

YOUR DOMAIN NAME



A Smarter Guide to
Choosing and Registering
Domain Names

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SMARTER
WEBSITES

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Thank you for requesting this report. We trust it will answer all your questions on getting the right domain for your business or venture.

We see a lot of people get it wrong, and although everything is fixable, it'd be nice to get it right the first time round.

So, let's get you sorted online with the right domain name now.

For those that don't know, a domain name is the website address for your business – e.g. www.mybusiness.com.au

A domain name is a series of characters with a main purpose of making it easier for people to find their way around the Internet. For example, you might have a better chance of remembering or recognising <http://www.smarterwebsites.com.au> as our web address rather than <http://27.50.90.106>

Choosing the right domain name is important for a variety of reasons.

The following guide will help keep you on the right path to ensure you select the best possible website address for your specific needs and requirements -

- Keep it as short as possible, if possible – the longer it is, the harder it will be for potential customers to remember
- Try not to abbreviate – abbreviations don't mean much to people not in the know
- Don't use industry lingo, unless there's good justification for it
- Choose the .com.au if you have an Australian target market – because search engines give preference to .com.au domain names in Australia
- PLUS a .com.au clearly gives the impression that it's an Australian based business, and this boosts buyer confidence



Keyword Use

Previously, if you incorporated relevant keywords into the domain (such as www.tonyscarparts.com.au) you would get a better search ranking and likely appear on page 1 in Google. But that's no longer the case anymore, so don't bother doing it unless the keyword is an important part of the business name or service offering.

I often see clients who have purchased hundreds of domain names with the intention of displaying their new website under all of these addresses. But the problem with this is it can cause issues with a website's search engine visibility. This is because the websites will be seen as being duplicates of one another, and may be issued with a ranking penalty.

However, registering a few good domain names to keep them from your competitors is acceptable. But if you do this, ask your website hosting company to point them all back to your main domain name. Just ask them to be 'parked' and you'll be safe from any negative impact in regards to SEO.

If you do need help we're only an email or phone call away. We handle domain registrations, domain recommendations, and can potentially save you some money by pointing you towards inexpensive domain registrars or resellers, including us.



When we saw some of the exorbitant rates registrars were charging, it frustrated us.

So we decided to become resellers of both Crazy Domains and TPP Domains to help our clients. Yes, we make money out of this... but it's measured in cents not dollars so not a big money spinner.

It was simply to make access easy for us to reset the domain nameservers when we built a website. Yes, selfish I know.

<http://crazydomains.smarterwebsites.com.au/>

The Structure Of Domains

Domain names also have a structure that helps tell you and your computer what's going on. For instance, domain names that end in .au are Australian, and if you see .edu then the domain belongs to an educational institution like a school or university and 'edu.au' is Australian based and targeted.

But that's only part of the story.

For the 'techy' folk and 'analytical' types [the full story is here](#). (Do read on first though)

(Clicking this link will skip you through to the end 'techy' section)

Registering Your Business Name As A Domain

If you haven't done so yet, be sure to [register the domain name](#) equivalent of your business name as soon as possible - even if you intend to choose a different domain name to acquire for your actual web site.

The reason for this is that some people, known as 'cybersquatters', make a career from searching for and registering other organisation and businesses names; then trying to sell the domains to the businesses (or another buyer) at an exorbitant price!

A competitor or disgruntled customer may also choose to set up a website under your business name that may reflect poorly on your business or organisation.

This can become particularly problematic if a potential client runs a domain name search without using the extension and the cybersquatter website comes up first. So it's important to protect your identity online.

While cybersquatting and this form of anti-competitive behaviour are illegal, you'll find it can be a lengthy and sometimes expensive process to regain control over the name through legal channels. And depending on the circumstances, you may not always be successful.

Australian businesses primarily doing business in Australia should always (at the very least) [register the .com.au and .com](#) version of their names. And they should also consider registering domain names associated with their products and events for the same reasons as mentioned above.

Associations, non-profit organisations and other groups may find another domain extension best to acquire. For example: .org.au. or even a .edu.au if you're in education.

We'll discuss more about Internet domain name extensions later in this report.

Don't Have A Business Name Yet?

If you're just starting out and haven't settled on a business name yet, it's a great opportunity to ensure you can register a domain name you like that can also be used as a business name.

With the Internet playing such an important role in business these days, you shouldn't underestimate the importance of putting in the time to search for and acquire a good domain name.

It really can make a big difference to your sales.

Generic Word Domains And Their Benefits

Searching for and finding a good domain name that's not already registered can be quite a challenge; particularly if generic words are involved. But the search can be worth the effort.

