Guide To Searching For A Domain Name

When it comes to choosing a great domain name, it really should come down to more than just something that sounds clever. There are specific things you can do that can increase the amount of traffic your site gets. Here are some domain name search tips to keep in mind the next time you are in the market for a new domain name.

First of all, you have to know the purpose of your site and how you plan on getting web traffic. If you are putting up a website to sell a product or service online your site name should be something directly related to that product or service. To drastically increase the amount of organic traffic (this means the traffic that 'stumble' upon your website because the search term they used matches the keywords you've used for your sites domain name and any on the site search engine optimization), you should create a domain name that is a highly searched for search term.

To illustrate, let's look at the example on dog training. Let's say that you've done keyword research on this niche and you've found the term 'simple dog training" gets a lot of monthly searches and doesn't have a lot of competition. That would be a great keyword to target. If you could get a domain name that was "SimpleDogTraining.com" you'd be likely to get a lot of free traffic.

You may also want to also consider using a .net or an .org extension, especially if any of non-organic traffic you get come from links in articles or PPC that people will just click on as opposed to typing in the address (this makes a difference, because if people are actually typing the address into their browser bar they are more likely to type a .com extension). You can also have a domain name that is a little longer, usually no more than 4 words is a good rule of thumb.

If the purpose of your site is to encourage visitors to tell their friends and recommend other's

check it out, you'll want a shorter, easier to remember domain name, since most people will have to type the for domain name into the browser themselves rather than just click a link. The longer the domain name (or more unsual), the more likely people will most likely to mis-type it and not get to your website.

Once you've got a list of viable domain names, it's time to see if they are actually available.

To do that, you can go to websites like GoDaddy.com, DomainCheapsters.com or even do a search online. Enter your desired domain name and see if it's available. If it's available, then you can go ahead and register it as your own.

If you buy one domain at a time for a one year period it will cost around $10 a year. However, it's worth noting that you can get discounts if you buy in bulk

or if you register a name for more than one year at a time.

Not only is having your own domain name is very important, picking the right domain is also crucial when it comes to succeeding in your online business. These tips will ensure you choose the ideal domain name for your website.