

AZTEC

DESIGN

STUDIO

**WEB SITE
DESIGN**

WEBSITE BOOTCAMP

Module 1: What's in a Name?



Learning Objective: To choose the most powerful domain name for your business and secure it.

Congratulations on making the decision to set up your own powerful, lead-generating, client-retaining, relationship building website.

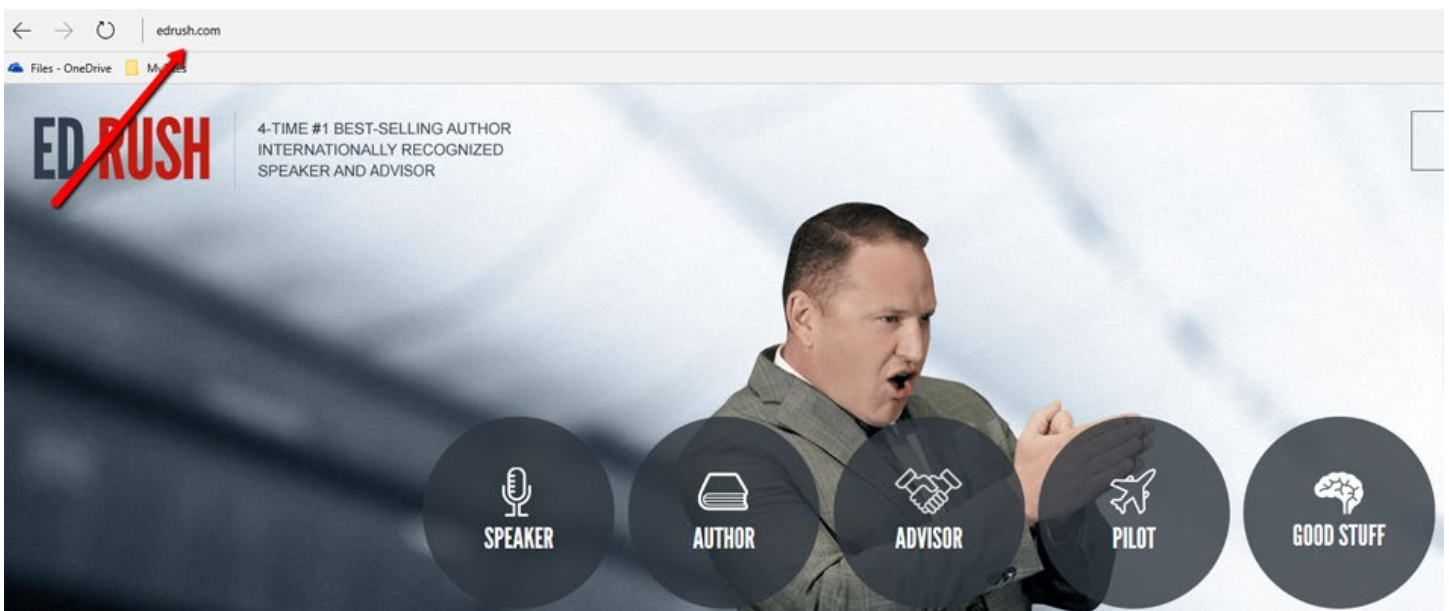
The tech and design parts? Relax — we’ve got you covered and what’s more, when we’re finished, you will not only have a working website, because you’ve hired a professional web designer—you’ll attract the right visitors.

Step One: Securing Your Domain

You know what a domain name is: The address in your URL bar that tells you where a website lives. Or, as one student explained it, “anything with ‘http’ in front of it and ‘.com’ after it”.

