

Part 5: Domain Name

For those just starting out, your domain name refers to the web address you will have for your website. For example, the one of the best known Domains is www.amazon.com . Where possible, I suggest using a .com name since people are prewired to type a .com. You can also use a .net or .org but I would suggest steering clear of .info and .biz domains.

Already have a Domain

If you have already bought the domain that is great, just have all the login information available so we can make changes at the registrar. And don't worry if you are already using the domain for a website or blog as we can always add a subdomain to add your store. For example, if you have the xyz.com domain, we can add a subdomain of shop.xyz.com to host your domain.

No Domain Yet

If you have yet to buy a domain, don't worry, we will walk through the process. You do not permanently own the domain you purchase, but have the rights for it for one year. When you buy it initially, you can purchase it for more than one year. I always suggest 5 years just to make it easy.

Deciding on a domain

There are two routes for buying a domain, either branded, or keyword specific. Branded refers to buying a domain for your brand regardless if it includes the name of the products you are selling. Look at the two domains and you will see the difference.

<http://bluenile.com> <- Blue Nile is a large jewelry company. No where does jewelry show up anywhere in their domain. It is a branded domain.

<http://myjewelrybox.com> <- Another jewelry store but notice the word jewelry in the domain. This name was most likely started up to maintain and create a keyword specific domain for jewelry.

Domain Availability

I buy my domain names from one of two registrars since they are just so easy to work with. You will need to go and see if your domain is available to purchase.

<http://www.namecheap.com/>

<http://godaddy.com>

You may find your preferred domain is not available. If it is a local business you can add your state prefix to the end, add the name shop, store, shoppe or other ways to make it easy to use a preferred domain. You can also use a hyphen (-) but try and avoid it.

Other advice to consider

Make it easy to type

Avoid similar vowels next to each other

Avoid hard to spell words. I before E words are a good example.

Keep it short as possible