

# PICKING THE PERFECT



WWW.

# NICHE DOMAIN NAME

# **How to Pick a Great Domain Name**

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## Picking the Perfect Niche Domain Name

When you make the choice to start a new website it's imperative that you pick the perfect domain name. The correct domain name will make a lot of difference for your business. With the right name your audience will be able to find you better because you'll be ranked higher on the search engine results, be easier for your audience to memorize, and you'll be more likely to attract the right audience in the first place.

## How to Pick the Best Domain Name for Your Business

Choosing the right domain name for your business will help potential customers trust and recognize your business. While many new extensions have opened up, it's important to understand that you don't want to reinvent the wheel for your business.

Choosing a .com will be the best choice in most cases over any other extension. However, adding other domains with different extensions may be a good idea too. Therefore, most business owners tend to buy up all the extensions that they want and just forward them to the .com.

When choosing the right domain for your niche website you'll have a lot of decisions to make. Let's go over some of your options.

## **Buying Expired Domain Names**

This is a great way to buy aged domain names which can help you have a little bit of instant authority and even provide already existing backlinks. But, there can be a problem with it in that you need to do a little research to find out how the domain was used in the past and what types of sites are linking into it.

You don't want to deal with a bad reputation or other problems with expired domain names. It's worth it to do the research into the domain name first to find out if there are any problems. More than likely there won't be, but you never know so it's important to check up on that. Older domains are given automatic priority by Google when ranking, so it can be more than worth it to do the work when choosing an expired domain name.

To check on the history of a site, so you can see what it was used for, pop the URL into the [Wayback Machine](#) and check out the results. If the site was used for spam, gambling, or porn, steer clear of it.

## **Avoid Hyphenated Domains**

While there are some popular sites with hyphenated domain names, the fact is most people will forget about that hyphen and end up at the wrong domain and won't be able to find you. In addition, avoid using numbers or symbols in your domain name for the same reasons.

People have developed a habit over time for how they locate a domain. First, they assume the extension is a dot com, and next they don't think about numbers and symbols. The number two for instance they may spell out instead of using the number. Avoid this problem by avoiding those types of breaks.

## **To Go Long or Short Is the Question**

On one hand, it's important to choose a domain name that is memorable. But on the other, sometimes a long domain is good too due to the ability to add in more keywords. Instead of focusing on whether the name is long or short, instead focus on the ease at which it can be typed while still being meaningful.

## **Watch for What Your Domain Means**

When you combine more than one word in a domain there is a potential for the name to look differently than intended. You could harm your brand with the wrong domain name if you don't pay attention.

One of the most famous and still active domains that have two meanings is the website Who Represents. If you put the domain together into a URL it looks like Whore Presents. Another is Pen Island, as a URL it looks like Penis Land. While these examples are surely giggle inducing, something like this could really cause a lot of problems for your brand.

## **Do Your Research**

When you buy a domain name you don't want to infringe on anyone else's rights or trademark. Just because a domain is available doesn't mean that you should buy it. For example, you don't want to buy any domain that looks like a popular brand name even if it's a joke. One way this happens is often with food blogs. For example, if you want to have a blog about cooking in a slow cooker, don't use the brand name of the slow cooker that you use in your domain as this could be considered infringement.

### **Don't Buy from Your Host**

The truth is most domain name registrars don't make great hosts. For example, buying domains on Go Daddy is simple and easy to do, but their hosting leaves a lot to be desired.

You may wish to see if your intended domain name is available for your social media sites as well. This would help your branding. [Use a site like this to check availability.](#)

As you can see, buying a domain name is simple, but it's something you need to think about as you create a niche website.

### **9 Tips for Choosing the Best Domain Name**

Picking the right domain name isn't that difficult but you do need to give it some thought and conduct a little research first. Don't just pick a domain name without giving it a lot of thought and consideration. But, don't wait too long because domain names that are good are hard to come by.

1. **It Should Be Easy to Type** – You don't want anyone to have a hard bunch of letters to type that don't make sense or come easily because people will accidentally type the wrong letters. Remember simple and easy is the name of the game.
2. **Include Broad Keywords** – When possible, you can include broad keywords in your domain name. The reason is that it will help people find you when they conduct a search for those words and help the world understand what your site is about. For example, if you have a bakery, including the word bakery in the domain will help people find

you a lot easier. This is not nearly as important as having a brandable name though.

