

How to Choose a Domain Name

- 1.** Use the name of your business. This seems pretty simple, but I have to mention it because I've seen people come up with abstract domain names instead of just using their business name.

Keep it simple, clear, and to the point. You want things to be clearly communicated so they know exactly who they are dealing with and what they are getting from your business every time they interact with you, including navigating to your website by directly typing it into the browser or clicking on your domain name after searching for it online or seeing a direct link to it.

- 2.** If you're just starting out and you know what you want to do for your business, but you don't know what to call yet, just use your name as your domain name.

This can work really well. Many very successful business people use their names as their domain name. This also allows you to pivot easily in your business and change things up if you ever need to without having to buy a new domain name.

- 3.** Don't use hyphens or make it too long. Imagine yourself telling someone the name of your website while at an in-person networking event (practice saying it out loud right now and see how it feels).

When hyphens are used in a domain name it just doesn't sound good. It makes the name sound too long and awkward. The same goes for long, drawn out domain names. When it's shorter in length it's easier to remember and navigate to when typing it in.

- 4.** If you have the word "to" in your domain name (ex: drivetobefree.com), but it's taken, try using the number "2" instead (ex: drive2befree.com). Another tip is to simply buy that "2" version of your domain name, even if you already have the "to" version. We can redirect the "2" version, so if someone accidentally types that in, they still land on your website.

- 5.** Don't make it so abstract that it means something special to you, but others won't get it without a long explanation. Also, make sure it's mostly pronounceable when it's being read. These strategies just make it easier for people to remember. You don't want them to have a hard

time trying to figure out what the name of your website and business is.

- 6.** Consider adding in at least 1 keyword that describes your niche/industry so that it's easily searchable and recognizable when your target audience is searching for products or services that you provide. (Ex: creativecounselingcenter.com for a therapist/counseling practice, safecheckhomeinspections.com for home inspection services, etc.)
- 7.** Do a Google search after you come up with a domain name but before you buy it just to make sure it's not already associated with something else that could be well established.

For instance, the domain name you come up with could be someone's personal name. It could also just be really close to another business' name. You want to stand out and create something that is unique to you and not too similarly linked to someone else's personal name, online ventures, or even their business name. And you also want to be aware of the other results that come up when someone types in your domain name or business name in Google.

Ex: I had a client whose business name was JB Creations. When she went to purchase her domain name, jbcreations.com was already taken. After a Google search we found that there were A LOT of businesses and business ventures (Etsy shops, Facebook Business pages, etc.) with that same name and other variations of it. So we brainstormed a bit and came up with JB Inspired Designs (because JB Designs was also used a lot and we wanted her site to be the only one of its kind to come up when searching for her business on Google). This worked great for her. She also immediately registered JB Inspired Designs as her new business name as well after our research!

- 8.** Found the perfect name after taking all of these steps and the domain name is already taken or there's another business with your exact business name? I can help. Let's brainstorm together. Send me an email at Alexis@alexistmyers.com and let me know what you've come up with so far. I'll do research on my end and share some alternative options. Even if we need to schedule a call to hash it out, we will find the perfect name for you.