

## Using Keywords in your Domain Name

When you are choosing your domain name you will want to use keywords in your name that will help someone find your website easily by searching. When you include keywords in your domain name you are letting the name speak for your business.

Someone will know right away what you are offering just by the name. They can click on your website for details on the products that is offered on your site. Making your domain name keyword friendly can increase your chances of getting more business and increasing sales.

When a customer does not purchase something the first time they will probably return and possibly purchase the next time. In the future they know where they can find your site and what all it offers.

Keywords are very important when it comes to domain names and it will set you apart from other sites online that offer similar products that no one knows about because of the name. Before you get started using your name you need to make sure it is unique and not already out there.

You will need to do a search to see if someone else has already registered the domain name for their business. If the name you have chosen is not in use then you need to register it before someone else. If the domain name is already taken, you will need to choose an alternative domain name that will describe your business using keywords. Using keywords will increase your customers and your sales.

To Your Success,

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