



www.DesignToSpec.com
Telephone 203.656.1026

DOMAIN NAMES:

7 Best Practices for Registering a Website Name

Are you ready to buy a name for your website? Before you do, here are the top 7 tips from Design to Spec to help you find the best name for your new website.

1. Dot Com or Dot Other? Do you want a **.com** website or one of the other extensions such as **.biz**, **.tv**, **.org**. When choosing the extension you will use for the end of your website address remember that out of the 46 million registered domain names in 2005, almost 70% of them are **.com**. People are creatures of habit. Look carefully, if you choose an extension that is not a **.com** your web visitors may type in **.com** as a matter of habit and go somewhere else!

2. Sans Symbols. Website names can be made up of letters or numbers, however the only two symbols that can be used are hyphens and under-scores.

3. Dream Domain. What is the ideal domain name for your website?

- Not registered yet
- A Dot-Com name
- Short and memorable
- A Proper Name or Catchy Phrase. Choose a phrase you can use to talk about your business.

4. Keep it Legible. A domain name must be easily read. Double letters and triple letters connecting words cause the reader to lose the context of the name. If a domain name can't be remembered as a phrase it may not be remembered at all!

- Example **DON'T**: Blues Spot, becomes www.bluesspot.com
- Example **DON'T**: Frugal LLC, becomes www.frugallic.com

5. Search It. Search your prospective website name in Google. Buying a Domain Name is like buying a house: location, location, location! Who will be your neighbors in the search results? Are they companies in the same business as you that will distract web visitors? Are they undesirable neighbors?—the last thing most business want is to come up on a page of porn website results!

6. Where to Buy A Domain Name. You may choose to purchase your own domain name. If you decided to use Design to Spec for the purchase we do charge a fee that includes registration and setting name servers for hosting. To find a registration company, do a Google search for "Register Domain." The top 3 results are networksolutions.com, register.com, and godaddy.com.

7. What Should be Included in Domain Registration?

- Domain Locking
- Domain Forwarding
- Domain Masking
- Free Change of Registration

BONUS! You can have one website with two or more domain names. Try www.vanessawood.com, or www.designedtospec.com. Buy multiple domain names to guarantee visitors will find your website by your proper name or even common misspellings.