

TIPS ON THE NEWEST CRAZE: "DOMAIN MARKETING"

Could your Domain Name Be Bad for Business?

You have decided to start your own business online and you want to start advertising and getting potential customers to your site. Imagine being able to run your business 24 hours a day 7 days a week and never leave your house to do so.

Running a business online can be very profitable if you have the correct domain name for your business.

You don't want to mislead your customers by advertising something that you don't sell to get them into your store. This can lead to trouble and you don't need that.

When you choose your domain name you may want to consider your most popular item that you will be offering and see if you can add that into your domain name.

For example, if you have the name "Pens R Us" chances are your customers will know that you are selling pens, paper, and office supplies. When they need to order they can click on your site to choose from the many varieties that you carry. They may even be able to get their company logo on the pens when they order.

This is a great way to add your business product into your domain name.

If you are selling pens and office supplies and you choose a domain name such as "Paper Products", this covers a lot of general ground and may not attract the potential customers that you would have attracted if you had used "Pens R Us".

You need to try to be specific on your domain name in order to get it right. Your name sometimes says it all and it is all that someone will see. Choose a name that is important to your business and you will be a success.

To Your Success,
Dev Hobbins

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