

For most of us that have been blogging for a very long time, I think one of the mistakes that most of us made is that we choose the wrong domain name. There is some domain name that one actually choose and paid for but you later discovered that you should have chosen another domain name that actually captures what your website is all about.

In this article, I want to talk about some of the guidelines for choosing a domain name. Follow me as we are going to look at that together in this article.

Now the considerations...

#1 Relevant to your business

There are some domain names that I have come across and I can easily deduce that their owners do not do their assignments very well before they choose those domain names.

When it comes to choosing a domain name, you have to choose a domain name that is relevant to your business. From your domain name, visitors should be

able to guess what the website is all about. This will also aid search engine optimization as well.



#2 Avoid punctuations

Also, you need to also avoid the use of punctuation when you are opening your domain names. Please note that when you add such punctuation marks to your domain name it will be accepted but it will be difficult at times for your visitors to remember that a punctuation mark is included in the website.

This might lead to a situation where you lose a sizeable number of your visitors.

PEOPLE ALSO READ: [Social Media Marketing: The Do's and Don'ts \(+Examples\)](#)

Powered by **Inline Related Posts**

#3 Avoid Trademarked names

There is a need for you to avoid trademarked names when it comes to using a domain name.

There are some people that have formed that have created a domain name that is related to some popular domain name but they get burnt for it. I know of someone that creates a domain name <https://facekobo.com> which is also a social media platform and Facebook has to take him up because of that.

#4 Easy to remember

You will also enjoy a large number of return traffic if you can open a website that is very easy to remember. You should try and use a very easy and simple domain name that is not so difficult for your user to remember. This will ensure that your users can actually come to your website without passing through any search engine.

#5 Selection Popular extension

There are many people that have created blogs and websites and they failed to succeed because they are using unknown extensions. The most common extension is .com.

That is very easy for everyone to remember. If you decide to use some extensions that your users find difficult to remember, you will see that your traffics might be diverted to other people's websites. If you do not want to lose traffic to others, you have to make sure that you are using popular extensions for your domain.

#6 Match keyword

Also, there is a need for you to also open a domain name based on the keywords that you want to rank for. If you want your site to rank for customer relationship management, for example, it is better to go for a domain name that has to do with CRM. You will notice that within a short while, all things being equal, your website or will start ranking for that particular keyword.

PEOPLE ALSO READ: [Content Marketing Tips: How To Writing Winning Contents](#)

Powered by **Inline Related Posts**

Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

Fact Check Policy

CRMNuggets is committed to fact-checking in a fair, transparent, and non-partisan manner. Therefore, if you've found an error in any of our reports, be it

factual, editorial, or an outdated post, please contact us to tell us about it.

Become Part Of our **Fan Base on Facebook. Click Here.**

Follow Us on Twitter. **Click Here.**

Many Crypto. One place. Use **Roqqu**

Hi, I now use RavenBank to send, receive and save money. I also pay my bills with ease, you should try it out too

OUR MISSION

To create well-reached contents that will increase the intellectual prowess of our readers.

OUR VISION

To become a reference point in the blogging space by the year 2030. We want to be among the first 30 blogs in Nigeria.

Official Social Media Pages for crmnuggets.com

To Get Email Updates when we post new content, **Click Here.**

Join Our Telegram Channel: CRMNUGGETS

Twitter: @crmngr

Facebook Group: @AdeniyiSalau

Facebook Page: CRMNuggets

Instagram: @crmnigeriablog

Pinterest: CRMNUGGETS

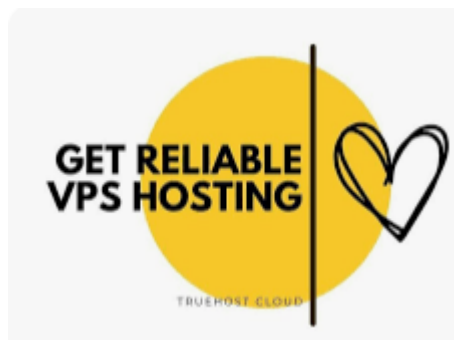
Threads@crm nuggets

Tiktok: CRMNUGGETS

[Fact Check Policy](#)

[Contact Us](#)

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

[Electronic Payment Concepts: The Five Modes](#)

[Blogging Success Tips From Steven van Vessum](#)

[Amazing Blogging Success Tip From Elise Dopson](#)

[Blogging Success Tips From Brent Custoras](#)

PEOPLE ALSO READ: [How To Reduce Cart Abandonment On Your Shopify Store](#)

Powered by **Inline Related Posts**