

Choosing the right domain name for your website

Today, with the exponential increase in the number of websites, it has become more difficult to get a good domain name. Finding a domain name that is short and impactful is very much challenging. We need to find creative ways to decide and finalize a domain name.

Here are some amazing methods for how you can find a great domain name for your website!

Keep it short and simple

Gone are those days when people were able to use really short domain names. Nowadays, finding a short domain name is extremely difficult, but still possible. With a little bit of creativity and realism, you can still decide on a short domain name that will be easy to remember. There is still a great possibility of finding 6-7 lettered domain names. It will just need some time and a good amount of research to find a short but good domain name.

However, in case you are unable to find one, it is not a dealbreaker to search for a bit longer domain name. There are many tools out there that can help you decide on your domain name. My personal favourite is InstantDomainSearch (<https://instantdomainsearch.com/>). With this tool, you can easily find whether a domain name is available. This tool also gives you some domain name ideas based on your choice of the domain name. Ensure to keep a maximum limit of 10 letters in the domain name to make a serious impact.

Make sure it's easy to type, pronounce and remember

Think of words and phrases that are easy to type, pronounce, and remember. Most of them are simple, meaningful words and phrases that anyone can remember for a long time. If you choose to use creative and unique words (not standard dictionary words), then you need to make sure they can be collectively pronounced properly and remembered easily. This is yet another reason why you should use a short domain name.

Prefer using a .com TLD

TLD stands for Top-Level Domain. All the domain name extensions that you see are basically TLD's. There are various TLD's available today. Every TLD has its own purpose. For example, a **.com** TLD is used for hosting commercial websites. Similarly, **.org** is for organizational websites and **.net** is mainly used by networking websites. There are also localised TLD's such as **.in** for India-based websites, **.co.uk** for UK-based websites, and so on.

There are hundreds of TLD's available in the domain marketplace. However, **.com** is a TLD that people tend to remember for a longer duration. This is because **.com** is widely known and recognized. Those who are not so technically averse will still be familiar with the **.com** TLD. That is why, if you ever come across a good domain name with the **.com** TLD, don't think twice.

However, there are situations when you may prefer using other TLD's. For instance, if you are a designer looking to host a portfolio website, then **.me** is a great TLD to use. This TLD is used for personal websites or portfolio websites. It will all boil down to the nature and category of your website and its purpose.

Use an adjective before the subject in the domain name

Adjectives can nicely accentuate a domain name's beauty and significance. They are capable of generating meaningful domain names. If you can combine a noun with an adjective before it, then they together can constitute a profound domain name that has an idea and clear purpose behind it.

Here are some good examples of usage of adjectives in domain names:

1. www.smartdad.com
2. www.creativeweb.com

3. www.healthylife.com

As you can see, the usage of an adjective before the noun or the subject develops a meaningful domain name. It instantly produces an idea and purpose to the visitor about the website that he or she is visiting. Therefore, whenever possible, try to implement some good adjectives that can instantly give an idea to the visitor about your website.

Avoid the use of hyphens

Domain names work best when they have a form of continuity. If you use a hyphen to differentiate two words in a domain name, it instantly becomes the reason for trouble. There are primarily two reasons for it:

1. Users do not prefer to type in the hyphen symbol because this falls in an odd area on the keyboard that is not frequently used.
2. It makes the domain name larger by one letter, which may look like no issue at all but in reality, it is a serious concern.

Always avoid using hyphens, even if you get a great domain name by using the hyphen. It is much more sensible to use a longer domain name than using a shorter one with a hyphen. People do not appreciate the usage of a hyphen in a domain name for various reasons. Therefore, it is best to use a continuous domain name without using any symbol within it.

I hope that you found the article to be useful. Do you have any other ideas on choosing a proper domain name for a website? Please feel free to share your opinions using the comment section below.