

ARTICLE: How to Pick the Perfect Domain Name

By Phil Johncock

I used to belong to the Domain-Name-Of-The-Month Club. For twelve years, I picked out over 50 domain names for sites, projects, products, classes, redirects to affiliate links, blogs, and more. Approximately 50% of these were wasted and never got renewed!

Why? Because I never followed the 10 strategies below.

Don't make the same mistake I did!

10 Strategies for Easy Picking

1. **Use a .com domain, first.** Most people search for .com sites, first.
2. **Make it short.** One or two syllable words are ideal. A good example is BrandYourNiche.com.
3. **Make it easy to spell.** Avoid words that might be misspelled like "misspelled."
4. **Make it easy to say,** like GetOnlineIn2009.com.
5. **Make it easy to remember,** as in TwitterTuesday.com.
6. **Grab your name as soon as possible,** like PhilJohncock.com.
7. **Make it easy to get what your business is about.** A good example is InstantBusinessAnswers.com. "Instant" is a benefit, while "Business Answers" is the service.
8. **Apply the "HowTo___Your___ .com" formula.** Two good examples are HowToGetYourGrant.com and HowToFindYourGenius.com.
9. **Add "power" words** like easy, free, fast, secret, save, and pro. Two good examples are TeleseminarSecrets.com and VirtualBookTourPro.com.
10. **Use a "keyword" from your niche market,** like "grant writing." For example, GrantWritingNewsletter.com (coming in January 2010).
11. **Bonus: Use a "geographic" key word** when your service focuses on a specific geographic area, like ApartmentsReno.com.

5 Questions to Ask Yourself Up Front

1. What "service" is your specialty?
2. What "keywords" - the ones that people are searching for - best describe what you do? 6 "keyword" tools are helpful:
 - a. Google "Google Adwords tool"
 - b. Google "Google keyword tool"
 - c. <http://freekeywords.wordtracker.com>
 - d. <http://google.com/trends>
 - e. AWStats (Blue Host cPanel)
 - f. Google Analytics (WP plugin)
3. What "power" words grab your market's attention?
4. What are the top "benefits" that clients get from buying your products or services?
5. What "problems" do you love solving that you could fit into the "HowTo___Your____.com" formula.
6. What "geographic area" do you serve, if any?

2 Final Tips

1. To separate words visually in your domain name, use capital letters at the beginning of each word. A good example is BlogCreationWorkshop.com.
2. Use "hotlinks" whenever possible. This saves people time by taking them directly to a web page. Simply, add "http://" to the beginning of the URL. Example: <http://BlogCreationWorkshop.com>.

Terminology

The Internet has its own vocabulary when talking about domain names. For example, "domain name" is synonymous with "website," "site," "web address," or "URL" (Uniform Resource Locator). It can be defined as a string of characters that locate a resource on the Web through a consistent system.