

Tips for picking a great domain name

ABS Technologies, Inc. makes it easier for you to quickly get on the Web. What sometimes remains a challenge, however, is coming up with a good domain name—the Internet identifier that not only serves as your Web site address, but says a lot about your business.

For example, if you owned and operated an adventure travel company called Adventure Works, you might settle for using adventureworks.com as your domain name. But if Adventure Works actually specializes in sailing trips off the coast of Zanzibar, then another name might really serve you better—and drive the right search engine traffic your way.

So think carefully when choosing your domain name(s). It not only points people to your Web site, but it becomes a powerful part of your business identity and brand. You may also want to be prepared to have more than one idea for a domain name. There's a good chance your first name choice is not available because another person may have already claimed it.

How You Get A Domain Name

For you to own a domain name, you need to get it registered with ABS. We will handle all the aspect of purchasing the domain name for you including registration and management of the Domain Name Servers (DNS) that point to your domain name(s).

Strategies Used In Picking Your Domain Name

If you are keen to create your own unique domain name, then you should have some names in mind before you contact ABS. We can also provide you with some assistance in selecting your domain name(s). There are a few suggests and a couple of ways to think about your domain name. One is to gather a group of friends to brainstorm a list of 100 potential names to check out. Bring a thesaurus when you meet with your friends might also help. You may also want to consider the following helpful hints for choosing a domain name:

Keep it short. A long domain name may be descriptive of your business, but it will be harder to remember and type into a Web browser.

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Put two words together. Combinations of short words often work well. For example, you could add "city" or "planet" as a second word to make it sound like your business includes a wide range of products or services.

Make it easy to spell. If the name is tricky to spell, people will enter your Web address wrong or you will have to spell it for them whenever you mention it. Avoid using hyphens and dashes for that reason, too.

Use the .com or .net extensions. There are now many alternatives to using .com and .net extensions in your domain name, but please try to avoid them if possible. The others such as .us, .biz, .info, .tv—are largely unfamiliar to people. If you confine your business to a specific country, go ahead and use that country's extension.

Think about keywords. If you want search engines to drive traffic to your Web site, be sure that your domain name has one or more of your principal keywords to help you get a good ranking on those search terms.

It may also be worthwhile to attempt to work some part of your business name into your domain name if possible. If you are creating a new business you might want to create a name that works for both.

Final thoughts: When you are purchasing domain names, you may want to buy more than one. Consider buying a name with the keywords that capture "type-in traffic." Type-in traffic refers to users who type in keywords in the address bar of their Web browser instead of using a keyword search on a search engine. Also consider buying the domain names that are variations on your Web site domain name or are a misspelled version of it. ABS can also redirect users to your site with these additional names.

Call ABS today to get a great deal on your company domain name!

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