Importance of Domain Name for your Internet Marketing Strategy by Stella Richard

Article published on December 5th 2011 | Marketing

A domain name is as good as an identity for any organization or brand on the web. Today, the internet has millions of domain names that are registered by companies and individuals who desire to leverage the reach on the World Wide Web. To be able to do this successfully, it is important for websites to set themselves live on domain addresses which are easy to locate and memorize in some cases by audiences.

For example, leading brands such as Apple and Amazon have been able to leverage their internet marketing and e-commerce needs by acquiring simple and easy to remember domain names such as www.apple.com and www.amazon.com respectively.

To be able to fully understand the significance of a domain name in your internet marketing strategy, letâ€™s start from the basics.

What is a Domain Name?

In simple words, it is an exclusive name assigned to the website which enables viewers to locate and view the portal. This domain name acts as an online identity of the business and as well as a point of contact on the web. One can do wonders with it in terms of design and content once the perfect domain name is obtained by the business.

How Do I Select an Effective Domain Name?

To be able to successfully show a sufficient web presence on the web through your, Internet Marketing Vancouver strategist believe that you need to be extremely picky about the domain name you choose for yourself.

Picking the right domain name also adds to your credibility and boosts your search engine optimization initiatives in ways you cannot imagine. Picking a smart and effective name for your website which is keyword friendly also helps enhancing your rankings on popular search engines.

Factors to keep in mind while selecting a name for your website:

1. Select a name that is keyword friendly and typically includes a popular term or product by which your business is known for.

2. Additionally you can also add a popular industry specific keyword to go with it. For example, if your company is called â€˜E-talkâ€™ and caters to telecommunication, it is likely that that domain name www.etalk.com is already taken. Try registering a domain name under www.etalkmobiles.com or something more relevant to your industry of business type.

3. Do not make the mistake of picking a name on which your company is registered. Use the â€˜brand nameâ€™ that you wish to promote since it is more likely that you audience will recognize and remember you based on that.

In addition to this, while you are picking an internet marketing friendly domain name, make sure it isnâ€™t too long or does not have too many hyphens etc., which make it difficult for users to type and access through their address bar. There are multiple options in website domain extensions that make it easier for your to find a domain name of your choice.

Article Source:
http://www.articleside.com/marketing-articles/importance-of-domain-name-for-your-internet-marketing-strategy.htm - Article Side

Stella Richard - About Author:
Ismoip Vancouver internet marketing strategy helps you realize your strengths and weaknesses and a Vancouver Internet Marketing enables you to come up with a great marketing plan.

Article Keywords:
Vancouver Internet Marketing, Internet Marketing Vancouver, Internet Marketing Agency

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!