

How to choose the best domain name?

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Domain name is the first thing that impresses your website visitors. Because they will see it first when browsing the web, so the domain name needs to send the right message and show professionalism. In addition, when you have an appropriate domain name, you can use your domain email address, which obviously makes your company or organization look more professional when simply using your Yahoo account or account. Gmail when contacting customers.

Therefore, choosing the right domain name for your website is very important. Choosing the right domain name will easily attract visitors to the site and to achieve this is not easy. The following article will set the criteria for selecting effective domain names for SEO that SEOers need to pay attention to.

How to choose a domain name for the site

1. Domain names are short and easy to remember
2. Domain names contain keywords that need SEO
3. Domain name contains company brand
4. Domain names do not contain special characters
5. Select the appropriate domain extension
6. Check existing domain names
7. Perform language testing
8. Perform a trademark search
9. Consider using local places in domain names

1. Domain names are short and easy to remember

If you choose a domain name with multiple letters, visitors may type the wrong domain name, so it is not possible to find your site correctly. Ideal domain names for web pages should be 6 to 8 letters long.

Easy-to-remember domain names will make it easier for visitors to your site and also easily spread the word through others. Therefore, you should set a domain name that is easy to pronounce, if you focus on foreign visitors, you might consider setting a domain name in English. Finding a name that matches this criterion will have a positive impact on traffic.

In addition, short and easy-to-remember domain names are also convenient when designing logos or brand identity for websites.

For example: Google.com, yahoo.com, ALIBABA.com

2. Domain names contain keywords that need SEO

Domain names containing keywords are 1 in 200 criteria for Google to rank web pages. In addition, the domain name containing the keywords that need Seo is easy to remember, helping customers to grasp immediately what the website content is about. For example, if you are Seo keywords related to accounting training, then the domain name is '*hocketoan.com*'.

3. Domain name contains company brand

Big companies and corporations often choose the domain name is the name of the company to easily promote the brand and image of the business on the Internet.

Example: Domain name of Vinamax SEO training school: *vinamax.edu.vn*



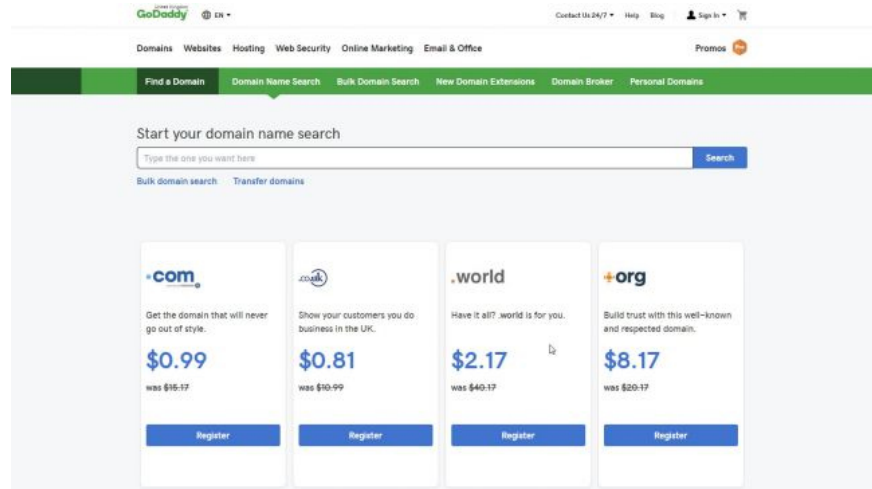
4. Domain names do not contain special characters

Domain registration containing special characters such as '-' or '+' hyphens will make the domain name longer and reduce the domain professionalism. Try visualizing a counselor calling customers to attend a professional seo course: '*Please visit the website dao-tao-seo.com for more details and the opening schedule. course*'. Is it a lack of professionalism? Similarly, you should also avoid zero because it is often mistaken for an o.

The domain name of North Asia bank is a typical example: *baca-bank.vn*

5. Select the appropriate domain extension

Previously, there were quite a few options for domain extensions (the last letters of the URL), but today there are more domain name options for businesses and organizations and they tend to place high domain names. Top Level Domain (Top Level Domain). Refer to the article What is Top-level Domain Name (TLD) and how do they work? For more details.



If your target audience is global, you should choose international domains like .com, .net, .org. Or if your customers target only in one locality, you can choose the domain name related to the local business.

6. Check existing domain names

When you think of a domain name for your website, the first thing you need to do is check if someone has registered that domain name. GoDaddy.com has a great tool to do this. You can also check the obvious spelling errors of that domain and consider registering to get more traffic from those searches. If you put the same domain name as other sites, it will confuse customers, so you should carefully select the domain name.

7. Perform language testing

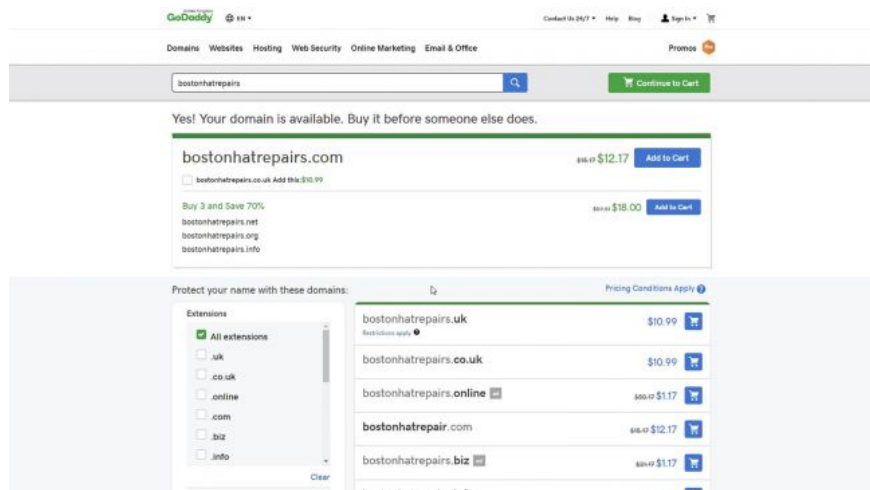
Examining the language can be a bizarre job, but your domain name doesn't mean anything special to your country but has a negative, offensive meaning for another language.

8. Perform a trademark search



Using a word or even part of a word that other businesses have trademarked may be the problem. A good place to check is Knowem.com, which will show the word you searched for as a trademark, in a domain or even used on social media sites.

9. Consider using local places in domain names



If you don't intend to promote your site to many places, you can add your business location and location to the domain name so that those in the neighborhood find your company.

I wish you all success!

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