

Your Domain Name is Your E-identity. Choose it Well.

By Charles Lewis

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Three Easy Steps to Starting Your First Web Site, Part Two:

"Your Domain Name Is Your E-identity. Choose It Well"

If you don't have your own domain name, your chances of on-line success are slim to none. Your domain name is your identity, your brand. Using free hosting, or a blind MLM link as your web site is foolish at best. In fact, it's downright embarrassing. Throughout the course of this article, you will learn the proven steps to choosing a great domain name for your on-line business.

While there are many factors which play into the effectiveness of your domain name, there are three underlying principles which stand tall above the rest:

1) Shorter IS Better!

Aesop, Yahoo, ClickZ, Google, Amazon, MSN, Orbitz... need I say more? These are all highly successful sites -- for many reasons. Reason number one, is a short domain name. Shorter domains are easier to fit on business cards, easier to write, and easier to say -- which brings us to our second key point, which is...

2) It's An Illusion -- Yeah, Yeah, It's Confusin'

A confusing domain name will get you nowhere (yes, even if it's *really* cool). If you heard a radio ad for a new web site called LuvU4Evr.com, what would you think? Well, if you don't forget about it by the time you get home, you might open up your browser and type in the following:

LoveYouForever.com
LoveUForever.com
LuvUForever.com
LuvU4ever.com

At this point, you give up. You think, "Maybe their site is down. I'll check back in a few hours." But, that never happens. You sit down in front of the TV, or get caught up in something else, and never return -- all because of the utter ignorance so blatantly displayed by LuvU4Evr.com.

Do not use any words in your domain name that can be mistaken for a number (1-10) or single letter (U for 'You', B for 'Be', C for 'See', R for 'Are', Y for 'Why', etc, etc), as this will only further confuse your potential visitor.

3) Is it Memorable?

"Yeah, check out AbXqRpY.com. That's my web site."

To which you reply, "Sure thing, buddy!", even though you secretly know you couldn't possibly remember such a domain name.

A memorable domain name will usually have three distinct qualities.

A) It is Bizarre

It doesn't take a college degree to figure out that the more crazy and outlandish your domain name is, the more memorable it will be. This principle was taken into careful consideration when choosing WebProZone.com as my web address, as I'm sure it was when Google, Oingo, Yahoo, and all the others chose theirs.

B) It Follows 'The Principle of Shortness'

"Wow, where'd you come up with that one, Charles?" you ask.

Well, to tell you the truth, I thought that 'The Principle of Shortness' had a comical ring to it. This one is covered earlier on in the article, anyway. You just needed to hear it again, because I knew you would forget. Don't worry, everyone forgets about 'The Principle of Shortness' unless it's beaten into their brain. Just remember, that if there are more than three syllables in your domain name, it is probably too long.

C) It Relates to Your Business

Unless you plan on launching a full scale branding campaign, you'll probably want to choose a domain name that relates to your business in one way or another. Sure, a short & goofy name alone will be memorable, but you want it to set off certain psychological triggers in the mind of your prospect when he or she thinks of you.

For example, ClickZ relates to Internet advertising, in that ad campaigns are often tracked by the number of 'Clicks'. The WebProZone is a place (a Zone, if you will), where 'Web

Professionals' may fill their minds with knowledge.

There is much dispute about this particular quality of a memorable domain name. However, it is my contention that in registering a domain name which relates to your business in one way or another -- however specific or nonspecific -- you are saving both time and money in the long run. It's as simple as that.

4) Dot COM!!

Do yourself a favor, and don't register anything other than a .COM. This is the .COM Revolution -- not the .net/.org/.tv/.ws/.info Revolution. There is nothing more to be said about this principle.

Okay, now that you've chosen your domain name, you must register it. Your first step is to find out whether or not the domain name is available. Begin your journey at the following URL:

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

You can easily check on the availability of domains at this web site. Buyer beware! When you find one that is available, do not purchase it from the web site above. It is outrageously expensive. Get your domain at one of the following URLs:

<http://www.000domains.com/> (\$13.50/yr)

<http://www.netnameone.com/> (\$12.99/yr)

Remember, your domain name is your e-identity. A good domain is:

- Short
- Not confusing
- Memorable
- Dot COM

Now, use what you have just learned to go out there and reserve your space on the web before someone else steals it from right under your nose!

Charles Lewis is the founder of The WebProZone, a well-organized resource of information and free tools which will help you to succeed on-line: See <http://www.webprozone.com/>

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