

Choosing a Domain Name

Personally, I use www.GoDaddy.com for domain names. Their prices are some of the best in the industry. You can pick up a “.com” name for \$10.00 a year, but best of all, their 24/7 phone support is excellent. If you’re not a very tech savvy person, then this free phone support will definitely come in handy the first time you go through this process or set up a re-direct.

Larry’s Domain Registration Rules:

Rule #1: Keep it Simple.

You want to find a domain name that is:

- 1: Easy to say.
- 2: Easy to spell.
- 3: Easy to remember.

This is not optional. If you can’t find an address that fits all three of these qualifications, keep looking. If you’re giving your website address to someone over the phone or to a group on a conference call, there can be no room for misinterpretation or spelling errors which means you need to follow the next piece of advice...

Rule #2: Register Plural and Hyphenated Versions.

You want to register all plural and hyphenated versions of your domain name of choice in order to capture anyone who might misspell the name, and to protect yourself from competition who will intentionally register any domains similar to yours (note: capitalization doesn’t matter in domain names).

Now this isn’t going to matter much if you’re just a tiny fish in the big internet pond and you aren’t promoting yourself in a massive way, but if you ever start to brand yourself and your domain name, then you need to follow these suggestions.

Not only do you want to do this so you don’t lose any unnecessary traffic, but to protect yourself from competition. Do not leave a door wide open for a competitor to leech visitors and customers through a similar domain name.

You can bet that if I hadn’t registered www.Birds-In-My-Yard.com right after registering www.BirdsInMyYard.com – I’d have a cyber-squatter sitting on a very valuable piece of internet real estate.

Always remember that entrepreneurs are opportunistic people by nature. Just do it right the

first time and you won't have to worry about any of these issues.

Rule #3: Use The Top “Key Words” In The Domain Itself.

Search engines give high relevance to sites with top key words in the domain name itself, and a higher relevance for .com names over any of the other extensions like .net .biz .org or .info. So how do you find the right key words to use?

Head to <http://freekeywords.wordtracker.com/>. Type in a common search term for your category or product or service. Example: If I type “bird feeders”, it brings back the following results:

bird feeders

1,506 searches (top 100 only)	
Searches	Keyword
628	bird feeders
110	squirrel proof bird feeders
57	wild bird feeders
45	humming bird feeders
43	bird feeders for children to make
39	homemade bird feeders

The top result is “bird feeders”, so I would want to try and register something with the words “bird” and “feeders”, right in the domain name itself.

... Kind of like www.QualityBirdFeeders.com or www.MyBirdFeeders.com

NOTE: If the .com version of your preferred domain is unavailable, choose another. You want to have the .com address, because that is what your visitors will automatically type in when going by memory. And if they don't, many will type it in just out of curiosity, and if it is owned by a competitor, you're in trouble.

Rule #4: Pay Attention To Phonics.

Try not to use numbers unless you can purchase both the numerical and alphabetical names. If you were on a conference call and you told the listeners to, “head to www dot bird feeders for you dot com”, they wouldn't know whether or not to go to www.BirdFeeders4U.com or www.BirdFeedersForYou.com! If you're going to buy www.EZbirdfeeders.com, you had better own www.EasyBirdFeeders.com as well. If you can find a domain name with both listings available, then

go for it.

Rule #5: Register a “generic” domain name that can be used to promote anything now and in the future.

One of the very first domain names I purchased was www.JordanEnterprisesLLC.com because I could use that domain to promote any kind of business or product I would ever want to. Once you have a generic domain, you can always register another one for your specific product or opportunity that you can give to your prospects when the time is right. I have purchased over 80 domains in the last few years. It's like owning cyber real estate.

Suggestions For Great Generic Domain Names:

This is probably going to be a very frustrating process for you if this is your first time registering a domain name. Why? Because you will soon find out that 19 out of 20 names you think of will already be taken.

Coming up with something generic is pretty easy though.

Here are a few ideas...

1: Use your name in combination with an extension.

www.JohnSmithInc.com

www.JohnSmithPartners.com

www.JohnSmithLLC.com

www.JohnSmithCompany.com

www.WholJohnSmith.com

www.JohnSmithMarketing.com

2: Think of a company name, or “Doing Business As”, name.

www.NewTrends.com

www.NaturesFlight.com

www.GetResults.com

Once again, keep these three rules in mind:

1: Easy to say.

2: Easy to spell.

3: Easy to remember.

If your last name happens to be Lobowski, then pick something else!

Purchasing Your Domain Name:

So go ahead and make your purchase, but DO NOT buy any of the other services your registration company will want to sell you like traffic generation, search engine submission, etc. You don't need those.

All you need are the domain names, and a basic hosting account which you can set up for \$4.95 a month at www.HostGator.com

1: Start with the domain search box. You will get to know this one well as you search for a name that is actually available. Continue to search until you find a name that meets all of the criteria we've discussed today.

2: Go ahead and start the check out process.

3: Skip ALL of the extra services they will try and sell you. You DO NOT need them.

4: I only register my domains for 1 year at a time to keep costs down. They will automatically renew each year as long as your credit card on file is current. If it's not, GoDaddy will notify you.

If I have a winner and my website gets traction, I will renew for 5 years at a time. Google will give your domain a higher ranking if it is registered for at least five years. The maximum registration currently is ten years.

Congratulations! You now own your very first domain name!

5: When you're ready to set up a re-direct or set up an email address for your new domain, click the support button for GoDaddy and call their 1-800 number. Have one of their associates walk you through each process. I have always gotten the best support from GoDaddy.com !

If you have any questions, you can always give me a ring...

To your success,

Larry Jordan

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