



## **There's a Better Way to Do Business on the Internet!**

Are you a business owner who can't wait to take advantage of the Internet?

This free guide offers some real-world website advice for small to medium-sized business owners. Inside we'll reveal:

*How to launch a great website at an affordable price!*

*The best way to promote your business website!*

*The benefits of owning an online business!*

*The truths and myths about search engines!*

*How to choose a great website name!*

*Why you shouldn't create your own website!*

*...and much more!*

# The Quick Guide to Marketing Your Business on the Internet

## ***All About Domain Names***

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provided courtesy  
of Stone Rose Design*

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## Chapter 7—All About Domain Names

A domain name is synonymous with “web address” or “URL.” Domain names that have become almost household names include Amazon, eBay, and Yahoo.

But formally the web address of the Amazon website is [www.amazon.com](http://www.amazon.com). The suffix of the web address, the “.com” (hereafter referred to as a dot-com), standing for commerce, is called the Domain Designation. While there are other domain designations such as dot-org, dot-edu, and dot-net, the dot-com domain is by far the most popular with over 22 million dot-com domains registered to date.

DOMESTIC DOMAIN DESIGNATIONS:		INTERNATIONAL DESIGNATIONS:	
.com	Commercial	.ca	Canada
.net	Internet related sites	.se	Sweden
.edu	Educational Institution	.tv	Tuvalu
.mil	Military	.cc	Cocos (Keeling) Islands
.org	Non-Profit organization	.ws	Samoa
.gov	Government organization	.uk	United Kingdom

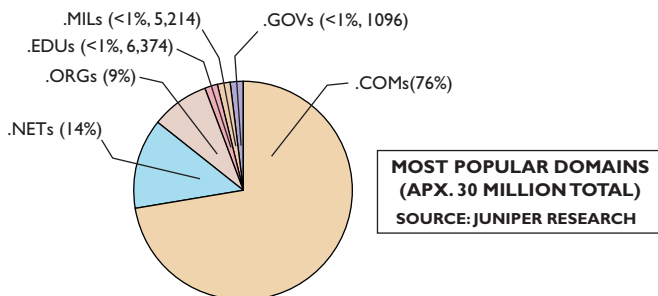
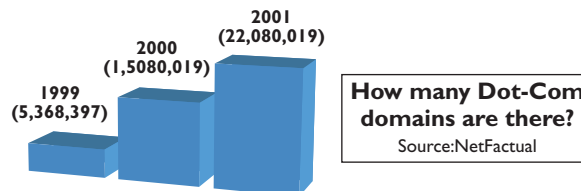
This is why it’s so important to own and favor a dot-com domain name for your online business—because the dot-com is presumed. For example, if you’re [www.WeddingPhotos.net](http://www.WeddingPhotos.net), instead of [www.WeddingPhotos.com](http://www.WeddingPhotos.com), you always have to remind folks about the dot-net. And if they don’t remember you just promoted your competitor who owns [www.weddingphotos.com](http://www.weddingphotos.com).

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*Always try to buy a dot-com domain name.*

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But just the same you should also buy the dot-net version of your web address to prevent others from attempting to profit from your good name. It doesn’t have to be used for any website, but for \$35 a year it’s a no-brainer decision to protect your business identity.



And if you have a business name that's generic enough for others to capitalize upon it's also not a bad idea to also secure the dot-net and dot-biz variations of your domain name. For example, if your business name is Chester Country Automotive it might also be worthwhile to secure:

DOMAIN NAME VARIATIONS	
ChesterCountryAutomotive.com	ChesterCountryCarRepair.com
“ “.net	“ “.net
“ “.biz	“ “.biz
ChesterCountryAuto.com	ChesterCountryAutoRepair.com
“ “.net	“ “.net
“ “.biz	“ “.biz

### The Case for Sensitivity

As far as the Internet is concerned it's ok to mix upper and lowercase characters in the main portion of a domain name. If you couldn't "Apple.com" would represent a different website than "AAple.com" or "AAPle.com." And that would be quite a problem.

But what's *not* case sensitive are any characters that succeed the domain name—characters that identify specific folders or files on the Unix-based computers that manage the websites you're trying to view.

For example, <http://www.apple.com/quicktime> is *not* the same as <http://www.apple.com/Quicktime>. The former will take you to Apple's Quicktime webpage and the latter results in "Page Not Found".

