

CHOOSING A DOMAIN NAME CHECKLIST

Keep it short.

Get straight to the point. This is not the time to get clever, you want your domain name to be your brand. Make it short and simple.

Make it memorable.

This is all about impact and recall. Remember that longer domains are often harder to remember.

Make it easy to type.

Your customers need to type your domain into the address bar. Even if they're clicking a link, that link needs to be typed in by someone.

Make it easy to pronounce.

People remember (and have more positive associations with) things that they can easily say and think about. If you can't easily say the name, you're going to lose memorability.

Use keywords where possible.

If there are relevant keywords that match your brand and what your business offers, this is a great opportunity for an SEO boost. Local painting business? JoesPaint.sydney is a solid keyword domain name.

Check for trademarks.

Make sure your domain isn't easily confused with other businesses in the market. Remember it's not whether you think your domain is confusing, but whether a company might take legal action against you, if they consider your domain name is infringing on their trademark. Get legal advice when in doubt.

Avoid numbers, hyphens and other symbols.

When trying to get around limited domain name availability, some people choose to include hyphens between words to create a more unique combination. While this strategy is understandable, the main difficulty with hyphenated web addresses is customer recall. They're trickier to say aloud and add an extra piece of information for customers to remember.

Remember to renew.

Don't risk letting your domain name renewal lapse. As soon as you miss that annual renewal your domain hits the market where anyone is able to scoop it up. Opt for auto-renew or 3-5 year renewal options with your hosting company.