

Ethical Blogging

Domain Name Selection Guide: How to Choose the Perfect Domain Name (that Your Readers Would Love to Remember)

Why Domain Name Selection Is So Important?

#1. Higher Brand Value:

- In today's competitive era, Brand Value plays a vital role for the businesses to sustain (and succeed).
- A nice domain name (that goes fine with the brand name) just helps in that.

#2. SEO Advantage

- If you are blogging for a while, I can bet that you have heard about the term “**SEO**” for multiple times.
- Just a Great Domain Name Selection alone can not guaranty the Top Most Ranking in **SERP**, however, it can surely enhance your chance to get a higher rank in **SERP**.

#3. Increase in Sales (and Revenues):

- A great domain name selection is also very much important for the Product (and Service) Owners and the Affiliate Marketers.
- It helps us to present our websites and blogs in front of more eye-balls that, in return, generate higher sales and revenues for our businesses.
- However, just a Great Domain Name Selection alone can not guaranty the Top Most Ranking in **SERP**, however, it can surely enhance your chance to get a higher rank in **SERP**.
- Higher rank in **SERP** means better opportunity to build a successful business with higher sales and greater revenues.

Types of Domain Names:

#1. Brand Based Domain Names:

- This helps them to attract new customers and also to retain the old customers by keeping them informed about different products and services.
- Most companies also (having websites) provide Customer Services through their websites.

- These kind of domains enjoy lower “**peering-competitions**” in the market at the cost of a little loss of their Domain Name related **SEO** Advantages.

#2. Keyword Based Domain Names:

- As the name implies, this method of domain name selection includes the main keyword of the website or, blog in the domains.
- Brand Based Domain Names, these kinds of keyword based domains are also widely popular among the companies and the bloggers.

Things to Consider Before Choosing Your Domain Name:

- The more your domain name will match the factors given in the list below, the more powerful domain name yours will be.

#1. Domain Name Should Carry Your Brand, Business or, Mission:

- It is better to let your domain name carry your brand, business or, mission with it.
- Ideally, your domain name should contain alphabets only.

#2. Appropriate TLD:

- Here **TLD** stands for Top Level Domain.
- Always try to select your domain with any of these extensions – “.com”, “.net”, “.org”, if you are free from any special kind of need.
- If you are in charge of selecting the domain name for an Agency, you can use “.agency” as your domain name extension.

#3. Short and Sweet:

- Your domain name should be short and sweet.

#4. Easy to Spell and Pronounce:

- Your domain name should be easy to spell and pronounce globally.
- It's hard to get success with hard to spell and hard to pronounce domain names.

Here is a Step-by-Step Guide to amplify your Domain Name Selection Process.

Step-1:

- Write down at least 20-30 probable domain or, brand names that match your mission, brand and business.

Step-2:

- Sort out that list in accordance with the availability of the TLDs like “.com”, “.net” and “.org”.
- Keep a note for each of them.

Step-3:

- Find out which domain names are shorter and sweeter among them.
- In this step keep your focus as on “.com” domains > “.net” domains > “.org” domains.

Step-4:

- Finally, find out which domain name is easy to remember and easy to spell globally.

My Personal Recommendation for Finding Domain Names:

- You can buy domain names from affordable (and reliable) sites like **NameCheap**, **HostGator**, etc.