3. **Try to be Memorable** – Even if you find that you can't include keywords, or geography another way is to choose a memorable name. Think of Google and Amazon, these words don't mean much if anything or didn't until they defined them by their actions. But, they were always memorable.
4. **Do Some Research** – Be careful about keywords, because you don't want to use a keyword that is negative or will make it harder to find you due to the competition. Instead, research the topic using a Keyword Tool of some kind that will help you discover the perfect domain name.
5. **Use the Right Extension** – It's tempting to use a domain extension other than .com when you can't find it but if you're a business you really need to choose a .com if you want to be found.
6. **Protect Your Brand** – When you find the perfect domain you can purchase the rest of the domains with the other extensions if you have the budget. You will simply forward those extensions to your main website.
7. **Don't Sit on It; Act** – When you find the right domain name available you need to buy it right then. If you don't, next time you go back it will lightly be gone. Even if you change your mind later domain names are relatively inexpensive to purchase for just a year.
8. **Would You Like Fries with That?** – A lot of domain name companies will offer various upsells or add-on products with a purchase. DO NOT buy them.
9. **Make It Intuitive** - Give people a strong concept of what your site is all about. Being able to look at a domain name and say, "Oh, they probably do this. This is probably what that company is up to." is very valuable.

## How to Research Your Niche Domain

Using these tips to help you pick the right domain name will go far in helping it be memorable as well as a good representation of your brand.

- **Branding** – Does the keyword represent your brand well? Remember your brand is how your audience feels about you. How can you elicit the feelings you want them to feel when they think of your website and your business? You can pick the right domain name that makes them feel exactly how you want them to feel based on the research you've done into your audience and your niche.
- **No Slang, symbols or Numbers** – Do not use numbers, hyphens or slang in your domain name. Even abbreviations for things aren't usually a good idea.
- **Look** – How do the words look together? You don't want to spam a domain name by including too many keywords within the domain. Pick and choose the right keyword that will make the most sense and represent your niche and brand well. If the words are hard to read together, or spell something else accidentally, don't use it.
- **Longevity** – Remember that your audience today will grow and change as they age and experience more life. Consider how Dove (soap) used to market to their audience compared how they market to them today. Their product is the same, their audience is the same, but the audience itself has changed how they view life. Be careful about the words you choose so that it won't become insulting or condescending later.
- **Avoid Trademarks** – If you want a niche site that is related to a certain brand name, you want to avoid adding that brand to the domain name. Search for trademark filings [here](#) or [here](#) .



- **Make It Sound Good** – Say your domain name aloud and see how it sounds. It should flow and not sound awkward. When you say it aloud, you should be able to feel like you could remember it and like it sounds when said aloud.
- **Grab a Thesaurus** - If you're struggling for inspiration or finding it difficult to come up with a name that hasn't already been taken – grab a thesaurus (or visit [Thesaurus.com](https://www.thesaurus.com))

Say you run an adventure tour company and you want to register [excitingadventures.com](https://excitingadventures.com) – but somebody has already registered the domain name.

Lookup the word 'exciting' at [Thesaurus.com](https://www.thesaurus.com) and you can quickly find an alternative like 'breathtaking, sensational or fascinating'.

And don't be afraid to use a little imagination – companies like Google and Yahoo! have benefited a lot by having a unique web address.

- **Your Business Name** – If you already have a business name, that's the most obvious choice for a domain. But, usually when you're building a particular niche website you have a product idea in mind instead. You can choose the name of the product or what it does for the person and put that into the domain instead.

For example, if you are going to promote an all-natural line of lotions made of herbs you might consider using the word natural, or lotion in your domain name, but you don't want to go the EMD route using "allnaturalallotions" – pick one or the other not both. If you have a business name use it.

### Tools to Help You Research Keywords

When you start your keyword, research start out with your own best guess. For example, let's say you're starting a niche website about eating vegan food around the world. This would make it a travel site, plus a food site, and then specifically a vegan food site. That gives you a good place to start.

### The tools you can use to search for keywords are:

- **Google Search** – Notice when you start typing in a search in Google, it will offer potential ideas and solutions. Just start typing Vegan Travel or Vegan Restaurants and you'll see other potential words come up.
- **Google Keyword Planner** – You can access this tool via Google AdWords. This feature will allow you to search words, and get suggestions for more search terms that are related. *This option has changed recently and now only displays a range instead of specific searches.*
- **Google Trends** – You may not have considered it but Google Trends offers a great opportunity to discover terminology to use in your niche domain name search.
- **[Think With Google](#)** – Using this website you can find out what's going on in your niche or other niches which can help you come up with more keywords.
- **[YouTube Keyword Suggestion Tool](#)** – This tool is a great way to find keywords that will help your niche website get found. If you look you can use this tool to find search terms for Google, YouTube, Bing, Amazon, the App Store and more.