It's worthwhile to consider registering a name containing generic words related to your products and services, because it is easier for people to remember. But it may also have the best resale value if you decide to sell your business and/or web site in the future.

It used to be that using keywords within the domain name would help you rank better in the search engines, but that is no longer the case anymore.

Don't Rule Out Made-Up Names

While generic names and names containing proper English language words are certainly good, bear in mind a domain is what you make of it. And acquiring a completely made up name can be beneficial as it helps you stand out from the pack and develop a brand.

A good example is Google - it wasn't a dictionary word prior to 2006. But it became so prevalent in communications due to Google's domination in search, that it was included in the Oxford dictionary.

Make A List Of Name Possibilities

Don't have your heart set on any particular web site address, as it's best to make a list of search possibilities first. It's a good idea to use a [domain registration WHOIS](#) application for your search, as you will see what names are taken, and it will help you to come up with ideas at the same time. The registrar also combines a [domain search and register](#) function which makes life easier.

Please note that just typing an address into your browser is not an accurate way to find out if a domain name is already registered, as the vast majority of names currently registered are actually not in use.



Search For Trademark And Other Conflicts

Here's a very important tip. It's best to check whether the name you are registering may infringe on someone else's business name. Usually you'll find a search on Google will reveal this or try searching the [ABN registry](#). You may also want to [search for trademarks](#) that may conflict as well.

However, bear in mind generic terms cannot be trademarked to the point of the exclusion of others using the word combinations - so these sorts of domain names are usually safe to register.

Since generic one word domain names are virtually impossible to locate now, try a two or three word combination domain name search that is strongly related to your products and services.

A Domain Name Should Be Short And Simple

The best domain name is one that:

- People find easy to remember
- Is easy to relay to someone over the telephone
- Is easily entered into a search
- Is as brief as possible

Having said that, we have domains like [smartmortgagemarketing.com.au](#), (22 characters) that is targeting providing websites for mortgage brokers. The domain (although long) says exactly what it is. It's also easy to say, and understand and remember.

What To Avoid In A Domain Name

Hyphens in Domain Names

In our opinion it's best to avoid the use of a dash – if possible.

There are a couple of reasons why:

One is you always have to say the word dash or hyphen when you spell your domain to people, which becomes increasingly annoying over time.

The second reason is its value. Not that you're registering it to sell specifically as such, but like all businesses, you should begin with the end in mind. Maybe your little online portal or website will be worth an absolute fortune down the track, and non-hyphen domains are much more sought after.

Makes sense right?

Covering Your Bases

You may also choose to register multiple domains; e.g., an abbreviation of your trading name. Or you could add a prefix or a suffix, or include a hyphen (-).

As mentioned, also consider registering additional domain names that reflect your brands, products, services, venue, events, activities, professions, and/or trademarks.

If you have a brand name that is commonly misspelt, you can also register the misspelling as a website address and redirect it to your main website. I'm not a big fan of this but just something to consider.

More Advice On Domain Name Extensions

Aside from the Australia specific .au extensions, there are all sorts of extensions available now.

The best known and most recognised are .com, .net, .org, .info and .biz. Here's some additional information and tips relating to each, plus relevant guidelines.

[.com, .net, .org, .info, and .biz](#)

.com, .net, .org, .info and .biz domain names can be registered by any organisation or individual anywhere in the world, with .com having the best recognition... and therefore being the best choice.

Should your preferred domain name be available in the .com domain name space, it would be wise to secure it as soon as practicable while it is still available.

[Search for and register](#) your .com, .net, .org, .info or .biz Internet domain choice now.

[.com.au and/or .net.au](#)

To be eligible for a com.au or net.au domain name, registrants must be:

- an Australian registered company; or
- trading under a registered business name in any Australian State or Territory; or
- an Australian partnership or sole trader; or
- a foreign company licensed to trade in Australia; or
- an owner of an Australian Registered Trade Mark; or
- an applicant for an Australian Registered Trade Mark 1 ; or
- an association incorporated in any Australian State or Territory; or
- an Australian commercial statutory body.

[Search and register](#) a .com.au or .net.au Internet domain name today.

[.org.au and/or .asn.au](#)

Domain registration is available to 'non-commercial organisations' only.

To be eligible for an org.au or .asn.au name, the registrant must be;

- an Australian incorporated association
- an Australian political party
- an Australian Trade Union or organisation under Workplace Relations Act 1966
- an Australian sporting or special interest club.

[Search/Register](#) for your .org.au or .asn.au selection now.

.id.au

To be eligible for an id.au domain name, registrants are required to be:

- an Australian citizen; or
- an Australian resident.

