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Having a domain name is of great significance today, especially for a business. It not only has the ability to drive traffic to your website, but is also capable of becoming a brand that others can think of when they are looking for certain products or services. An effective domain name has all the credentials of becoming a recognized brand, if promoted well enough. If you are thinking about the various techniques that can help you to get a great domain name, this is a must read for you.

People often go ahead and register Domains, without actually giving it a serious thought. If the name is meant for a business purpose, it should be chosen only after an in-depth analysis. Domains that are short and crisp are generally considered easier to remember. This is because internet surfers usually tend to have a short memory and it is rather very difficult for them to recall lengthy and complex names. If the domain name chosen by you is complex and not easy to remember, there is a high probability that you will lose visitors. The name selected by you should not have words that are difficult to spell. By having words that are difficult to spell there is high chance that a user will type a wrong name and ultimately land on some other website.

As the internet industry keeps on expanding, finding an effective name for a website is getting tougher day by day. But how does one get a great name when all the suitable ones are already registered? Domain registration companies have nowadays started providing their clients with tools to Check Domain Name availability. These tools have made the task of Domain Name Search very easy and convenient for users seeking to Register a Domain.

Once you have shortlisted the name the next step is to choose a domain extension. It is the suffix at the end of a web address, such as .com, .net, .org among others. Though it is usually recommended that a user must go for a .com domain extension, as it is the most renowned and globally accepted extension, a user can also go ahead and choose a country specific extension. If you as a user are targeting specific markets like India, going for an .in or a .co.in domain extension will not be a bad option. By registering these domain extensions, you can target the local markets that will eventually help you in boosting revenues.

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