

Published based on [Choosing the .Biz Domain Name](#)

Choosing the .Biz Domain Name

Choosing the best domain names is extremely important and will effect your dot biz for many years to come. Your domain name is the first thing that may brand your eBiz so fastidiously choosing it is vital. Large companies can pick a foolish or vague domain name and make it well-known by spending millions of dollars a year on advertising. For the tiny and medium-sized eBiz that isn't possible so there are one or two guidelines to selecting a domain name.

1. Include a highly searched keyword in your name. Many have success employing a main keyword or key-phrase in their domain name. This way humans visitors will speedily understand the theme or idea for your internet site. When seeing your domain name a searcher should immediately get a feeling of what content they are expecting to find by going to your site. In addition, this can be another way for the search site spiders to find and specify the site.

2. Select a narrow niche for your dot biz domain name. Often, unless you plan to spend a lot on promoting your biz domain the narrower the niche the better and this is affecting your domain name. As an example, your website could be about animals, pets, moggies, or coaching pussies. Notice the way in which the example goes from an exceedingly general subject to a narrower niche. Using this example you may select cattraining.com, cat-training.com or train-your-cat.com as a domain name. You could, of course, target an even smaller group with "kitten coaching" or "Persian pussy training" and the like. This is also why research and forethought is necessary though. If your niche is too wide there's too much competition. If it is too narrow you won't attract enough traffic or be in a position to expand in the future without changing your name. Anytime you change a domain name you risk losing all the branding and many past shoppers.

3. The shorter the domain name the better. It is better to remember and some search engines give a little extra credit for a shorter name. Nonetheless, avoid an awkward or preposterous name just to keep it short.

4. Avoid dashes in the name if possible. It just adds a personality (s) and makes the name longer. Generally you would want dashes if there are way more than two words so it is less complicated for human readers to quickly understand. A dash also helps if it's confusing without it.

Domain name blue skying and domain name idea generator resources for [.Biz Domains](#) and [.Biz Domain Finder](#).

categories: domain name,biz names,.biz

You can also find this article published on [Choosing the .Biz Domain Name](#), and on the tag pages [.biz](#), [biz names](#), [domain name](#), [Domain Names](#).