Note that .id.au names cannot be used for commercial purposes.

[Search & register](#) your .id.au Internet domain name choice now.

edu.au

This domain name protocol is strictly controlled and regulated. The only place you can register a .edu.au domain name is here - <http://www.domainname.edu.au/> - and you have to qualify.

Are you eligible for an .edu.au? <http://www.domainname.edu.au/self-assessment.htm>

And that's about all there is to choosing good domains that will not only help secure your business reputation online, but also help you be found via search engines. In turn this all helps to increase your leads and sales!

So, enjoy the domain name choosing journey – and make a start right now by accessing this [domain name search and registration](#) tool. If you would like further advice on how to register a domain name, contact our friendly registrar reseller team.



Some Final Helpful Tips When Registering A Domain

- The only characters allowed are letters, digits and a hyphen (-)
- Spaces are not allowed
- The name should be between 3 and 63 characters long
- www. is not actually part of the domain name
- You can buy as many domain names as you wish
- Domain names are NOT cAsE sEnSiTiVe - so abc.com is the same as ABC.com

Also, with .com.au domains you need to have an ABN (Australian Business Number) or be a registered business entity.

Domain Registration Vs. Hosting

Many people are under the false impression that registering a domain name also includes [web site hosting](#). It is important to understand that [domain registration](#) and [web hosting](#) are two completely separate services.

However, they are often offered by the same service provider - for example, we are both a domain registrar reseller AND a web host.

You will also need to get web hosting for your future website as well as business email addresses. You can do that here – [Web and Email Hosting](#) – or simply pick up the phone 08 9439 2820 to discuss your needs with us.

Available Domain Name Search & Register

How to register a domain name –

1. Go Here - [Domain name search and registration](#) tool.
2. Then enter your choice and click 'Search'.
3. If after the check the domain names search results show your choice is available, you will then have the option to proceed to purchase registration; which is a very quick and easy process - start your search now.

[Domain name search and registration](#) tool.

Prefixes, Suffixes Or Fillers

Quite often you may find your 'perfect domain name' is already taken. So how do you work around that?

The answer is by using prefixes, suffixes or word fillers to create your own unique version of your domain.

Look at the lists we've created below, and you'll see it's not that difficult to tweak a taken domain to come up with a new version.

Domain Name Word Fillers

If the domain name you're after is not available, a good alternative, (especially if you're after that domain name based on geo keywords) is to add either 'in' or 'for' to the term.

EG: windowcleaninginperth.com.au

EG: windowcleaningforperth.com.au

Prefixes, Suffixes or Fillers: 2 Letter

ez

go

in

me

my

on

re

up

we

Prefixes, Suffixes or Fillers: 3 Letter

101

123

1st

all

bay

bit

biz

box

eco

egg

for

fun

geo

get

hex

hit

hot

hub

lab

net

now

out

oxy

pro

the

top

uni

vip

web

yes

you

Prefixes, Suffixes or Fillers: 4 Letter

aero	easy	park
auto	ever	peta
base	fast	pico
beat	flow	plus
best	free	poly
bite	giga	road
book	head	rush
buzz	heat	side
byte	help	site
cafe	home	solo
camp	info	spot
cast	keys	talk
cave	kilo	tech
city	life	tera
club	link	tips
cool	load	togo
cove	mega	vine
data	meta	wire
deca	nano	your
dome	news	zone

Prefixes, Suffixes or Fillers: 5 Letter

alley	pulse
board	quick
coast	radio
cosmo	retro
cyber	share
daily	sharp
depot	shelf
fever	sight
first	signs
focus	sleek
fresh	smart
front	steps
great	story
guide	super
house	think
light	today
mania	tools
media	trend
metro	ultra
micro	urban
milli	ville
nexus	voice
ology	watch
place	world
point	

Prefixes, Suffixes or Fillers: 6 Letter

access
county
direct
factor
future
garden
heaven
method
nation
online
portal
profit
review
secret
simple
simply
source
street
system
techno
valley
vision

Prefixes, Suffixes or Fillers: 7 Letter

action
answers
blueprint
central
classic
connect
empire
factory
insider
insight
mastery
network
pitstop
profits
results
secrets
signals
strategy
success
tactics
template
toolbox
trading
venture

Prefixes, Suffixes or Fillers: 8 Letter

catapult

ventures

business

Geographical Terms

north

south

east

west

Prefixes, Suffixes or Fillers: 9 or 10 Letters and up

enterprise

enterprises

essentials

etiquette

implementation

interactive

international

marketing

resources

solutions

technique

Geographical State Terms

wa

nsw

qld

vic

nt

act

tas

nz

Tech Talk

For the 'techy' types and 'analytics' the full story is here –

You can see domain names used in lots of different ways, like the address of a webpage or your mum's email address. Depending on what you're doing on the internet, a domain name might appear in lots of different forms.

