

## Some Tips for Choosing the Right Domain Name

Choosing the right domain is crucial in creating a successful website project.

Here are some important points to consider when deciding on a domain name:

1. Make it relevant - Ideally choose a domain name that closely matches your project purpose.
  - a. If a business, use your business name. If this is not possible then find a name that will focus on your core theme or your brand identity. Your domain name should always relate to and reinforce your overall business and brand strategies.
  - b. Be sure you are going to stick with a project for a time, there is nothing worse than naming your website one thing and then having no use for something that name 2 weeks later.
  - c. If someone else already owns the .com version, don't buy the .net version. A classic case is *rent.com* vs. *rent.net*. *Rent.net* spent millions on advertising and *rent.com*'s hits went up immensely. Only one of them made it - guess which one, (*rent.net* is now part of *move.com*).
2. Consider searchability - Choose a name that is rich in key words that describe or relate to your project/business. This will help indirectly increase your site visitors as Google will see links that use your domain name. The benefits are two-fold - you'll have a domain name that not only reaches your audience but also lands you a little higher in search results.
3. Keep it simple – Choose a name that people can easily remember. Avoid unnecessary numbers and lengthy words. If people have to write it down, chances are that it's too long and they'll easily forget it. Heed the basic marketing principle "keep it simple, stupid" and avoid any unnecessary complexities.
  - a. Do you have to spell it? Does it sound like something else? Does it have dashes? You should be able to tell someone your domain name in a crowded bar and that person should be able to find it the next day!

With these guidelines as a start, you'll be well on your way to choosing the right domain name for your business or project needs.