

10 TIPS ON FINDING A WINNING DOMAIN NAME

1. Before registering a domain name containing an abbreviation as your main search keyword, ensure it has no multiple meanings.
2. .COM extensions are best for domain names – but if you plan to sell in a specific country only, use the country extension (e.g. “.us”)
3. Choose a keyword with the highest search volume within your chosen niche as your domain name: e.g. “dancecostumes.com”.
4. Read your domain name aloud (and get others to read it) to make sure it doesn’t have a hidden double meaning.
5. If you can find a keyword that works with “how to”, that is one domain-naming formula that still works (e.g. “howtolatindance.com”).
6. Don’t use hyphens or underscores. If a name runs on, just use initial caps in your anchor text (e.g. “HowToKiss.com” for “howtokiss.com”).
7. Do your best to keep domain names short, simple and easy to remember.
8. Remember that you cannot use trademarked words (e.g. Pepsi”) in your own domain name!
9. Use a generic niche name if you plan to concentrate on multiple sub-niches within it. Make the add-on domain URLs specific.
10. Don’t search your domain name until you’re ready to register. You may find it’s gone, if you wait too long.