



9 Quick Tips for Choosing Domain Names

1. **Brief Works Best** - The shorter and more concise your domain name is, the easier it will be for your first-time visitors to remember it, type it, and refer it to their friends and colleagues. (EX: www.DogCareOrlando.com is better than www.DogSittingServiceAndCareInOrlando.com)
2. **Include Keyword(s)** - Use at least one keyword relevant to your niche. (EX: If your niche is *knitting patterns*, try www.KnittingPatternsToday.com; if your niche is *raw foods*, you can try www.NewRawFoods.com; if your niche is about *longevity*, try www.YourLongevityNow.com)
3. **Avoid Hyphens** - Website visitors often forget to type-in hyphens which result in losing traffic to other websites (often your competitors) that don't have hyphens in their domain names. (EX: www.Knitting-Patterns.com or www.Raw-Foods-Today.com or www.Keeping-It-Simple.com)
4. **Use ".com"** - Do your best to only use the ".com" extension because it's the most universally recognized extension. (Other extensions are ".net" or ".tv" or ".biz" or ".info" or ".us")
5. **Avoid Trademarks** - If you include a trademarked name in your domain, it is highly likely you'll receive a "cease and desist" letter from the company. (EX: www.MyGoogleTips.com, www.WhatEbaySays.com, www.DogCareForDummies.com, www.WhatToBuyAtWalmart.com)
6. **Singular vs. Plural** - When you face the decision of getting the singular or plural version for your domain name, choose whichever tense makes most sense. If you're unsure, get both and redirect traffic from one to the other (EX: www.SEOmentor.com vs. www.SEOmentors.com)
7. **Avoid Number Substitutions** - Numbers in a domain name used to substitute common words can confuse and frustrate visitors (EX: www.DogFood4Less.com vs. www.DogFoodForLess.com or www.Back2SchoolTips.com vs. www.BackToSchoolTips.com). An exception to this rule is when the number is obviously not a word. (EX: "123" is used in www.123KnittingPatterns.com)
8. **Combining Words** - Beware of combining words in your domain name that end and start with the same letter because it often leads to mistyped domains. (EX: www.MySuccessSecrets.com, www.CashPoorRich.com, www.HollywoodStarsSecrets.com, www.CoolDomainNames.com)
9. **Local Businesses** - If you have a local business, consider including the geographic keyword in the domain name. (EX: www.SanDiegoWeddingPhotos.com, www.DoorRepairTampa.com)

*The 3 Golden Rules: (1) Easy to spell, (2) Easy to pronounce, and (3) Easy to remember.