



How to Create a Memorable Domain Name

A company's online success depends upon a good domain name. This is also known as the web address or URL (Uniform Resource Locator). This would be your internet equivalent of your phone number. A company web address can be catchy, descriptive and memorable, or clumsy, vague and forgettable.

Here are a few tips to find the perfect domain name for your business.

Shorter is better

There is no rule or requirement for how long a domain name must be, however, a domain name is limited to only letters, numbers and hyphens. The most memorable domains tend to be shorter. There are fewer possible spellings, interpretations and are easier to remember. This goes a long way of ensuring they are remembered when it counts.

Only One Possible Spelling or Interpretation

Use words that are easy to spell or interpret. If possible, avoid slang words or words that have multiple spellings such as "colour" or "color". With the use of family filters on internet browsers, avoid the use of words that might imply that your site is not suitable to all viewers.

Alternative Extensions

Originally, .com extensions were used for business, .org were used for non-profits and .net used for technology sites. You have the option to use country specific extensions such as .ca if you are trying to target a specific geographical location. Domain names are so cheap these days, if you come up with a great domain, consider purchasing all the extensions so that they are not out in the open for others to buy.

Descriptive Names

Clearly express what your company does. Pick a domain that fits into and complements your overall branding or marketing strategy. Consider the image that your company projects in its marketing materials, product and slogans and pick a name that is memorable and relevant to that image.

Same as Company Name

Customers should both recall and associate your company and domain name with what your business does. Both your company and domain name should be short, memorable and descriptive. If possible, the same.

If Your Desired Domain Is Already Taken

One option is to choose another name. An alternative is to negotiate with the current owner of the desired domain name and see if they would consider selling it to you. Be prepared to pay market value.

If you have any questions or need some help, feel free to call John Christmas at (905) 336-0259