



If you are looking for a domain name try using our domain search tool to see what is available. Don't forget to consider your key search terms as a domain name as search engines could favour a domain name with relevant content over a site with just content.

You would be surprised at how many clients forget to consider all of the options open to them when choosing domain names. Most people will buy one of the Top Level Domains (TLDs) such as the .com or .co.uk in order to save money on set up costs. In reality it is always best to buy as many TLDs as you can because you may want them later but find that someone else has purchased them. Now there are two websites with identical names except for the suffix.

What are the consequences if they both sell similar products?

- Search engines may favour the competitor
- Client may go to the wrong site
- Some clients may purchase from your competitor
- You could lose customers

Search Engine Considerations

If your domain name is the same as the key search terms people are likely to use to find your site then most search engines will take this into account. If the content on your site matches the key search terms and keywords as well your chances of being in the top ten positions is greatly increased. There are many people who buy domain names based on their company name but if your company is new then the chances of people remembering it and visiting your site is limited.

This doesn't mean that you shouldn't have a company website, more important is to have a website aimed at achieving the goals you have set. For personal or family sites this is far less important as the family name is the key part of your domain name.

There are many people who browse the web, some of whom are not particularly good at spelling or typing. Remember to take advantage of this fact as this is an opportunity to secure domain names that other people have ignored. If your domain name includes a word that is commonly mis-spelt then you need to invest in the mis-spelt version too. Some of the classic errors are names with two spellings, for example Jane/Jayne, Reuben/Rueben, Jeffery/Jeffrey/Geoffrey. We can run reports for you to show if people browse with mis-spellings or variations on your domain name. Just contact us for more information.