

Here are five important domain name tips to help your business. The importance of a domain name is critical to any business, online or not. It should be relevant to your business. For instance, if you're advertising travel, you will want to have the word travel and or other words in your domain name that relate to travel. It is the window to your business, so it is very important that you take the time and find one that is relevant to what your advertising.

You also want to purchase one that is easy to remember. You don't want one that is long and drawn out, because people won't remember it and they don't want to have to type a big long name in order to find a particular item or website. Whatever one you decide on for your particular business, make it catchy, something that will grab a persons attention as soon as they hear it. Ideally you want it to be three to four words long, all the words have something to do with your business (keyword rich), simple and something catchy that will get peoples attention when they hear it.

Another thing to remember, you don't want to replace words with numbers or letters, this will only confuse people, and you could lose potential customers.

Like anything these days, competition for domain names are higher than ever before because of the price. You can usually get one for about \$10 or \$15. I can't stress enough the importance of a domain name, and it's relevance to your business. So take your time and be creative. If the name you want is already taken, don't get discouraged. If your creative enough, you'll be able to find one that fits your business and one that you like.

A domain name is the window to your business

1. Find one that is relevant to your business
2. Find one that is easy to remember
3. Make it catchy so it grabs people's attention
4. Make it keyword rich and keep it short (three to four words)
5. Don't replace words with numbers or letters

Follow these five important domain name tips and you'll have a lot better success no matter what your business.

Good Luck!:)

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