THESE REPRESENT THE SAME WEBSITE:	EACH OF THESE REPRESENT A DIFFERENT WEBSITE ADDRESS:
<a href="http://www.apple.com/quicktime">http://www.apple.com/quicktime</a>	<a href="http://www.apple.com/quicktime">http://www.apple.com/quicktime</a>
<a href="http://www.APPLE.com/quicktime">http://www.APPLE.com/quicktime</a>	<a href="http://www.apple.com/QuickTime">http://www.apple.com/QuickTime</a>
<a href="HTTP://WWW.APPLE.COM/quicktime">HTTP://WWW.APPLE.COM/quicktime</a>	<a href="http://www.apple.com/QUICKTIME">http://www.apple.com/QUICKTIME</a>

### Choosing a Domain Name

For some companies the domain name is almost as valuable as the business itself. Business.com recently sold for \$7.5 million.

As for the rest of us there's some good and bad news. The good news is it's very inexpensive to buy a new domain name—just \$35 a year, sometimes less. The bad news is that it's getting harder to buy a good dot-com domain name because of the sheer number of similarly named businesses across the United States.

For example, there may be hundreds of businesses called Best Cleaners but only one [www.BestCleaners.com](http://www.BestCleaners.com). The result is that you may need to be highly creative to find a domain name that complements or describes your business while not being wordy, lengthy, obtuse, or even corny. For example, the Philadelphia Orchestra's web address is [www.philorch.org](http://www.philorch.org), not [www.philadelphiaorchestra.org](http://www.philadelphiaorchestra.org).

So are there any good domain names left? According to one domain naming "expert," "though there are 22 million dot-com names registered, more than 99.99% of all possible names are still available."

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*Too many business websites are poorly named.*

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This isn't very comforting unless some jumble of random characters such as [www.HK4-OLP-G.com](http://www.HK4-OLP-G.com) has some appeal. Our suggestion is to seek help from a web designer who has solid experience thinking up meaningful, and available, domain names.

## Naming Tips

If, like most businesses, you don't have a multi-million dollar advertising budget to advertise your website all over the Internet, or on buses, billboards, and in magazines, it's crucial to choose a domain name that's easy to remember.

To help you get started here are a quick list of tips and trouble spots to try to avoid when choosing a domain name.

### ♦ Keep It Short

www.WeMakeTheBestVerticalBlinds.com is just too long. Would you be able to fit it in a small classified ad? Would it be easy to read in a store window or on a business card? Keep it short, perhaps even if you have to abbreviate or truncate, so folks can easily remember the domain name.

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*If the domain name is hard to remember, any opportunity for word of mouth advertising will probably be lost.*

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And by the way, a domain name can only be 32 characters long. www.BurlingtonCountyIndustrialSupply.com is as long as it can get—"BurlingtonCountyIndustrialSupply" is 32 characters long.

### ♦ Avoid Troublesome words

Some words are hard to spell and others are hard to read such as "leprechaun" and "segue" respectively. (Segue is more easily recognized by how it's pronounced, seg-way, to make a transition.)

### ♦ Avoid Hyphens (Dashes)

**Although this is one of the favorite rules to break, often with good reason, it's still a good idea to try to avoid using dashes (hyphens) in your domain name, such as with www.talk-of-the-town.com.**

**One useful exception arises in print advertising where the complete domain name can't comfortably fit on a single line. Owning a hyphenated version of the domain name gives you more flexibility and control.**

**VERTICAL BLINDS!**  
**TOP SELECTION AND PRICING!**  
www.WeMakeTheBestVerticalBlinds.com

BEFORE

**VERTICAL BLINDS!**  
**TOP SELECTION AND PRICING!**  
**www.We-Make-The-**  
**Best-Vertical-Blinds.com**

AFTER

**Another exception is a name where a single letter needs to be isolated, as with www.wash-n-dry.com, or when the hyphen is literally part of the company name, like www.hanley-goodman.com.**

♦ **Avoid Rebus Characters**

www.oujust8agr8meal.com (“oh you just ate a great meal”) is an example of this common problem. Try not to use characters or numbers to represent words such as “O” for “Oh” or “4” for “for” or “2” for “to”.

