
Got any tips on finding a good domain name?



The right domain name defines your business and entire online presence. From just looking at it, your target audience should be able to rightly gauge that it has something productive and relevant to offer them.

However, that is always easier said than done.

Before reading further, make sure you know [what a domain name is](#). Put simply, a domain is your unique address on the internet. It's how the web and everyone searching for it over the internet are able to identify your website and/or blog.

You want a catchy domain that is simple and easy to remember so you will be able to generate return traffic. Studies have shown that it's easier to guide your traffic through the funnel and make conversions this way.

So, how do you get started on picking the perfect name for your domain?

Prioritize the Getting .COM Domain Extension

When you think about it, you'll discover that most websites you know end with .com, don't they? Well, this is because it is arguably the most popular domain extension in use today. As we've mentioned, this particular domain extension is very popular. As a result, it's very easy for most people to remember.

One drawback here is that due to how popular it is, there's always a high demand for it by people buying domains. So if the .com variation of a domain name hasn't been taken already, then chances are it'll be off



A .com TLD can drastically influence the level of traffic your website or blog is likely to see, especially at the beginning. Because it is so popular and widely accepted, visitors tend to gravitate towards it strong and much quicker, when compared to other TLDs.

[You can check if the .com variation of your domain name is available with our domain checker here.](#)

Of course, this isn't to say that the other domain extensions aren't good. You can still get some amazing results with extensions like .net, .org, and so on. But if you can, we always encourage you to go for gold.

“ If you just communicate, you can get by. But if you communicate skillfully, you can work miracles

– Jim Rohn



The Shorter, the Better

The last thing you want is a long string of words that's difficult to pronounce or remember. The more stressful your domain name is to remember, the faster people will pass it up in favor of something shorter and simpler.



You want a trendy and catchy name that stays on the mind of your target audience. When your domain name is short and sweet, the denizens of the internet are more likely to remember and come to you first, as opposed to your competition.

Spelling Matters

In keeping with Tip 2, you want to keep the spelling of your domain name simple and easy to do as well. Do all you can to avoid complexity or ambiguity with the typing and spelling of your domain name. As you would expect, when an internet user is having difficulty remembering the spelling of a particular domain name, there's every chance they'll just give up on trying and look for something less stressful to work with.

“ An investment in knowledge always pays the best interest

– Benjamin Franklin



When you have a name that is simple to spell and easy to remember, you do yourself a huge favor as you make your domain name trendy and easy to popularize.

“ Simplicity is the ultimate sophistication.

– Leonardo da Vinci



Hyphens and Numbers are a Big No-No

When you use hyphens and numbers in your domain name, you might be unknowingly sabotaging your efforts. There are a lot of reasons for this. For instance, if your customer hears the web address, they will most likely not be able to differentiate between whether you're referring to the number in its letter-form as in "Four", or you're referring to it in its numerical form, "4". If it is essential to use a number, make sure you register both versions. One version should have the spelled out number and the other having the digit(s). Hyphens won't make your domain look good either. Rather, it'll make it appear very unprofessional.



Ambiguities and complexities in the naming and spelling of your domain name are tantamount to sabotaging your efforts. Keep your site's name as short and as straightforward as you can. This is a tested and trusted tactic when it comes to domain naming, and you'll be glad you used it!

Don't Forget SEO Keyword Integration into Domain Name

Your website and blog thrive when it is loved by search engines. While ensuring that your website and its contents are visible to your target audience is a relatively broad and complex affair, carefully integrating your main keywords into your domain name does a lot to help web crawlers find your site easily. This can be especially useful for you if your business is in a niche industry.

A Local Domain Can Also be Very helpful

[Check out this post to find out more about ccTLDs and local domains.](#) In a nutshell, these are domains that are specific to a particular region and location. Adding a local name or domain to your domain name is something you can consider if your website or blog will be operating predominantly in one region. If your business will be offering services specifically to people in just that one area, adding the name of the location to your domain name can help your target audience find you that much faster.

Avoid Using Copyrighted or Trademarked Material

We cannot overstate how important it is to avoid copyright infringement and poaching trademark names and material. Once again, avoid this at all costs. On the surface, this might seem like an easy way to get quick traffic but the implications are almost always not worth it.

To start with, search engines like Google can decide to penalize you for this by ranking you very low or even not at all, and the legal repercussions can also be quite devastating. Take the time and effort to come up with a unique name for your brand and mission.

[You can click here to get help with that from top-class professionals.](#)

Leave Room for Growth

If you know that you'll be expanding the functions and services of the website or blog eventually, try not to pick a restrictive domain name. For instance, if you're currently only selling perfumes on your website but you have plans of selling cosmetics, later on, work on picking a domain name that'll sufficiently cover both items.

Act Now!

If you find a domain name you like that ticks all the boxes, don't wait! Buy it and register it under your name as fast as possible. Remember you're not the only one on the lookout for these resources.

Try to grab as many domain extensions of the domain as you can as well. It's a common practice for your competition to register other extensions of your domain name and use it to poach your traffic.

No doubt even more than all this goes into getting the ideal domain name. Partnering with a reliable domain registrar helps you cover your basics better.

Don't hesitate to reach us at [Red Craft Media](#) for any domain assistance and consultation services.

 Every success story is a tale of constant adaption, revision and change.

– **Richard Branson**





See Also



How to Select the Best Domain Registrar



What is Private Domain Registration?



The Benefits of Private Domain Registration