When it comes to websites, a domain name makes up part of a **URL** (Uniform Resource Locator). A URL is the full address of a webpage - it's what you plug into a browser like Internet Explorer or Safari.

Looking at Smarter Website's URL, <http://www.smarterwebsites.com.au>, it contains a hypertext transfer protocol (`http`) to start. The `http` part tells your internet browser that you're looking for a domain name instead of an IP address. While the following www.smarterwebsites.com.au is a domain name which points to a server where a website is hosted and where all the text, files and images (resources) for a page can be accessed.

Emails also rely on a domain name to work.

Let's look at the email address, YourEmailName@websiteaddress.com.au.

Everything to the left of the @ describes who you are – YourEmailName

Everything to the right of the @ describes where your email lives on the Internet (your domain).

The Domain Name System

The domain name system is the means by which the thousands of separate and diverse networks are "mapped". Every time you connect to a computer over the Internet or send email to a colleague, you use the DNS. It is essentially a collection of large databases that are used by computers on the Internet to locate other Internet computers.

Every computer connected to the Internet is given an IP address. For the technically minded, an IP address is a 32-bit numerical address, represented by four eight-bit numbers which are expressed as decimal numbers in the range of 0-255 (inclusive) separated by periods ".". Each eight-bit component of the 32-bit address is referred to as an "octet".

An IP address might look something like this: 27.50.90.106

When your computer establishes a connection to one your ISP (internet service provider) access points, it is assigned an IP address, so that other computers connected to the Internet can transmit information to it as required.

Because humans have difficulty remembering numbers represented in such a fashion, computers are also given human-friendly names (known as domain names) such as: [smarterwebsites.com.au](http://www.smarterwebsites.com.au), which is significantly easier to remember.

Computers prefer to communicate with each other using numerical IP addresses. So in order for humans to use the addresses they can remember, the two names are cross-referenced.

The domain name system takes care of this cross-referencing. When you specify an Internet address using the human-friendly domain name, your computer will first access a database known as a Domain Name Server (DNS), which contains both the human-friendly and the numerical addresses of all computers connected to the Internet.

If it finds the domain name you specify, it will look up the corresponding numerical address, and use that to carry out the requested function. As a result, you need never to bother memorising numerical IP addresses.

The domain name system also imposes a uniform naming system onto an otherwise chaotic network of networks. For each of the separate networks that make up the Internet to act cohesively, they must recognise each other's existence, and be able to transmit information without any confusion as to exactly where it is going.



Resources, Materials And Information Acknowledgements

<http://www.auda.org.au/>

<https://www.domainregistration.com.au>

<http://www.iinet.net.au>

<http://crazydomains.smarterwebsites.com.au/>

Where Do You Go from Here?

We hope this report answered your questions, and left you 'wiser' for the read.

You're welcome to contact us to discuss your specific requirements. We'll be happy to point you in the right direction, and help you out with anything related to domains, hosting and websites etc.

Here what to do next:

- ✔ Visit www.smarterwebsites.com.au and fill out the form on the 'Contact' page.
- ✔ Go DIRECT to register YOUR DOMAIN NAME > <http://crazydomains.smarterwebsites.com.au/>
- ✔ Shoot an email to ask@smarterwebsites.com.au
- ✔ Call now on 08 9439 2820

Finally, you requested this report for a reason... so as Victor Kiam, the ex-CEO of Remington, put it...

"Procrastination is opportunity's natural assassin" so don't hesitate, just take action... NOW, and let us help you tick all the boxes... and stack the odds in your favour.

Best Regards,



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What Others Are Saying:

Hi Peter,

Your recommendations on rationalising our domain portfolio was brilliant.

We can't believe the second rate and contradictory advice we received before meeting with you.

The clarity was so simple but just made so much sense, now we can just get on with rebuilding our site correctly. Thanks so much.

Best Regards,

Sean Long – www.CrystalWaterPerth.com.au

Hi Peter,

After deciding to niche my service offering even further, I needed to create a new second website - one that stood alone, but still carried across my branding from my original website. I needed that leverage.

I was really stuck on what domain name to register, as I had to get it right. After a brief chat with Peter... he nailed it!!

Peter - as usual you are a gem! Thank you so much.

Best Regards,

Tracey Loubser - www.ConfidentCashflowsPLUS.com.au