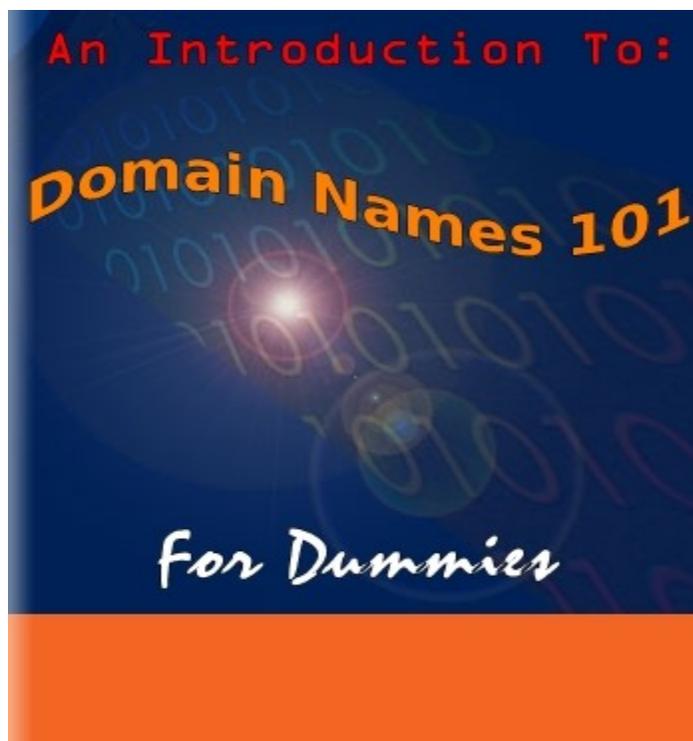


An Introduction To Domain Names 101

By Joseph Nyamache.

CEO of Nikenya.com



This ebook is free. You can give it to your friends, colleagues or customers. But you must not sale or alter any content herein.

I have carefully checked this report for accuracy. But I am human. If there is something that I missed or any mistakes, [please let me know if you spot one.](#)

Table on Contents.

Brief Introduction.....3

What is a Domain Name?.....3

Qualities of a Good Domain Name.....4

The Truth About a Good Domain Name.....6

Domain Name Tutorial.....7

Expired Domain Names.....7

Check Available Domain Names.....8

Domain Name Parking.....8

Domain Name Transfer.....9

Conclusion.....9

Useful Readings.....10

Useful Resources.....10

Brief Introduction.

When I started out, I knew very little about domain names

-- My [first domain name](#) was a mistake.

Then I committed myself into learning more about domain names.

Then came up with [my second domain name](#).

And some more.

Because I don't want you to make the same mistakes I made, I prepared this short report for you. Hopefully it will act as a guiding light to help you out.

What is a Domain Name?

This is how [Wikipedia defines a domain name](#)

But I know you just don't want a definition. You want to know how you can go about finding and then registering a good name for your own website...Right?

This short ebook will attempt to answer some of those questions that you have.

If you are totally new, I suggest you do the following two things:

- First I will ask you, [what is in a name?](#)
- Then you need to read this - - [An introduction to domain name](#).

Qualities of a Good Domain Name.

Here are the basic five most important qualities of a good domain name.

- **It's easy to pronounce and understand.** Your potential visitors should easily be able to spell, understand and remember your domain name. Consider your target market niche because these are the visitors who are going to drive your traffic.

Be careful with the Top level domains you choose. To most people, they indicate the area of interest or activity of your website. For example: .edu is for websites related to education and .gov for government agencies, .com for businesses, .net for news media and so on.

When choosing your domain name, you will typically want to register a dot com because it is the easiest to remember. It is also a good idea to register the other extensions to protect your web site.

- **It should be search engine friendly.** Consider your niche keywords and see if you can register your domain name by using the best key word that defines your niche. Search engines tend to locate and rank websites more easily when the domain name is keyword related.

Hey don't give up if you can't register your domain name using your niche keywords. There are thousands of successful website on the Internet with domain names that are not related to their business niche at all. Think about it: What does Monster.com have to do with looking for a job on line? What does Google or eBay have to do with on line search and on line auctions?