You can even use other branded keyword tools; you'll be able to find many keywords for your potential niche domain. It's important to leave no stone unturned. Keep a spreadsheet of the keywords you discover so that you can brainstorm awesome niche domain names.

As you conduct your search you will come up with a good idea for your domain name. For example, while searching on the Keywordtool.io for Google Keywords using the Vegan food travel idea we entered the following terms:

"Vegan, Travel, Food"

It returned many search options but one that we liked was [Will Travel for Vegan Food](#). A quick look on Go Daddy showed that this name is taken and owned by Kristin Lajeunesse. This was a good choice for her for her niche

domain. Another idea came to mind on this same search which was vegan food road trip. That domain was not taken. It would make an excellent niche domain name for a vegan travel food blog.

You probably get the idea now. By doing the keyword research you'll come up with a lot more ideas than the one you have right now. Once you come up with the ideas, do a little more research and you will come up with something amazing that will rank high, speak to your audience, and help you create an amazing brand.

Of course, choosing your domain name, and hosting is only part of what will make your niche website profitable. Keep the keyword research you conducted during the brainstorming about your niche so that you can create awesome content that's rich in value and search engine optimized for maximum traffic and results.

### Niche Domain Creation Checklist

Keep this checklist handy each time you want to create a new niche domain name.

- Conduct Keyword Research
  - Use a Keyword Tool
  - Start with Four or Five Words
  - Keep Results in a Spreadsheet
- Your Targeted Keyword is In the Domain Name
  - Keywords in domains help ranking
  - Avoid Trademarks
- Check to See If Your Name is Available
  - Consider buying them when you find them to avoid losing them
- Look for Expired Names
  - Research the domain history
  - Aged names provide more authority
  - Avoid problem domains with bad reputations
- Conduct a Trade Mark Search
  - You don't want to ever use anyone else's trademark
  - Avoid copyright infringement
  - Avoid Trademark infringement
- Buy Top Level Domain Extensions

- Most people expect a dot com
- Consider Buying Other Extensions to Protect Your Brand
  - You can redirect them to your main domain
  - It protects your brand identity
- Ensure There Aren't Double Meanings
  - Remember "penisland"
- Keep it Short & Simple
  - If it's memorable they can go to your site without looking it up
- Make it Easy to Spell
  - Strange spellings cause problems
  - Type it to see if it's simple to type
- Can't Be Confused With another Brand
  - You don't even want to confuse others to get traffic
  - Can cause legal issues
- No Pluralization
  - When you use plural words, it looks confusing
- No Hyphens
  - People forget hyphens and end up at the wrong site
- No Numbers Unless It's In Your Biz Name
  - Numbers often confuse people because when you say it, no one knows if it's spelled out or a number symbol
- Has Sustainability
  - Try to project the future a little by picking a name that can last
  - Think "Driving 2000" which was a terrible business name
- Read Industry News
  - This can help you avoid killer tech
  - Helps you find more keywords
- Don't Use Double Letters
  - They confuse people when they try to come back to your website.
  - Here's an example: Don~~tt~~ak~~ee~~everydomain.com
- Include Your Business Name
  - If this is possible it will help people find you better
  - Best if local
  - Try a [Domain Name Generator](#)
  - Don't rely on it but try it

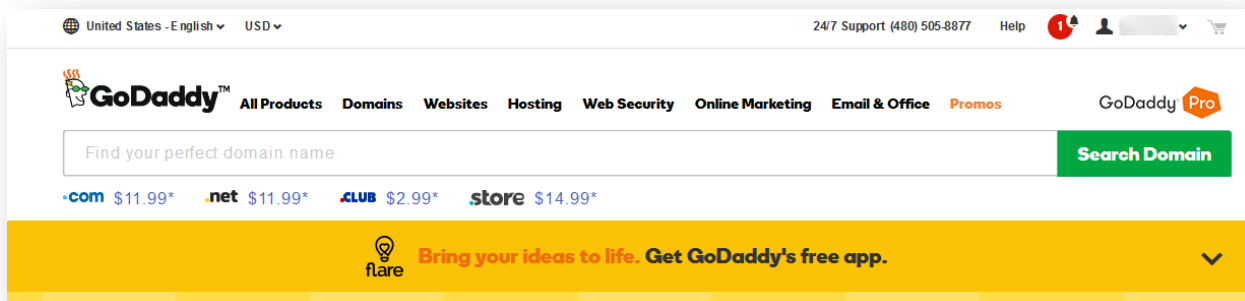
Give yourself some time to pick just the right domain name for your niche website and you'll be glad you did. You'll earn more money faster with the right domain name.

