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Domain Name Selection

A domain name is a name that allows others on the Internet to find your web site easily. It is my.biz, abc.com, or - something.net and so forth.

Choosing a name is actually just the beginning and is probably the easiest part of the entire process. The challenging part is finding a domain name that is actually available. As you've probably already found out, most of the really great .com domains are already taken.

If you think about it 67 characters are a lot so you really don't have to compromise just to keep it short. With that said, shorter domain names are always better and are much more highly praised.

While there are differing perspectives on how long to make your domain name it is generally accepted that the shorter the better. Our recommendation is to keep the domain name as short as possible. Practically, the shorter the better since long domain names can often lead to typos and misspellings which would defeat the whole purpose for the domain you selected. We have seen some search engines actually giving greater relevance to domain names that include a popular phrase in their domain. So ShoppingforBikinis.com is for people that are shopping for bikinis. Pretty simple. Also the more descriptive you can be in your domain name the better. This is where domain name selection get's incredibly challenging and why we have found so much benefit in the domain name selector tool.

One thing people sometimes forget when choosing a domain name is that you want to pick a name that can be used in all your other promotional activities as well as your business cards. While you do have 67 characters to use just imagine how it would appear on your signs and business cards. The other thing is that sometimes a slightly longer domain name may make your business easier for people to remember. It's a real balance but remember to keep it as short as possible to get the best possible results. Also don't hesitate to register as many domains as you can to cover all possible typos and misspellings or even name combinations.

Want to find out more about [Domain Name Selection](#), then visit Stanley Johnson's site on how to choose the best [.Biz Domains](#) for your needs.

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