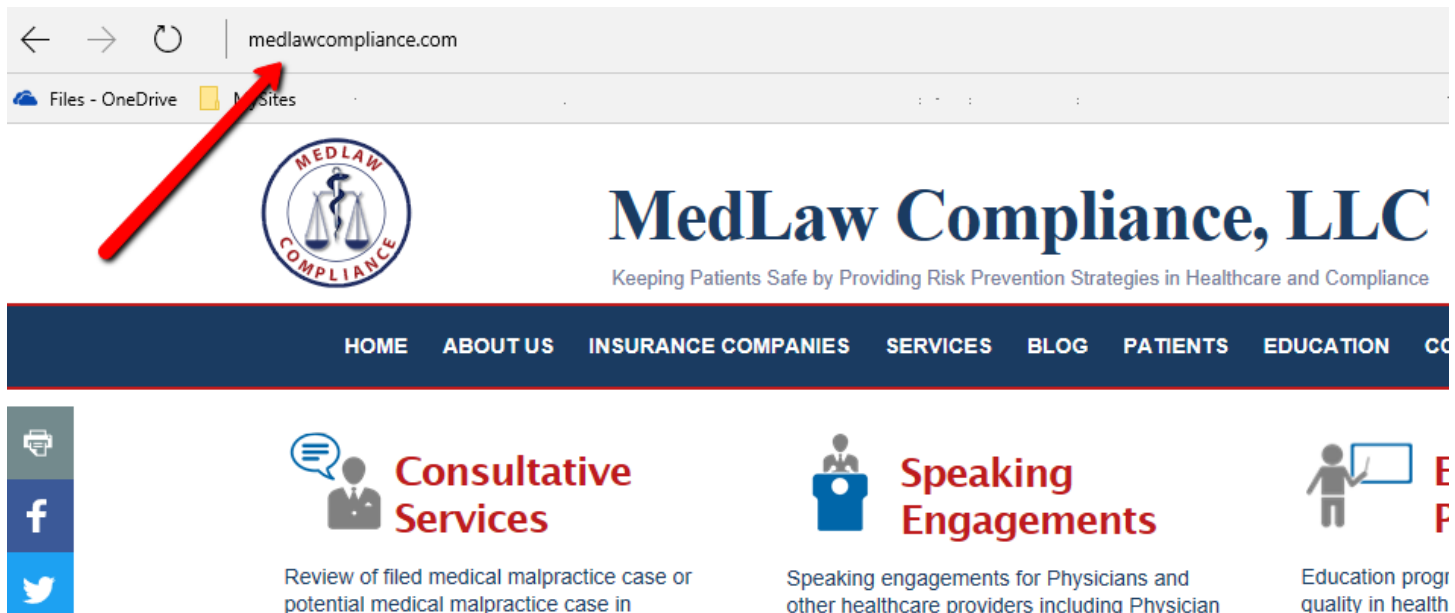
Does it have to be a .com address? That is certainly the most desirable extension to own, since it is treated by Google as the most important—but there are times you may have to select a different extension, and we’ll address those instances in a moment.

Your domain name can be a tremendous traffic tool for your website, helping boost you to instant/top visibility. And, to answer a question often asked, it’s best if you choose either a domain that is **your exact name**, as my friend [Ed Rush](http://edrush.com) does here...





...or the name of your **signature method, process, product or program**. (Example: Dr. Richard Moses’ highly-memorable [MedLawCompliance.com](https://medlawcompliance.com).)



And even if you are planning to use the name of your signature system as your domain name, **secure your own name anyway in a .com domain**. This ensures no one else with that exact name secures it later on.

If you don’t secure your own name as a .com domain, another person with the same name as you may purchase that name—which may inadvertently divert all searches meant for you to that other person’s Google search listings instead.

What if your-name-dot-com is already taken?

There are really only two or three choices. Forget securing your name with a .org extension (which used to be a popular alternative)—that will no longer keep you in the same league as a .com extension. It’s better if you use a really **simple but easily memorable extension** instead, like ‘.online’ (e.g. “marywalker.online”) or your **country extension** (e.g. “marywalker.us, marywalker.ca, marywalker.au, and so forth). I must have one of the most common names on the planet... Jim Lewis! So since JimLewis.com was already taken, I secured jimlewis.tv.

And it is better to use a relevant extension (like .coach or .online) than playing with your actual name (i.e.: sticking hyphens between your first and last name; throwing in your middle initials or abbreviating your first name—especially when you don’t normally do so—and so forth.)

And, contrary to what you might be thinking, Google doesn’t penalize **new, custom extensions**.

You have to **think like the person who will be searching for you**: They are far more likely to type in “Wendy Smith coaching” than enter “Wen-j-smith coaching”.

To recap, when creating your name, make sure you check off these five factors:



Secure a .com domain whenever possible

Choose either your first-and-last name as your domain name (if you are branding yourself) or your signature program, product or system.

Secure the .com domain in your own first-and-last name if it is still available (even if you are branding a signature program and—right now—never plan to use it)

If the .com version of your domain name you want is gone, try '.online' or your country extension

Keep your domain name simple, memorable and obvious.

Remember that if someone else holds the .com version of your domain name, you run a real risk of having your traffic stream to their results anyway. Be creative to find workarounds—but always focus on **probable search keywords** leading to **the end result you want** (qualified traffic) rather than on creating clever word variations on your desired domain name.

IMPORTANT: Don't search for your domain name until you are ready to register! We will do the actual registration for you!

Resources:

Action Guide – Module 1

Checklist – Module 1

