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domain?

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The Top 10 things to consider when buying your

Domain

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When you are interested in purchasing a domain there are some things you should consider. Here are our Top Ten.

No. 01

Domain Extension:



Firstly what is the “Domain Extension” it simply means the tail end of your domain for example the “.com” or the “.co.uk.”

When looking through the many options for your domain extension consider what they mean because they have a variety of meanings. Some extensions relate to countries which is great if your business works specifically with that one country and not so great if you wish to work with a wider group of countries. Other extensions are commonly used for charities so unless you are a charity its one not to use.



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No. 02

Include your keywords:



Getting visits to your website organically is of great value and your domain name can help. When important words for your business or keywords are used in your domain name the likelihood of your website appearing in client searches increases.

No. 03

Make it Memorable:



If you have the opportunity to use a catchy domain name this is a plus. The easier to remember and interesting your domain is the more likely potential clients will remember to visit.



No. 04

Similar Domains:



Do a search on the internet for your preferred domain as well as small variations of your domain to see which website your clients could land on by mistake. If you were an exclusive high end hotel and your domain name was very similar to a budget youth hotel domain this could reflect badly on business.

No. 05

The Variations:



When you purchase your domain you may wish to purchase the most common domain extensions such as yourdomain.com, yourdomain.co.uk, yourdomain.net. One reason for this is to ensure that you do not miss a potential customer and instead if they type in a different extension they will be redirected to your website. Another reason is that you do not want the other domain extensions to be purchased by others for their own business use.

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Avoid Long domains:



Longer domains are more likely to get forgotten than shorter ones. So by keeping it short and sweet your domain is more likely to be remembered accurately.

No. 07

Keep it simple:



You do not want to confuse your ideal client so keep it easy for clients to type your Domain correctly without having to pause to clarify. Things that can cause confusion are “-“ hyphens as well as numbers.



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No. 08

Allow for growth:



Picking a domain that gives room to grow can be an important factor. If you sell shoes but in the future wish to sell other accessories as well your domain would need to allow room to grow. For example if “KellyShoes.com” was your domain name and your business decides to expand into selling belts and bags your domain may not fit anymore with what you offer. If instead “KellyAccessories.com” was the domain this would be more inclusive of the old and new business position.

No. 09

Research Socials:

If you’re planning to use your domain name on social media channels when promoting your business check if the name is used by others and what for.

No. 10

Consider cost:

Look out for discount offers on domains as there are some great promotions. However consider the renewal cost it’s all very well buying a £2.99 domain for the first year but it may renew at a much higher cost.





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