

# Position Your Site with Big Domains

By Chris Falck

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Chris Falck  
support@autoreply2u.co.uk

AUTOREPLY2U <http://autoreply2u.co.uk>

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There are many factors that effect the positioning of your site in a search engine listing., such as the frequency of the keywords, placement of the keywords on the page, etc.

However, if you have the other necessary elements on your page then having a domain with the keywords in them will often give you the added boost you need to get to the top. For that reason, it may be worth purchasing additional long domains to use for entry pages to your main domain.

There are three major factors that need to be taken into consideration before composing and registering long keyword domain names:

1. Keyword dilution. The more words you have the lower the prominence.
2. Hyphens between the keywords are essential. Search engine spiders have complex character and word recognition routines, but they dont actually understand the words. While some support partial matching, in general search engines need hyphens between the words. The selection of long domain names works best when three or four very closely related words, that often will be searched together, are chosen. E.g. [www.web-design-and-marketing.co.uk](http://www.web-design-and-marketing.co.uk) would have a good relevance for "web design" or for "web marketing" and has a great chance of coming up in a exact match where questions are searched: "where can I find a web design and marketing company".
3. Limit any long domain to 63 characters, including the www bit and the .co.uk or .com extension. This is because the Netscape browser v4.7 only handles domains up to 63 characters.

This tactic is worth considering...It's being used by many of the big players on the net.

Written By Chris Falck  
Director Rose Data Systems Ltd

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Chris Falck is an IT Consultant, Internet Marketer, Designer, and Webmaster of AUTOREPLY2U - <http://autoreply2u.co.uk> and eCom-RDS - <http://ecom-rds.co.uk> . (Amongst Others).

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