

3 Choosing an Effective Internet Address

A properly selected Internet address often achieves more than a listing in the Yellow Pages. But not every newly coined phrase or invented identification makes sense. After all, you would not want to awkwardly spell out your Internet address for each and every customer. On the contrary - an Internet address should have a catchy ring and be easy to understand.

The following information is intended to show which potential Internet addresses are suitable, and how you can find an available domain.

Your Internet address should be like a company business card

Maybe you have already experienced this problem: you would like to look up a company in the Yellow Pages, but don't know the company's exact geographic location. If the company had an Internet address that corresponds to its name, this would not be a problem. You could easily find it on the Internet. The same applies for companies that have an address similar to the following:

www.yourcompanyname.com
www.yourcompanynameltd.com
www.yourcompanynameLocation.com

For example:

www.musicmaster.com
www.musicmasterltd.com

www.musicmasternorthlondon.com

Different ways to write an Internet address

For compound words or terms:

Be sure to use the various configurations and accepted top-level domains when using compound words or terms (for example, .co.uk, .com, .net, .info, .eu). That way, everyone will know that your company is on the Internet. A hyphen (-) is very useful in this regard. For example:

www.sample-travelagency.net
www.sampletravelagency.net

www.sample-travelagency.com
www.sampletravelagency.com

www.sample-travelagency.info
www.sampletravelagency.info

Short-form Internet address

For repeat customers and returning users:

If you have customers that frequently return to your website to look for information, it is a good idea to use a short-form Internet address. Not every company name is short, and it is easy to make typing mistakes. Please be sure that any short forms you use are easy to remember. Wordplays or unusual letter combinations are not necessarily helpful.

www.domain-shortform.com
www.domain-shrtfrm.com

Note:

The short-form address is particularly suitable for e-mail. For example:

Robert.Sample@domain-shrtfrm.com

R.Sample@domain-shrtfrm.com

Internet address and typos

For frequently misspelled terms, common typos and commonly transposed letters:

Is your company name long or frequently misspelled? You can avoid potential lost traffic by registering common misspellings of your domain name and linking them to your website. Instead of seeing a dialog box that says "Page not found", the customer will still be directed to your site. The impact is even greater if your customer notices. For example:

www.domain-typpo.com

www.domain-typo.com

Internet address with sector, product or regional reference

For new visitors and new customers looking for a service or a product in a particular geographic region:

If your company is known, it will be found. But can you automatically assume that potential customers will associate your company name with the product they are seeking? This is why it is a good idea to integrate your location with the services offered in your Internet address. Do not underestimate the competitive advantage this can bring! For example:

www.financialexpert-northlondon.com
www.financialexpert-in-northlondon.com
www.your-financialexpert-in-northlondon.com
www.copiers-northlondon.com
www.copiers-from-northlondon.com
www.copiers-from-specialists-northlondon.com

Note:

It is important to select an Internet address that is easy to use, especially for **your target group!**

Using fan Internet address as campaign tool

For sales promotions like the ones based on a printed ad campaign:

The ever-increasing flood of advertising flyers and information is making it more and more likely that users will no longer completely read your advertising message. If you advertise, you should make sure your advertising message focuses on the essentials. Remember, less is more! Consider moving in-depth product information or order-related details from your printed ads to your website.

The following sample advertisement meets all the requirements:

- easy to grasp
- easy to understand
- detailed information immediately available if you generate interest

Ibiza for 1 week, starting at £99.-
www.1-week-to-ibiza.com

By consciously integrating your product or service proposition into your Internet address (domain), you achieve an additional important competitive advantage: key terms that describe the sales proposition

as part of the domain name are used by search engines as a positive listing criterion. Your chances of achieving a high rank when people search for the term "Ibiza" increases significantly.

Recommendations for choosing the right TLD (Top Level Domain)

The following is a summary of the most important top-level domains:

.com for commercial websites (most frequently used international code for commercial websites)

.co.uk for commercial websites primarily aimed in the UK

.eu for companies operating in Europe

.info for information websites

.biz for business websites

.net for networks and associations

.org for organisations

.ac.uk for universities and educational institutions

.pro for professional groups such as doctors, lawyers and accountants

.name for private websites

If you are a small or medium-sized company, mainly doing business locally, you should normally use one of the most commonly used top-level domains; i.e., ".com" or ".co.uk".

Legal notice

Please ensure that you do not violate the rights of third parties when selecting your domain name.

For legal reasons, avoid choosing the following domain names at all costs:

- Names and abbreviations of third-party trademarks or word combinations that are designed to cause confusion with established brands.
- Names and abbreviations of other companies or first and last names of other persons, including those used by prominent personalities for fan websites.
- Stand-alone names of cities or vehicle license numbers, film titles, media or protected products.
- Names that could be mistaken for an official authority, information or fan Internet sites for which no authorisation has been granted.
- Domains that rely on common misspellings of information entered by Internet visitors at third-party websites, thereby purposely redirecting users.

Domain Checker

This tool enables you to check which Internet addresses are still available.

At the following website, you can determine if the domain names that interest you are still available:

○→ <http://www.use-the-internet-to-drive-success.co.uk/Domain-Checker/>

Always remember: Domain names are issued on a first-come, first-served basis – the reward is a competitive advantage!

Summary

Using an Internet address for promoting your image

- Use your Internet address as a campaign tool. For example, integrate your promotional message into your Internet address in a way that is easy to understand.
- For longer names, use short forms that customers can easily remember.
- Check to see whether the Internet address you want is still available.