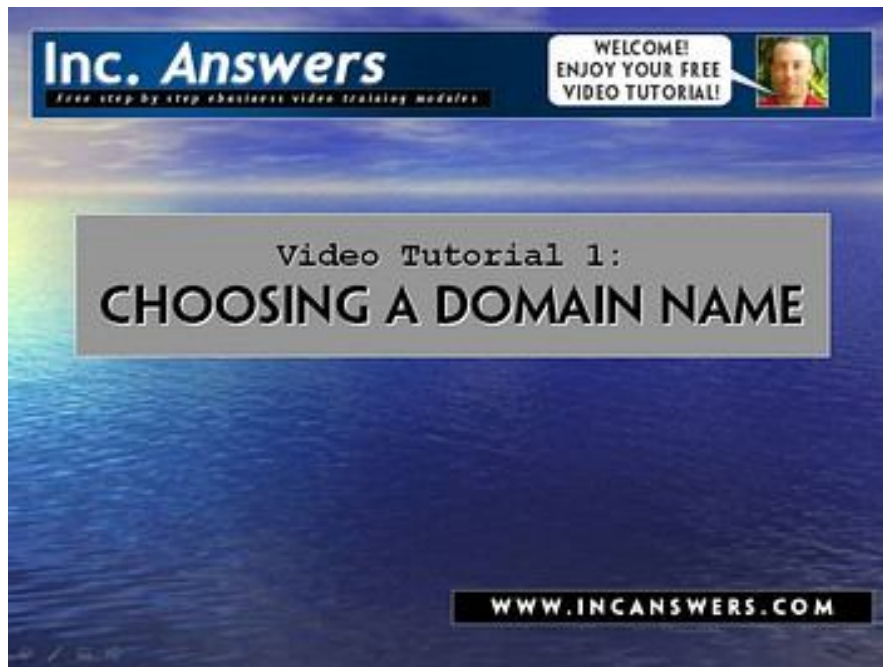


websites / **Video Tutorial W1: Choosing a Domain Name**



These are my notes I used in creating the free video tutorial "W1 - Choosing Domain Names". If you want to see the video just join our free newsletter at IncAnswers.com and be notified not only of all free online skills video tutorials, but also of valuable discounted (and sometimes free) online business courses.

Many factors go into choosing a Domain Name:

Domain Name Length - If you have a company name that is short - use it. A good length might be under 15 characters. If I look at all the 90 domain names I own, the average length of them is 13 characters. It's all subjective.

Domain Contains trademarked words or phrases? - Google search it in quotes to see if anyone has it or uses the phrase. If you have a weird word that might be made up - fark or farked for instance, you should check to see if it's trademarked at the US Patent and Trademark office. Fark happens to be trademarked. Adding -ed suffix to it probably isn't going to work. You couldn't get googled or yahooped or microsofted without having big headaches and legal action.

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AppleHardware.com might be ok if your hardware is tractor parts. I'm no expert on it - but, if your name or words you use are same or similar then the business you're in should be very different. You can call yourself "McDonald's" if your business is window panes, not ground beef, pork or fish processing. USPTO.gov;

KEYWORDS in Domains - google keyword tool:

<https://adwords.google.com/select/KeywordToolExternal>

Keywords in domain name make a difference where your pages show up in Google's results pages. Ideally your domain should be short, not use dashes and be .com, .net or .org. For ease of recall it SHOULD be .com. Should you buy other TLD's?

Name of Business - If the name of your company is Aarons Computer Training, Inc. then you might want to use that entire name in the domain as www.aaronscomputertraining.com. Makes sense, right? That's 22 characters but what else are you going to call your company?

Memorable? - if your domain name is memorable you'll have an edge over choosing a name that isn't. If a new product can make up a word - JANGO. My friend told me about this music service the other day and remembered it off the top of his head. It's pretty easy to remember and only 5 characters long. Would you remember Jango.com more easily than Musik.net?

Choosing the right Domain Name...

Since 1997 I've bought hundreds of domain names and brainstormed hundreds others for clients and friends. Sometimes I choose domains based on keywords and how they'll help me get found in the search results. In fact, usually I do. JoysThaiFood.com and ADHDkid.com were chosen with keywords in mind. AimforAwesome.com and IncAnswers.com were not. These last two were chosen more for their ease of remembering and what the name conveys to people that see it the first time. Both names need some branding so people will recognize instantly what my sites offer, but not much.

Here's how I choose a domain name...

1. Brainstorm every word and phrase that relates to the site I want to create. For IncAnswers.com I came up with a list that looked similar to this:

ebusiness	elearning	ebus	ebiz
elearning	online learning	ilearning	incorporation
business	new business	create business	start business
startup	business startup	video training	online video class
video learning	video class	ebiz video	inc
incing	corp	business faq	inc faq
inc questions	inc answers	business answers	ebusiness answers
ebusiness faq	incorporation answers	evideo	etraining
ebusiness podcast	ebusiness vlog	ecommerce vlog	video blog

2. Write out a statement - as short as possible what you will focus your site on.

"Helping others learn ebusiness skills so they can enjoy residual income." Is what I came up with for IncAnswers.com.

3. Look at the word list in step #1. See what strikes you. I love very short words. The word Inc. was outstanding to me because it means business. It's very short and conveys a message immediately with those 3 letters. I like FAQ too for the same reason. Corp is good - but sounds too much like marine corps. Startup is nice. E words are nice... elearning, ebusiness, evideo, etraining.

Start combining words and phrases into a list of possible domains. Keep in mind things like your first reaction to the word combination and whether meaning can be gleaned from the domain name. You want to keep duplicate meanings out of the possibilities you list. Like evideobusiness.com might be a business selling camcorders, not ebusiness training.

Here's my list:

elearningvideos	elearningbusiness	elearningebusiness	ebusinessvideo
ebusinessanswers	incanswers	ebizanswers	ebizfaq
elearningfaq	newbusinessfaq	onlinebusinessstartup	incstartup
ebusinessfaq	incorporationanswers	incorporationfaq	onlinebizfaq

4. Open Godaddy.com and go to their Bulk Registration tool. This is very convenient, and you can test 500 at a time with multiple extensions. Plug them in and see what's available. Again, choose .com names without dashes. Avoid strange spellings unless you're making a new word.

INCANSWERS.COM

If you want to continue learning about registering domain names see **Video Tutorial: 2 Buying Domain Names, or Video Tutorial W3: Setting up Shared Hosting for Your Website. We have 30+ free video tutorials - come and check them out at IncAnswers.com.**

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