out these pro tips for finding the perfect fit for your brand.



1 GET THE .COM IF YOU CAN

.com domains are the most popular, and thus the most easily remembered, extension.

If the .com version of your domain is available, go with that one!

COUNTRY-CODE EXTENSIONS

like .co.uk and .ca

Can be a good choice if you only do
business locally, as it can establish trust.

"WEIRD" EXTENSIONS:

like .travel and .style
These are relatively new and not many
people are familar with them yet.

Many pros tell you to avoid these. We say, you do you!

If you have your heart set on one, make sure it is not an extension associated with spam by visiting:

https://www.spamhaus.org/statistics/tlds/

2 KEEP IT SHORT & SWEET

Lengthy, complex domain names are easier for people to mistype or spell wrong. Say it outloud. How does it sound?

Don't omit words that are necessary but DO keep it short.

3 MATCH IT TO YOUR BRAND NAME

If my business is called "Bubbles & Barks," bubblesandbarks.com is the domain name for me.

I would not want my domain to be stlouisdoggroomer.com.

Even if I AM a St. Louis dog groomer, this is confusing and and not memorable...which will work against me in the long run!

What About SEO?

There was a time when "stlouisdoggroomer.com" would have been the better choice for SEO.

Those days are gone. Google started pushing back against low-quality "exact match domains" like this in 2012.

One keyword in your domain can help (plus, it adds context), but don't force it where it doesn't belong.

Always opt for short & memorable.

See tip #2!

AVOID HYPHENS

Hyphens are easy to forget and most of the time, when we are talking, we do not include them in our speech.

Because of this, people forget to type them in, which can prevent them from reaching your website.

REGISTER MISSPELLINGS

If your domain name includes a word that could easily be spelled wrong or has an alternative spelling, consider registering the other version(s) too.

Example: Elisabeth Smith Photography

"Elizabeth" is the more common spelling. Elisabeth should register both elisabethsmithphotography.com elizabethsmithphotography.com

She can redirect the "elizabeth" domain to her main "elisabeth" domain.

6 CONSIDER REGISTERING OTHER EXTENSIONS TOO

You have yourawesomedomain.com. Should you register yourawesomedomain.net, yourawesomedomain.org, etc.?

If you have the funds, sure! It can prevent others from using the alternatives and competing with you. You can just redirect any additional extension to the main domain.

7 REGISTER YOURNAME.COM (EVEN IF YOU WON'T USE IT)

.com domains are becoming scarcer and scarcer.

If yourfullname.com is available, consider swooping it up.

This safeguards against someone else registering it and using it ... which can be confusing when someone Googles your name, stumbles on yourfullname.com, but it's not you. And it really sucks if the owner put up something unsavory!

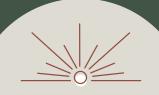
MAKE SURE NO ONE ELSE IS USING IT

Seems obvious, right?

Do a quick Google search and make sure the name isn't trademarked, copyrighted, or is somehow being used by someone else.

Search for both the exact name and variations of it. Don't tread on any toes.

Helpful tool: https://whois.domaintools.com



WANT MORE SUPPORT FOR YOUR ONLINE BRAND BUILDING JOURNEY?