



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.

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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 familiar 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!

4

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.

5

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 and 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!

8

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>



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