In summary, just keep it simple and short and be creative. Keep your potential customers and search engines in mind.

- **It's unique.** Your domain name should be descriptive and reflective of what your site or your on line business is about. It's highly recommended you use .com if you are starting an business oriented website.

The simple fact is that when people think of sites, they always type in .com. Yes, like it or not! The majority of us still think the Internet as a .com world.

- **Its meaningful and not vague.** Choose a name that can create a positive image from your target traffic and can also identifies with the service or product you are dealing with.

If your name is totally meaningless you will end up spending a considerable amount of time and resources trying to market and gain public exposure.

- **It's easy to live and grow with.** When choosing your Internet domain names, do not limit your usability and applicability of the name to the short term, choose a name that will give you room to expand and still work several years to come. For example a domain name like "best 2008 Birthday Party" can only work for the year 2008 and not beyond, do not be surprised if nobody visits your site after the year 2008 and beyond.

The Truth About A Good Domain Name.

It is the year 2008 and beyond, technology is far way improved, we are not in 1990's. So what am I trying to say!

Let me ask you, when you find a good web page on line, what do you do naturally? If you are like me, you either bookmark the page, digg it, save it to del.icio.us or do something along that line.

I doubt if you try to memorize the name. Who knew Google when it started out? Almost nobody! But now...Here is the truth about domain names:

- Just get a reasonable name – not too fancy, not too long - - A name that you can easily market or create awareness to your targeted niche/Visitor.
- Create a useful product, provide an exceptional service or write quality meaningful content.
- Then work with modern technology...social bookmark services, search engines, web 2.0 and the rest.

Domain Name Tutorial.

Ouch! But most good names were long gone, long time ago.

Here is a good [domain name tutorial](#) to help you get started.

It will help you:

1. Learn on how to do an In-depth Research.
2. How to be creative in finding your name.
3. Why you need to understand the big picture about domain names.
4. Why you should not go overboard and sweat over a given name.
5. It will give you a simple ten step process that you can follow.

Expired Domain Names.

Another overlooked but good way that you can use to find a unique name for your personal or business use if by digging thorough the list of expired domain names.

Every single day, thousands of domain names become available. Some sources claim that over 90,000 domain names become available each day. Now that is a huge number!

Here is a good article on Squidoo to help shed more light on [expired domain names](#)

If you are planning to get into the business of buying domain names and then flipping them over, you might then be interested in learning more about [expired domain names here](#).

Check Available Domain Names.

Another wonderful source you might want to consider is by checking for available domain names that people are selling on ebay or any of the leading site for selling domain names.

Here are two places you can start with.

1. [Check Available Domain Names](#).
2. [Search for used domain names](#)

Domain Name Parking.

Sometimes you might find a good domain name that you have no immediate plans for but would like to register and save for future use.

So what do you do with that name?

You may consider taking a simple tutorial on [how to park your domain name](#)

Domain Name Transfer.

Just in case you registered your domain name, hosted it somewhere else and decide to use a different host for your website, then you will have to transfer your domain name.

Most hosts will happily provide you with support on how to transfer your domain name. The process might be smooth at times it might not be that nice.

When that time comes you might want to get a head start of what to expect by reading more about [domain name transfer here](#).

Conclusion.

I hope this information will help introduce you to domain names and give you a rough idea on how to find the right domain name that will make it easier and more convenient for:

- Your website visitors,
- For you to market
- And for the search engines.

Hint: If you are having too much trouble coming up with your name, then:

1. choose one or two of your keyword (no more than two).
2. Then [open Google synonym search tool](#).

3. Now choose either one of your keywords, preferable one at a time.
4. Type it into the search box and click on synonym search.
5. Try carrying out different searches and choose a word you like from the different lists that come up. You can even click on the words to do further investigations and have an idea of what sites are using that word.
6. Finally use a combination of your main keyword alongside synonym words that make sense and use them to come up with your own unique domain.
7. If this is a hard task to do, then check for Nameboy below.

Useful Readings.

For those interested to learn more about domain name:

- [Domain Names for Dummies](#)
- [How to Choose & Protect a Great Name for Your Website.](#)

Useful Resources

1. [Nameboy](#)
2. [Sedo](#)
3. [Register.](#)
4. [Parking](#)