

How to Choose a Good Domain Name

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Sample of Content:

Know the tips for choosing a right domain name. How you should choose the domain and much more. Read the article for a quick information on this topic.

Content:

In the E-World your domain name is your first assessment of what your site is about. It's not just your site name but it is the first criterion of your success on the Internet and when it comes to a point of success you must hold it tight. It can make your business stand out in the crowd, or just float aimlessly in space. Well many of us think that it merely plays any role but it's not the truth. Think if nobody remembers your site name or see no visual look of what your site is about.

The temptation of a good domain name is so powerful that's why some companies even paid ridiculously high prices to get the name they want. The domains Loans.com and Wines.com were both bought for \$3 million each. Telephone.com was acquired for \$1.75 million, while Bingo.com sold for \$1.1 million.

So the main question is, what points we should consider when we choose a domain name. For better results, your domain name should be memorable and easy to remember. Remember the following tips when creating a domain name.

- * The domain name should be short.
- * The domain name should be simple.
- * It should be suggestive of your business category.
- * It should be unique.
- * It should be easy to interpret and pronounce.
- * It should be personalized.
- * It should not be difficult to spell.
- * It should not be difficult to remember.

Domain names can be registered through many different companies (known as "registrars"). You can register for 1 to 10 years - prices can vary anywhere from \$10 to \$20 per year. Most web hosting companies, will handle the registration process for you, but make sure that you are properly listed as the owner of the domain when it is registered.

If you have registered a domain name for a specific period, make sure you renew it in time. You can be surprised at the number of cases, where site owners have let a domain name slip by if they have not renewed in time.

How to use expired domains:

Did you know you can use expired domains to skyrocket your traffic? Let me tell you about expired domains first. Thousands of webmasters invest time, effort and money to promote their site and build up traffic. Many of them then lose interest and move on, leaving their site active. That means that although they still own the domain, they're not actively promoting it.

All the automatic marketing systems they've put in place are still bringing in traffic. The site runs itself. Now, at some point the ownership of those domains is going to expire. If you snap up those domains once they come back onto the market, you've got a pre-built stream of customers. You can either rebuild the site, or redirect the traffic to your domain. You could set up an affiliate program get paid for users someone else paid for.

Its that easy.

Websites such as www.expiredtraffic.com or www.deleteddomains.com are doing great job for expired domains. They actually do all the legwork and let you reap all the rewards. Even you can back-order a specific domain name also.

Do be careful when using other sites though. There are some swindlers out there that will sell you subscriptions, provide you with outdated lists, take your money and keep the good domains for themselves.

There are tons of options, and lots of easy ways to make lots of money with very little effort. Opportunities like these are everywhere. All we need a strong determination to succeed, and a good mentor.

Raamakant S. is an Author of "The e Success Code". An "entire Internet Marketing Encyclopedia" covers almost every topic of Internet marketing.If you've ever dreamed of having your own Internet Business that produces thousands of dollars each and every month, visit: <http://www.theesuccesscode.com/>

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About the Author:

Raamakant S.