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How To Select An Effective Domain Name

The domain name you have chosen will be your identity in the worldwide web, and it should be chosen with care since it carries your image and brand to the rest of the world. It will also enable people to locate your website and make people like or hate you and your products; so it should leave a lasting impression on the people who visit your site. This article should be your guide into this area.

Use Keywords: Find a keyword that easily sums up what your website is all about; like the words: racing, auto, race, car could easily describe if your site is about motor racing as a profession. In which case, your domain name would go something like, ProfessionalRacer.com or even a name such as, TrackRacer.com. You will find that such names are very precise in showing what the website is all about.

To operate a busy website successfully, you will have to choose a name which ends with dot.com since some people do not know of any other.

People would just assume that your domain name ends with dot.com because generally people are not aware of the other ones that end with dot-org or dot-net. It is therefore possible to lose some of the clients who would have visited your site just because you did not use the name that ends with dot.com.

It is also important to choose a shorter name that would capture the spirit of your organization or image, and which will help people who have visited your site to keep on remembering who you are. This is basically where the great challenge lies, because such a name is never very easy to identify bearing in mind that there are over 162 million domain names on the internet.

It is obvious that the first few ones you set your mind on might not even succeed, but keep on trying till you are able to get one that suits your needs perfectly.

Using an abbreviation is not the best idea as it will keep people guessing and wondering if they got it right and if it is the full name or not. It is safer if you omit the hyphenated words altogether.

The perfect example for such inappropriate names is when you visit a site like Online-Stopwatch.com, and you wonder if you have typed it correctly. You will find that the site even though their product or service is quite appropriate, they might be putting off others who should have visited them just because the domain name they chose is quite difficult to deal with.

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