How important is the domain name for your business?

The role of your website, your contact with customers and your advertising plans all affect how much your business name and domain name matter. Start with your intended uses and ambitions to decide which qualities to prioritise and which compromises you can accept.

Start with your uses and ambitions

The importance of the domain name depends on more than your sector. Consider what customers will need to do with it.

FOUR QUESTIONS TO SET YOUR PRIORITIES

01 **What role will the website and email play?**

Presenting services, taking bookings, selling online or sending quotes: identify the intended uses.

02 **How will customers find you?**

Recommendations, search, links or phone calls: identify when people need to understand, remember and write the domain name.

03 **Which campaigns are you planning?**

On the radio, people hear without seeing. Play a short message, then observe what someone remembers without helping them.

04 **Which developments are already planned?**

Consider the languages, new services and markets you envisage. Avoid a limitation already visible in your plans.

POINT TO WATCH

Short or expensive does not mean better suited. A domain name guarantees neither sales nor a better position in Google.

YOUR FIRST ACTION

Add your priorities to your naming brief

Record the main use, how customers will discover the domain name and your planned campaigns. Then choose the most important qualities and the compromises you can accept.