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## 10 rules to consider when choosing a Domain Name

Choosing the correct domain name is critical for the success of your web site, and hence your business.

1. Choose a country top level domain - **.ch**, **.fr** - if your business has a strong local or national identity. Choose **.com** if your business has international scope. Opt for **.org** if you run a non-profit organisation.
2. It must be easy to say, easy to spell, and easy to remember.
3. It should be relatively short.
4. If possible, avoid hyphens.
5. It should not be easily misspelled or have multiple spellings (Hair & Hare, for example). If there are multiple spellings, you must be able to register them all.
6. It should not have any numbers in it. Me2.com could easily be mistaken for MeToo.com
7. Ideally, it will tell something about what you do. AWorldApart.com is a catchy name, but it doesn't say a lot about what you do. Are you a Travel Agent? Shipping Company? Outreach Program? JoesPlumbing.net, on the other hand, tells you a lot.
8. If you manage to integrate a keyword(s) that is relevant to your business activity or your product, all the better for Search Engine Optimisation (SEO). However, placing keywords in a Domain Name is only one of many criteria that places your website on the first search results page.
9. Ideally, it will also conjure up a visual image that will make it easier to remember. "Purple Cow Farms", for example, isn't something you would easily forget.
10. If feasible, it will start with a letter at the top of the alphabet -- like 'A', 'B' or 'C'. That helps in many online directories.

### For each name you are considering, ask yourself the following 4 questions:

1. **Memorability** - Is the name easily remembered?
2. **Positive Image** - Does the name portray a positive or negative image?
3. **Professionalism** - Does the name conjure visions of a solid, professional organization, or a one man/woman show?
4. **Accuracy** - Does the name best reflect the business you are in?