

Choose Your Domain Name

Your domain name is a key part of your brand and most importantly it is the first impression of your website that a visitor gets. Make sure you choose it carefully!

Update (21 July 2008): Domain names with .info extensions may be slightly deprecated now. As the cheapest domain names available and therefore a favorite with spammers, [Google may start to be penalizing them](#) [1] and now [ICANN has approved a new policy](#) [2] allowing the registry service, Afiliat, to disable abused .info accounts.

HOW TO CHOOSE YOUR DOMAIN NAME

Your domain name is your identity

1. What is a domain name?

- * Your unique internet address
- * Can be registered for a minimum of one year
- * Registered as yours through a domain registrar

2. IDEAL Scenario: www.theingots.org

Domain name is:

- * The same as your business or a keyword related to your field
- * Short
- * Memorable
- * Easy to spell

3. REALITY: www.bestnamesalreadytakenimaginationrequiredtofindagoodname.com (Best names already taken so imagination required to find a good name)

4. How to test domain name availability

- * Test by typing directly into your browser address bar
- * Only use a registrar's search box when you are ready to buy
- * This will prevent unscrupulous parties stealing your domain name ideas

5. Time to get imaginative

5.1 Come up with a domain name

Use a brand name?

- * Easy to find an available domain
- * Can be short and easy to remember But, without promotion no one will have heard of your brand and will not be searching for it

Use keyword filled name?

- * Keywords in the domain name help people identify the purpose of your website
- * Using keywords in your name will boost your ranking for searches of that word. But very hard to find anything short that is available

Use a combination?

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- * Using keywords in your name will boost your ranking for searches of that word
- * Allows people to identify the purpose of your website but lengthens the name, and may appear tacky

Use hyphens?

Originally: *gurupower.com*

Now: *guru-power.com*

- * Use hyphens to divide up the letters differently
- * No clear difference from search engine optimization point of view but hyphens are harder for people to remember

Use a clever subdomain? e.g. *del.icio.us*

- * *Del.icio.us* has registered *icio.us* and then created a subdomain “del”
- * Subdomains are provided by your web host and should be unlimited at no extra cost but knowing where to put the dot can be hard to remember

5.2 Choose a domain extension

Generic Top Level Domain (gTLD)

- * Some extensions have prerequisites, e.g. *.edu* or *.gov*, but most are open to anyone
- * Appears to be no difference in search engine ranking between extensions
- * People's reaction to extensions are different – may prefer local extension, and/or *.com*

Country Code Top Level Domain (ccTLD)

- * Some countries have strict prerequisites, e.g. *.ca* (Canada), *.fr* (France)
 - * Use a ccTLD if your market geographically targeted ? You will benefit in local search engines
- e.g. *Google.co.uk*

5.3 Poll your target market

Get feedback from your market:

- * How do they react to the suggested domain name?
- * Can they remember it?
- * Do they misspell it?
- * Which extension do they expect to use?
- * Rethink if the reaction is not positive

5.4 Consider registering multiple domain names

Multiple domain names

Misspellings: *www.mybusiness.co.uk*

Variations: *www.mybusinesses.co.uk*

Other extensions: *www.mybusiness.com*

- * Can send additional direct traffic from misspellings of your domain
- * Prevent competitors benefitting from misspellings
- * Register *.com* if available – people will use *.com* if they're guessing
- * Don't go overboard in buying all potential variations

5.5 Choose a domain registrar

A good domain registrar Internet Corporation for Assigned Names and Numbers

- * Is ICANN accredited

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- * Has a low price with no hidden fees (e.g. for transferring a domain name, changing contact details)
- * Offers an easy-to-use administration interface
- * Provides good customer service
- * Allows easy transfer of a domain to another registrar

5.6 Register your domain!

Register your domain for more than 1 year, so

- * You won't lose it after forgetting to re-register
- * Search engines will give greater authority to your domain

6. *The domain you choose will be the first impression of your website. Make sure it's a good one.*

7. *You've now seen how to choose a domain name.*

8. *Need Help? Ask the experts at guiding you through website development.*

You can also check the reference [here](#) [3].

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Source URL: https://theingots.org/community/choose_domain_name#comment-0

Links

- [1] <http://www.seobook.com/google-temporarily-purges-info-domain-names>
- [2] <http://www.domainnamenews.com/icann-policy/icann-approves-new-info-policy/1740>
- [3] <http://www.realfreewebsites.com/articles/how-to-choose-your-domain-name/>
- [4] http://theingots.org/community/how_to_build_website_using_Google_sites/#website_plan