

## Identify With Your Domain Name

Use common sense when choosing a domain name because your domain name, or URL, can have an impact in both the online and offline marketing of your web-site. Long or difficult to spell domain names can make people ignore your web site and it has to be pretty good for them to stick with it (for an example, go to [www.thedolphinshakemecry.com](http://www.thedolphinshakemecry.com) website. Short domain names register better with people's memory and are easy to remember.

Obtain a domain name that will help you in your marketing niche and strategy. Like I stated before, you can use your business name as your URL. If your business name is already taken by someone else then get a URL name close to what you are doing. Purchasing a business name domain name isn't the only way to go, and when a keyword domain name could do just fine.

If you plan on using the .net extension, you may want to wait on deciding your name until after you have found an available domain name that is suitable to your type of business. If you follow the steps below, you should be okay in identifying your name brand to the internet community.

Structure Your Brand Name - Put your domain name on your letterhead, business card, printed materials; put it on your phone recording, the side of your car; don't forget to include it with your email.

Keep it Short & Memorable - Don't get a URL that uses all 26 letters of the alphabet.

Secure a .com URL - I strongly recommend purchasing a .com domain name as opposed to a .net, .info, .biz or anything else. If your chosen domain name is not available in a .com, keep looking until you find one that isn't taken. There is nothing wrong with the other extensions but when you have a .com extension, it sounds like you've been on the net a long time.

Remember, your domain name is an extension of your business and your brand of product or service.