### How to Purchase a Domain Name from Go Daddy

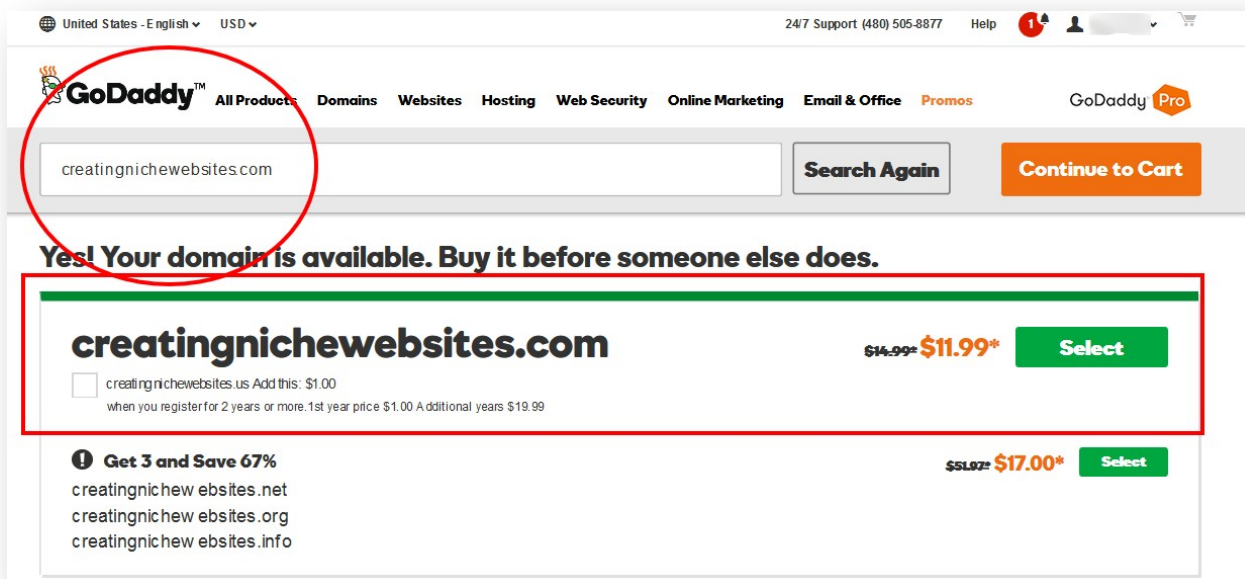
Before we go into the ways to choose the right domain name for your niche let's talk about the steps involved in purchasing a domain name. All domains have www to start which shows that it's a web address; they have the main part of the domain which is your business name or a word that represents the niche and a domain suffix, usually dot com. In some cases, your domain may end with the country of origin such as .com.ua or .com.uk.

Please Note: you will often see domains that just have the http:// with no www and this is quite acceptable too. It all depends on how you set the name up.

- **Create a Go Daddy Account** – Your first step is to create a Go Daddy Account/Or Namecheap Account. You can include a credit card on file so that you can easily purchase domains and services at checkout without having to re-enter the information.
- **Sign In To Your Account** – Now that you have a domain registered, it's time to sign into the account so you can begin your domain name search in order to purchase. You can sign in after you've found the domain but it will be faster if you sign in first. After you sign in, click on the Go Daddy logo. Now you're on a page with a domain name search bar.



- **Type In Your Idea** – Within the search bar simply type in the domain name you want to find. Click Search Domain. In this example, we tried “creatingnichewebsites.com” and it says it’s available.



- **Buy It** – To buy, just click Continue to Cart and go through the checkout procedures. You’ll have options and extras to choose. Let’s go over them.
  - **Privacy** – You can choose to make your purchase private so that when people look up who owns the domain they won’t be able to

know your name or information. They'll contact you through the domain proxy rather than directly.

- **Get an Email Address** – If you'd like an [email@yourdomain.com](mailto:email@yourdomain.com) email address, buy their email service.
- **Continue to Cart** – Just scroll down the page and find continue to cart.

### Making the Purchase with Go Daddy

Once you're in the cart, Go Daddy automatically wants to register your domain at 5 years. But you can change it by clicking on the little down arrow. Keep in mind that Google likes it when the domain is registered for longer periods of time over a year, plus you'll save some money with a larger amount of time.

