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Choosing a domain name

Which factors should you consider when choosing a domain name for your business or website?

Use our checklist to brainstorm ideas for your domain.



Accurately represents your business.

Use your brand name, location and/or relevant keywords. For example madisongreenclean.com or jadyncleans.com for a housecleaning business.



Is memorable.

Make sure that your website name is unique and easy to remember. A classic example is google.com.



Is easy to spell.

Your domain name should be easy to spell. Use conventional spelling rules and avoid silent or difficult letter combinations.



Doesn't contain symbols or numbers.

Using numbers or symbols can create ambiguity and confusion. Avoid this at all costs.



Doesn't violate copyright or intellectual property laws.

Doing so can confuse your audience and leave you open to legal action.

If you're having trouble coming up with a domain name, check out instantdomainsearch.com. This site allows you to see if the domain you want is available, or you can plugin in keywords and ideas to generate a unique name!

Learn more at getdirigible.com