

Secrets of Domain Names

This is a free ebook! You can give this ebook away freely, as long as you do not alter this ebook in any way, shape, or form, and it must remain in this original PDF form with no changes to any of the links contained within.

Copyright Notice: ©2008 Sean Mize. All rights reserved. Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher. Published under the Copyright Laws of the Library of Congress Of The United States Of America, by:

Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

Table of Contents

Secrets of Domain Names.....	1
Table of Contents	1
Domain Name Choice – How to Choose a Domain Name.....	2
More Ideas About Domain Names	3
Still More Ramblings About Domain Names	4
Take Action!.....	5
Some notes from Sean Mize	5

Domain Name Choice – How to Choose a Domain Name

Your domain name choice can be critical to your business yet many do not know how to choose a domain name. If you want a successful business you will need it to be accessible from the internet. To achieve that you will need a website, and hence a domain name. The domain name is the name by which your site is known, such as mysite.com and the number of domains registered on the internet has increased from about 10 million in the year 2000 to over 50 million now.

There are a few approaches that can be taken to choosing a domain name, and each can be appropriate according to the circumstances. It is not always a good thing to name your website after your product, especially if you are trying to get it established in the market place. For example, if you invented an ionic hydrogenator that no one had ever heard of, the domain ionichydrogenators.com would not be one that many people would search for, and neither would the keyword ionic hydrogenator.

It is important that the name you give to your website will have the possibility of being found by somebody searching for an answer to their problem on the internet. If your ionic hydrogenator made your car go faster, then fastcars.com or fastengines.com would be more likely to attract traffic.

If you already have an offline business that you want to put online, you will need a domain name that is either the same as that of your business, or that describes what it does. For instance, if your business is "Resume Writers" then your domain name should be resumewriters.com. If you find that is taken, do not opt instead for writeresumes.com since nobody will find you. Far better would be resumewriting.com or resumewriter.com.

Try to avoid hyphens wherever possible. Resumewriters.com is better than resume-writers.com. If you use hyphens, your potential visitors may not, and may end up at a competitor's website. That is why you should not use a TLD (top level domain) if the .com version has been taken. Many people just add .com as a matter of course, so if you have a site resumewriters.net, people looking for your website will possibly end up at a competitor's.

It is better to find another domain name. If ressumewriters.com and resume-writers.com are both available, take them both. That stops a competitor from being confused with your website.

On the subject of the TLD, .com is far preferable to any other. .net, .org and .info are probably the next best three, but if you can get a .com domain name then you should snap it up. Many people will remember the name of your website without paying too much attention to the ending. Others will type into their browser what seems to be an appropriate website name for what they are looking for then add .com, since that is they think websites should finish. So .com should be the order of the day!

If you find that all of the names you can think of are taken, then you will likely have to carry out some keyword research. Using a keyword tool such as the Google keyword tool, enter the name of your primary product or service. Not the trade name, but the name of what you trade in, for example "resume writing".

The keyword tool will then provide with a list of search terms people use when looking for information on resume writing. For example, "write my resume". There is nothing at all wrong with naming your domain "writemyresume.com". It is memorable, it says precisely what people want and it rolls off the tongue. An excellent domain name! That is just an example, and that name is actually taken.

Choosing a domain name is not the simple task you might have thought that it was. It is not how to choose a domain name that is difficult, but the fact that with every passing minute another twelve domain names or more are registered. Domain name choice is easy: registering your choice is not.

More Ideas About Domain Names

Domain names are – simply put – the names of the website addresses that you want to visit or that you own. These are what Internet users key in on the address bar of the browser they are using when they want to visit a certain website. The domain names are text names that correspond to the Internet Protocol (IP) address of a certain website. Below are six ways for you to make a profit with domain names:

1. Purchase domain names and then resell or rent them out to other online users. You can earn when you place a high mark up on the original price that you paid for the domain name.
2. Get a domain name that will serve as a referral link to your other own site. This is where link building kicks in. Create that link that will bring the Internet user to your own site.
3. Invest on a keyword rich domain name. Remember that if your domain name is very easy to remember, it will attract a lot of visitors. That will mean more traffic.
4. Offer your unused but active domain names to companies or individuals that may have a stake on them. For instance, if you own the domain name with "Beckham" on it somewhere, you may want to offer it to football star David Beckham's Management Company.
5. Park your active domain names and actively promote the blank website. Who knows, someone will come along and will want to bid on a good price so that he could get that domain name.
6. Buy the other versions of popular domain names. For instance, get the .org, .net and the .info versions of the domain name "Vogue" and then let those versions

forward the website visitor to your own website address instead. That would again mean more traffic!

Still More Ramblings About Domain Names

Can you memorize 32 numbers in 4 sets, 8 digits each? Yes – you may say, but what if you have to do that for every website you wanted to access? Then you might give up surfing altogether. But because of domain names, accessing and viewing websites is a no-brainer.

Domain names are the text equivalent of IP addresses assigned to each website. Now, you don't need to delve in deeper on to how that is possible. What you need to know is how to secure a suitable domain name for the site you want to put up. Remember that domain names cannot be changed when leased and if you want to, you have to wait for a certain period of time to cease the existence of the domain name.

1. First of all, you must decide on what your domain's content would be. You would not choose a name and then the contents afterward. It does not work that way. There are numerous naming conventions available – you choose which you think is the best. You must keep in mind that people who will be looking at your site will be available to figure out easily as to why you have chosen that domain name.
2. Second thing to do is think of something exceptional yet not far fetched. This way you'll gain the curiosity of people and would create traffic for your site.
3. Check the availability of your desired domain. Often times, someone else in some part of the Web have registered the same domain name. And sad to say, you cannot co-exist with the same domain name. Some web hosting companies offer free quotations as to whether what domain names are registered already.
4. Next, you have to decide as to where you would associate it. Bear in mind that .com's are for commercial websites, .net are for networks, .gov are for government institutions, .edu for educational purposes and so on and so forth.
5. And now that you have made sure you have chosen the right one for your website, you must register it through web hosting services. There are plenty available, they only differs on services they offer.

Take Action!

If you don't already have a domain name, just get one.

That is the very first step to getting started making money online.

If you don't already have a company to buy your domain name and web hosting from, I recommend:

[HostGator](#)

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with domain names.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize