

THE PERFECT

DOMAIN NAME

FOR YOUR NICHE SITE



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People overthink their domain name until exhaustion, and whilst it is very important that you pick it right, there are a few things you can do to save yourself lots of time yet still end up with a great, memorable brand name for your website.

Below you'll find a checklist that will help you pick the perfect domain name for your website, and after it you'll find some notes on each item so you fully understand the reasons behind it.

I'm confident that after reading this, you'll be able to find a fantastic domain name in just a couple of minutes, register it and keep moving forward building your website!

Here's your checklist:

HUMANPROOFDESIGNS CHECKLIST FOR DOMAIN NAMES

- ✓ Is a .com
- ✓ It's short. Preferably 1-3 words long
- ✓ It's easy to pronounce
- ✓ Doesn't contain any shady or forbidden word in it.
- ✓ It contains one of your main keywords in it or at least indicates the "niche"
- ✓ It's brandable
- ✓ No hyphens and preferably no numerals

Let's have a deeper look at each point so you understand exactly how to pick the perfect domain name

1. It's a .com

There are many TLDs (or domain name extensions) but definitely, .com is the most trusted one. If the domain name you're thinking of isn't available as a .com, then it isn't original enough.

It may belong to another company, and you'd be involved in a copyright legal mess sooner than you believe.

Google does like .com extensions and users trust them. So go with a .com

2. It's short. Preferably 1-3 words long

The shorter a domain name is, the easier it will be to remember, and the more SEO friendly it will be.

Google can only display X characters in the search results for your URL, so if it's too long, it will get cut.

One word domain names are great although rarely available.

Two words are great to remember, give a lot of room to play around with word combinations and are still short.

Try not to go over 3 words long as it will get messy and harder to remember.

3. It's easy to pronounce

Pretty self-explanatory. You want people to be able to talk about your website without having a hard time actually saying its name!

Once you come up with a domain name idea, just say it loud a few times, and if you find it

hard to pronounce or you realize it actually sounds kind of weird because the end of one word and the beginning of the next one create a funny word, cross that one down and keep brainstorming

4. Doesn't contain any shady or forbidden word on it.

In the same line as the previous point, but this time we want to make sure that words like azon, amz, adult-related keywords and such aren't on the domain name.

As an example, you may want to create a site about bikes, so you think "bikesexpert.com" sounds cool, but when you look at it, the word "sex" is right in the middle.

Another example could be "sofazone.com" a website about sofas right? Well, it just happens to have the word "azon" on it and Amazon will ban it.

So make sure to keep an eye for such combinations in case they happen.

5. It contains one of your main keywords on it or at least indicates the "niche"

While stuffing your domain name with as many keywords as you can is a 2008 thing you shouldn't be doing in 2017, you want to try and include one of your main keywords, at least partially or in a broader way into the domain name.

This will help your readers to quickly spot the main topic of the website.

6. It's brandable.

You want to make sure that your domain name doesn't limit the potential growth of your site. As an example, let's say that initially, you may want to have a site that talks exclusively about straight razors, but in the future you want to expand and cover every topic around shaving.

In this scenario, it'd be better if you pick a domain name such as "luxuryshaves.com" instead of "luxuryrazors.com"

7. No hyphens and preferably no numerals

If you need to include hyphens it's because you probably found that the .com you were thinking about was already taken so hyphens could solve it. In this case, just remember to read #1 again!

About numerals, this one is tricky.

It's better if you avoid them, as they are usually harder to spell, but sometimes they can go well with the theme of the website. In my opinion, less is more and unless you see that it makes a whole lot of sense to have a numeral inside your domain name, go for one without.

Here you've got a list with a some good domain names and a few not so good, so you can use them as an example:

Good Names:

TheSweetHome.com

LuxuryShaves.com

MrMassGainer.com

HelmetAdvisors.com

CoffeeMakerPicks.com

Bad Names:

Best-razor-for-men.com

Why it's bad: hypens!

Bestwaterbottlesforoutdoors.org

Why it's bad: Too long! And keyword stuffing

Bestbikesexpert.com

Why it's bad: right? It's short, includes the market "bikes"... but careful! There's "sex" in the middle of the name.

thetrekkingtechtricks.com:

Why it's bad: try to say it loud and fast two times. Exactly.

So now that you know how exactly your domain name should look like, do some brainstorming until you have a winner!

Don't overthink it too much though, an ok name is better than no name and the most important thing is to keep moving forward so don't get stuck on this for too long.

Additionally, I want to hook you up with something special:

In my [Amazon Video Course](#) I will not only teach you how to come up with a good domain name, but **I'll teach you EVERYTHING you need to know to build your first amazon affiliate site.**

That's right, from niche research and keyword research (by far the most important thing), to domain name research, product research, how to set up your web in wordpress, what plugins to use, which host to use, how to write content and do SEO... all of it!

Now, the regular price for this video series is \$47, but for a limited time (no BS here, it will go back to \$47 as soon as I come back to my senses) **I'll give you access to the video course for just \$7.**

[Make sure to check it out HERE.](#)