

*How to pick a*

**Marketable Domain Name**

*that will Rank Well and*

**create a Real Buzz**

*in the Blogosphere*

*A SassyZenGirl* Guide

# HOW TO PICK A MARKETABLE DOMAIN NAME THAT WILL RANK WELL AND CREATE A REAL BUZZ IN THE BLOGOSPHERE

When it comes to picking a good and marketable domain name, there are several important factors that can make or break your success. While you can still succeed when ignoring this advice, it will make your life a LOT harder - both for attracting visitors as well as high ranking in search engines.

I compiled for you a list of the **10 most important factors** frequently mentioned by the top bloggers and online marketing experts in the world. That's how they go about choosing a domain name and why not learn from them? - rather than trying to reinvent the wheel....

Among those I studied were:

*Entrepreneur.com - Boostblogtraffic.com - Moz.com - ProBlogger.com -  
SmashingMagazine.com - CopyBlogger.com - BackLinko.com -  
SocialTriggers.com*

This is a collection of their wisdom and expertise - enjoy!



## 1) Answer your visitor's #1 question:

*Is this for me? - or - Will this help me?*

Keep in mind that this is usually *the* most important thing on people's mind when they happen to come to your site.

They are not interested in your cool logo or awesome design - or even your *About* page. **They want to know if you can help them solve their problem** - or whatever else they are looking for.

The more clearly your domain name represents what you do and how your blog can help them, the more effectively you will drive visitors to your site - and keep them there.

## 2) Be short, catchy & memorable

Your domain name should be easy to remember and memorable. The shorter, the better. If people have to write it down, it's already too complicated. Everybody is busy, and you can enhance your chances greatly, by having **a domain name that just "sticks"**.

If it's cool and funny, even better, then people will keep thinking about it and pass it along, but keep in mind point 3):

### **3) Don't try to be too clever**

A clever name might feel cool, but **you are often the only one who "gets" it**. Most people won't spend the time to figure it out. They might be intrigued by an unusual name, but still end up being disappointed once they realize your site doesn't offer what you were looking for.

If you aren't sure, just ask a few people what they think of when they hear your name. If they have to pause and think about it, then your name is already too complicated. Remember, most people will not spend time trying to figure out what your cool name stands for, they will simply move on.

### **4) Use keywords in the domain name**

Having a keyword-rich domain name will make **ranking high in search engines** a LOT easier. You can still get there without, but it will take a lot more SEO effort.

Keyword *phrases* like SeriousBloggersOnly.com are especially powerful in this regard.

Of course, this is only one factor when choosing a name, and you may prefer to focus on your brand, but just keep it in mind....

## 5) Use your brand as a domain name

If you already have brand or business name, and it has worked well for you, of course, go with it.

Catchy, short, memorable still applies, and you might even take a popular keyword and give it a more **stylish twist** like these examples:

[lendingtree.com](http://lendingtree.com) - [legalzoom.com](http://legalzoom.com) - [travelocity.com](http://travelocity.com)

## 6) Name the *Benefit*

The more you are able to **solve a problem** for your potential audience - and we all have problems that need solving - the more effective you will be at attracting a loyal following.

If you mention the benefit your audience can receive through your blog in your domain name, chances are much higher that they will want to visit your site and find out what you have to offer.

Good examples are:

[BoostBlogTraffic.com](http://BoostBlogTraffic.com) - [TravelBlogSuccess.com](http://TravelBlogSuccess.com)

## 7) Name the *Audience*

Another way to attract interest is to name your audience in the domain.

One of the most important things you can ever do during the planning stages for your blog or business, is to clearly map out WHO your audience actually is. Be as specific as you can, write it down and spend some time on it.

No matter how great your message is, it will not appeal to everyone. **Be crystal clear who your audience is** and then write *specifically* for them.

Some great examples are:

Entrepreneur.com - WPBeginner.com - ProBlogger.com

## 8) Name your *Topic*

A third area to focus on in your domain name could be the topic - or topics - you are writing about. Here are some examples:

SocialTriggers.com & Weather.com - and, yes...;-) EpicZenTravels.com

Power words like *epic, awesome, joyful, happy, successful*, etc., awaken an emotional response in the reader and are a great way to attract people to your site. They are also memorable....

## 9) Use only **.com** or **.org** Extensions

Why? - Well, firstly, because most people consider those two extensions (and to some degree *.net*) the most **trustworthy and reliable**.

Secondly, even if people can remember your awesome name, they may just assume that it is a *.com* and type that in.

You'll drive traffic to the person or company with that name, rather than your own site. Will they still spend time and try to find you if they just happened to come across your name somewhere? - probably not...

Having a *.org* is highly respected as well, esp. if you are a non-profit. And, of course, *.gov* or *.edu*, if that applies to you. Otherwise, try to get the *.com* extension for your name or pick a different name altogether, rather than settling for a *.co*, *.biz*, *.info*, etc.

*.net* is still ok, but you will lose traffic when people can't remember your correct name and type *.com* instead.

## 10) Using Hyphens

If your dream domain is not available as a *.com* you might be tempted to go with hyphens - like this:

train-my-dog.com - *instead of* - trainmydog.com

After reading the previous point (#9), you can probably guess why that is not a great idea...

First of all, It is **tedious to type** all those hyphens. You really have to pay attention to get it right and most people don't want to bother. It's annoying!

More importantly though, **people will mis-type or forget altogether** that there were hyphens and instead go to [trainmydog.com](http://trainmydog.com), rather than your site.

Make it as easy as possible for people to find you. Everybody is busy, and if it's too complicated, they will simply move on. Not *everybody*, of course, but a significant number. And why risk it?

Plus, - [train-my-dog.com](http://train-my-dog.com) - just **really doesn't look good**. A little amateurish, actually. And while it may be frustrating that your awesome name is already taken, if you play with it a little, you will eventually find one that works - and often a better one than you originally intended.



Of course, you can also name the domain after yourself. But keep in mind that you can never sell the site or turn it over to someone else if you ever decide to. And unless you are famous, people will have no idea what the site is about - *nor* - whether it is *for them* and going to *help them* (remember point #1?).

So, there you have it - the *10 most important factors* to consider when choosing a domain name.

Have fun with it and Happy Blogging!