Also, as you go through the cart, you'll notice that you get to choose or not choose, again the options mentioned above such as domain privacy. Plus, you'll also be offered the option to buy the domains that match with different domain suffixes.

They'll recommend add-ons like MS Office 365, Go Daddy Email Marketing, and so forth. You don't need to add any of these right now. Instead you can proceed to check out.

In the check-out, over to the right of the cart, notice that you can click a box to add the change to charity if you choose. Otherwise, proceed to check out. Once you proceed to check out, double check the billing information and payment information plus check the box to agree to Go Daddy's terms of service, then click place your order.

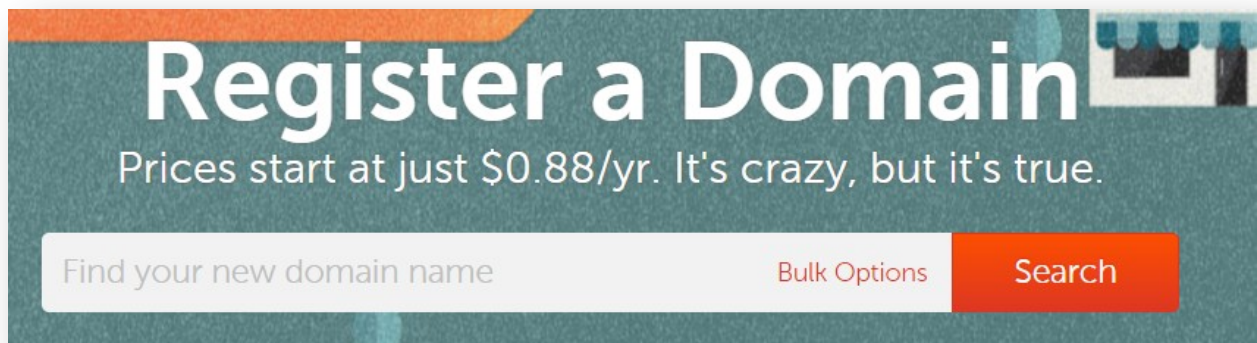
You'll be sent information about the order in the email you gave. Plus, you can now manage your domains in the Domain Manager for Go Daddy. You'll need to be able to do that when you choose a hosting company.

### Namecheap Option

Another good option for purchasing your domain names is to use Namecheap. The process will be similar to Go Daddy. They do offer more

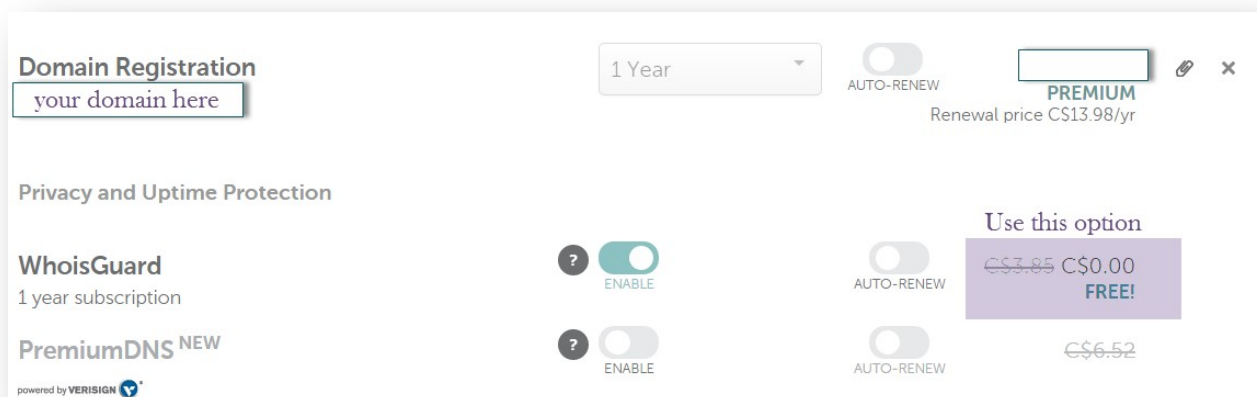
coupons and have a new code each month. You can search Google or join the Namecheap Facebook page and get the coupon code from there.

Create an account or log in. Then select Domains – Register and type in the name you are thinking of. The results will show you if the domain is available or taken, along with other extensions that you may wish to consider.



Once you are happy with your selection then simply add to cart. Again, you will be offered some choices for add ons.

One huge benefit to using Namecheap is that you get one year free of WhoisGuard. This allows you to protect your privacy and hides your personal information.





## Conclusion

Thanks for reading, you should now have a great idea of how to pick your niche domain name and how to buy it.