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A domain name is the corner stone of your website success and stands equivalent to location in real estate business. But only a few people give due importance to domain name. We discuss different characteristics to choose the right domain name for you.

Short in structure:

History of internet reveals that all three and four letter domain names have been captured by businesses and the five-letter ones are depleting fast. It is not that you have to name your domain in least number of letters. Ideally, a good domain should be less than ten and if not possible then not more than twenty, positively.

If we characterize them, one-word domains are excellent, two-words are good and three-words an average and above that these are bad.

Easy to recollect

Maximum internet users do not bookmark their important t or favorite websites. They just memorize them and tend to type the same when they want to visit them. Easy domain names are easy to recollect and get typed as compared to difficult ones resulting in loss of visitors for your domain in case it is a long name.

Easily spelled

Misspelling your domain name and landing on some other site is certainly not what you want. Avoid using complex words or foreign words and do not use initials for sure as these are all hard to remember and prone to misspelling.

Domains with .com extension

Most Companies prefer a domain with .org extension at the time of web development. Others like to register for local domain like .in, .uk, .de and so on. But the most popular extension around the world is .com and is popular amongst internet users.

Descriptive

Descriptive domains describe your business or services or products to your customers. Visitors get the idea of your website even before they enter the website.

If you consider two domain names for same product then the one describing the product or services being searched for is clicked first.

Brand-able

Brand-identity is created when your domain name associates your business with your business. Domain names for gaming sites are created to associate games with them.

No hyphens or numbers

Hyphen and number demote memorizing of domain names and create a hurdle in domain promotion. Domains with hyphen or number are cheaper as compared with those without them. Many people forget hyphen in the name and get confused between the numeric numbers with their word form.

These factors should not discourage you. There are plenty of available domains to suit your business. Choose right option based upon above mentioned characteristics.

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