

Domain Name Strategy

It is getting harder to get the domain name that you want these days because more and more people are buying multiple domains.

Call them squatters if you want but there is nothing preventing anyone from purchasing a domain to simply sit on it.



Domain names are a commodity and the land rush has peaked and we need to be clever when coming up with a new domain name.

If you are unfamiliar with what a domain name is in relation to your web site please take a look at this article on [domain registration management](#) which helps explain that.

If you can get a domain name registered that matches your business name you can consider yourself lucky. If the domain name for your business has already been registered by someone else do not despair. There are more ways to look at domain names.

You may find that you yourself will be buying more than one domain name registration.

Purchasing a domain name registration is quite inexpensive so do not be afraid of considering multiple domains for your website endeavors. There are advantages.

When you look up a potential domain name for availability do not rely on your browser or search engine solely. It is better to use an [ICANN accredited domain registration source](#) that will tell you if your domain name request is available or not.

Prefixes and Suffixes

Let say you look up SmithFinancial.com and it is not available. Will putting a prefix on the domain be acceptable? For example:

- TheSmithFinancial.com
- ContactSmithFinancial.com
- GoSmithFinancial.com



Don't like those possibilities? What about using suffixes on the domain like these:

- SmithFinancialGroup.com
- SmithFinancialSolutions.com
- SmithFinancialAssociates.com

Keywords in the Domain Name

If you can't register your business name as a domain name maybe you should look at what your potential clients will be searching for. What words would someone use to find your web site on a search engine like Google.

Examples for Smith Financial might be:

- SecureYourFinancialFuture.com
- SoundInvestmentAdvice.com
- ProtectYourAssets.com

See how fun Domain Name research can be. I generally go through 200 domain name possibilities before I decide to buy one. For more potential domain ideas try a [Smart Search](#).

Google raises the relevancy factor for your web site if the search words also exist in the domain name.

Using Hyphens

While using hyphens in a domain name may be a challenge in your marketing I am seeing the use of hyphens more and more these days.

There is a unique advantage with hyphens in that they clearly delineate the words in the domain name.

Computers see letters together as patterns and not words with meaning so some words when put together may actually produce a new word. For example:

ExpertsExchange.com

also means

ExpertSexChange.com

TherapistFinder.com

also means

TheRapistFinder.com

So Experts-Exchange.com and Therapist-Finder.com would read better and would guarantee the right keywords were found in the domain name.

Domain Extensions

These are also known as TLDs

(Top-Level-Domains) and of course the Dot Com is the most desirable. However, even though I am a purist for the **.com** extension I will go after **.net** as well.

So there are many other TLDs you should be aware of not only to help get the name you want but also to combine into your domain name as a whole.

Here is an example: **del.icio.us** is a very creative domain name that incorporates the extension as well as a subdomain.

A subdomain is a prefix to your domain separated by a dot. [Webcentrica](#) offers 90 subdomains for free with your domain purchase.

Here is a list of potential TLDs that you can use:

- .com (commercial)
- .net (networks)
- .org (organizations)
- .mobi (mobile devices - for PDA & CellPhones)
- .info (information services)
- .us (United States)
- .biz (businesses)
- .tv (Pacific island of Tuvalu but used as television)
- .ws (web site)
- .name (individuals)

The most common top-level domains are .com, .net, and .org. Some other popular top-level domains are .biz, .info, .name, and .ws. These common top-level domains have certain guidelines but are, for the most part, available to any registrant, anywhere in the world.

There are also restricted top-level domains like .aero, .biz, .edu, .mil, .museum, .name, and .pro, these require the registrant to represent a certain type of entity or to belong to a certain community. For example, the .name

TLD is reserved for individuals, while .edu is reserved for educational entities.

Country-code TLDs are for Web sites and registrants of a particular geographic location, such as .bz (Belize), .ca (Canada), .dk (Denmark), .ec (Ecuador), .ie (Republic of Ireland), .uk (United Kingdom), .us (United States), and .zw (Zimbabwe).

Conclusion

Don't give up on Domain Name possibilities right away there may be some clever domains out there waiting to be used.

For new businesses it is a good idea to find the domain name first before naming your business so that you can have the two match. Be sure to check your state's corporation commission list to make sure it doesn't conflict with another business.

It is also possible to have multiple domains go to the same web hosting space in case you are using domains for specific product promotions.

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