

## Crucial Tips For Choosing Domain Names

**Use “.com”:** Do your best to only use the “.com” extension because it’s the most universally recognized extension. (Other extensions are “.net” or “.org” or “.biz” or “.info” or “.us”)

**Short and Sweet:** Make it easy for your first time visitors to remember your site, and refer it to their friends and family by making your domain name as short and concise as possible. (E.g.: [www.BabyDaycareSelangor.com](http://www.BabyDaycareSelangor.com) is better than [www.BabyEducationAndDaycareInSelangor.com](http://www.BabyEducationAndDaycareInSelangor.com))

**Avoid Trademarks:** Avoid using a trademark in your domain as you will probably receive a letter or an email from the company for trademark infringement. (E.g.: [www.DominateGoogle.com](http://www.DominateGoogle.com), [www.EbayMadeEasy.com](http://www.EbayMadeEasy.com), [www.FacebookAnalysis.com](http://www.FacebookAnalysis.com))

**Make It Memorable:** Your domain name should be easy to remember, spelled and pronounced. Contain Keyword(s) – Use at least one keyword relevant to your niche. (E.g.: If your niche is football shoes, try [www.NewFootballShoes.com](http://www.NewFootballShoes.com); if your niche is weight loss, you can try [www.weightlosstoday.com](http://www.weightlosstoday.com))

**Combining Words:** Beware of combining words in your domain name that end and start with the same letter because it often leads to mistyped domains. (E.g.: [www.WhatToOrder.com](http://www.WhatToOrder.com), [www.SuccessStories.com](http://www.SuccessStories.com))

**Steer Clear Of Hyphens:** Website visitors often forget to type-in hyphens which result in losing traffic to other websites (often your competitors) that don’t have hyphens in their domain names (E.g.: [www.New-Football-Shoes.com](http://www.New-Football-Shoes.com) or [www.Weight-Loss-Today.com](http://www.Weight-Loss-Today.com))

**Singular vs. Plural:** If you are unsure of whether to go with singular or plural version for your domain name, just go with the one that makes most sense. If you are still unsure, just get both and redirect the traffic from one to the other. (E.g.: [www.BabyCareExpert.com](http://www.BabyCareExpert.com) vs. [www.BabyCareExperts.com](http://www.BabyCareExperts.com))

**Local Businesses:** If you have a local business, consider including the geographic keyword in the domain name. (E.g.: [www.SelangorWeddingPhotos.com](http://www.SelangorWeddingPhotos.com), [www.SinkRepairPenang.com](http://www.SinkRepairPenang.com))

**Avoid Number Substitutions:** Do not use numbers to substitute words as it will confuse your website visitors. (E.g.: [www.WeightLoss4Less.com](http://www.WeightLoss4Less.com) vs. [www.WeightLossForLess.com](http://www.WeightLossForLess.com)). An exception to this rule is when the number is obviously not a word. (E.g.: “123” is used in [www.123FootballShoes.com](http://www.123FootballShoes.com))