

Domain Name Selection Tips

Choosing an appropriate domain name is critically important; it's how customers find your business online. Here are some tips to keep in mind when you choose a domain name:

- » Use only letters, numbers, and hyphens ("-"). Spaces and other symbols cannot be used, nor can names that begin or end with a hyphen. Domain names are not case sensitive. They can be between 2 and 63 characters in length, not including the domain extension (i.e: .com, .net, and .ca.).
- » Choose a domain name that is as close to your company name as possible (e.g., www.yourbusinessname.com). If your website is based on a specific brand product, you may prefer to choose a domain name accordingly.
- » Register your domain name suffix first. Start with .com, the most recognizable suffix. When people look for your site on the web, they're likely to try your company name first with the .com suffix. If .com is not available, consider using .net, .org (for noncommercial), .us, info, or .biz.
- » Keep your domain name as short as possible. If you choose to use abbreviations, work with the most recognizable words in your company name. For example, Acme Widgets and Services might choose www.acme.widgets.com or www.acmews.com.
- » Select a domain name that is easy to pronounce, understand, remember, and spell. Avoid using hyphens and numbers in your domain name, as they can make domain names difficult to type and remember.
- » If you're registering a .com, .ca, or .us address, consider registering the .net and .biz extensions as well, to keep them out of the hands of competitors. You may also want to register addresses that contain alternate spellings of your name or common typos. For example, Acme Widgets, might register additional domains like www.acmewidgetsco.ca, www.acme-widgets.org, and so on.



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