

Choosing your business domain name is easy

Your 7 Step Guide...



1. Think of some variations of your company name.

For example, if your business is *Jeff Sparks Plumbing Services* then some domain name ideas might include:

- jeffsplumbing.com.au
- sparksplumbing.com.au
- jeffsparks.com.au
- plumbingservices.com.au

2. Are there acronyms that would be suitable?

Jeff Sparks Plumbing Services could be abbreviated to create a short domain:

- **jsplumbing.com.au**
- **jsplumb.com.au**
- **jsps.com.au**
- **jspservices.com.au**

3. Avoid using hyphens, they may confuse people.

Jeff might be able to register

- jeffs-plumbing.com.au**
- js-plumbing.com.au**

**but it can be confusing for people to spell
and not everyone calls them hyphens,
they might say; minus, dash, stroke, slash.**

4. Select easy to spell words in common use language.

If people might have trouble spelling *jeffs* or if they are inclined to write it as *geoffs* then maybe use an abbreviation instead or leave it out completely as in plumbingservices.com.au.

5. Try not to join words that end and begin on a letter.

Whilst it might be tempting to use a web address like `jeffsservices.com.au` people might not be sure whether there is one s or two in the middle of the name.

6. Shorter is usually better.

Although the business name might be written in full in the website text it will quickly become annoying for the owner to type *jeffsparksplumbingservices.com.au* for the website or an email address like *jeff@jeffsparksplumbingservices.com.au*

7. Check the domain is available to register.

Just because there is no website visible when you type in a domain name does not mean it is available to register.

**Check for .au registrations at:
www.ausregistry.com.au**