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Start Up Company Domain Names

I disagree with the comment made by some web developers that all the good domain names are taken. Search engine optimization, or seo, does not depend heavily on the www name you select. You can a href=http://www.purchasedomainname.org target=_blankbuy domain name/a easier than ever before. Just starting out the decision choosing small business website names has never been an issue. With a href=http://www.purchasedomainname.org target=_blankweb domain registration/a It is a fact that all the 3 character and 4 character domain names with the key extensions are taken. Furthermore, I agree that a vast number of choice domains are no longer available; however, the selection of a suitable www domain for your small business is possible if you remain flexible. br /

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The real value in the name you choose from a search perspective is how easy it is to spell and remember. Of the two types of visitors to your site, the human visitors and search engines, the ability of a person to remember your domain name and spell it correctly to pass it on to others outweighs any SEO value. Search engines are robots and dont care. br /

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Using words like greatest, best, or other exaggerated terms in your domain name is thought by some to be a disadvantage and penalized by search engines. Search algorithms change often and likewise that theory, and although you may not be penalized for using such words, consider the reaction of your human visitors. They may not stick around if they feel you boast without the content to back it up. For a serious small business commercial enterprise, my advice is avoiding adjectives in the domain name entirely. br /

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In some cases new clients approach me to redesign an existing website, and it surprises me that some of the basics are overlooked. For example, a commercial enterprise in business for profit should not select a dot ORG domain simply because the dot COM was taken. This was the case from a conversation with a client interested in a site makeover. Their ORG version was online for two years with little or no back links or serious indexing from search engines. The mindset of getting one particular name should be reconsidered especially if its your first online venture. br /

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Heres a breakdown of the most desirable domain extensions and the usual purpose of each: br /

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COM - Commercial for profit enterprise br /
INFO - Information only related website br /
NET - Companies providing internet services br /
ORG - Non-profit organizations br /
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Certainly there are many more names like BIZ, US, WS, and others which are all reasonable choices, but for your commercial small business my recommendation is always acquire a dot COM www domain name. The client mentioned earlier did not realize a dot ORG was intended for a non-commercial enterprise, and they decided the poor website SEO performance was something that justified getting a new dot COM. We easily found an available www domain using their company initials and one key word about their target market which is medical. Despite my advice that they keep the existing site and simply change the theme, they decided to just let it go when it expired. I will talk more about this issue in my next blog so stay tuned.br /

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