In fact you should be careful using any numbers as you’ll have to always state whether it’s a numeral or not—is your domain “magnificent7.com or “magnificentseven.com?

♦ **Avoid Homonyms**

A domain name like www.TwoManyCooks.com can obviously cause a variety of problems. No doubt the owner of TooManyCooks.com will be getting some extra traffic.

♦ **Be Careful with Cute and Clever**

Just as you don’t share every joke you know with everyone you meet, you can’t take the chance of having a domain name that requires folks to share your sense of humor. An exaggerated example would be a fitness center using www.TheButtOfAllJokes.com.

♦ **Honor Copyrights and Registered Names**

www.SixersSportGear.com might also cause more trouble than it’s worth. Suffice it to say to be careful with your words because they might actually be registered to others.

♦ **Be Careful Using Proper Names**

Sometimes a sole-proprietor will want to incorporate their name into their website address. This is fine but as with the first example it’s a matter of being able to remember it—www.LoisPalmerDesign is probably easier to read and remember than www.JaniceSalkovitzCreations.com.

♦ **Be Considerate of Pronunciation**

Even a speaking coach might have trouble saying www.MissMythsFits.com.

A good way to test your domain is to use “The Bus Test”. Imagine your domain name is advertised on the side of a bus. Would you be able to read and remember it as the bus passed by?

**Domain Name Generator Websites**

A number of online domain name generators are available in which you provide a keyword and in return receive a list of possible domain names. While perhaps some have value, the ones we tested with prices ranging from \$50 to \$500 have never justified the cost.

absbilebike	bikebelenet	bikebiva	bikexike	bigeqipepipe	bikerike
amdbikegiwe	bikebihe	bikeboke	bikexiko	bikabike	bikesika
bakebise	bikebika	bikebuke	bikibike	bikabiwe	biketike
bakobikeence	bikebike	bikebukead	bikibikeera	bikahika	biketine
bekebikeunp	bikebikeent	bikebuku	bikiboke	bikebake	bikevike
bibebike	bikebikeex	bikefike	bikobike	bikebikepipi	bilobike
bicebike	bikebikeilit	bikelike	bikubike	bikebikex	bimebeke
biceqike	bikebikem	bikepiko	bilebike	bikebiki	binebife
bikesika	bikahika	bipabake	bikebite	bikebiku	binebiku

**A SAMPLING OF THE OVER ONE THOUSAND “WORDS” GENERATED BY SUBMITTING “BIKE” TO A DOMAIN NAMING SERVICE.**

**SEARCH ENGINE**

Search Engines websites are the card catalogs of the Web.

One problem with search engines is that they are not intelligent—a search for “Philadelphia Eagles” would probably list both sports teams and Philadelphia car dealers who sell Eagle brand cars.

**HITS**

Each graphic, page, or other element a web browser reads from a webpage registers as a hit.

As such, many websites use hit statistics to embellish the number of site visitors.

Unique Visitors, the count of how many different people visited your site, is a better indicator of a website’s popularity.

**INTERSTITIAL ADVERTISEMENT**

Literally means “between stitches”.

An website advertisement that appears in a separate window.

## Buying a Domain Name

You can buy your online business identity from any number of websites, most notably the Network Solutions website at [www.NetworkSolutions.com](http://www.NetworkSolutions.com). Through Network Solutions the cost for a domain name is \$35 per year.

You can also purchase a domain name through other websites, sometimes at lower cost, but it's likely those sources offer the discounted price on the expectation that you will also use them to host your website. Should you later choose to host your website at another ISP (perhaps it will be cheaper or they will provide better service) you'll almost certainly need to pay a transfer fee to move your domain to that ISP.

Our advice? The safest bet is to buy the domain name yourself from Network Solutions for \$35, even if you've already secured hosting from an ISP. You'll have no problem transferring it later and very importantly, the domain will be registered in your name.

It's crucial to register your domain in your own name. Not doing so is basically handing your online business identity to a third party. Should you and the domain owner decide to part ways you might find yourself entwined in a lengthy legal battle to regain the rights to your own domain name.

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*It's crucial to register your domain in your own name. Not doing so is handing the keys to your online business to a third party.*

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### IMPRESSIONS

Each time a banner advertisement appears counts as a single impression.

Internet banner advertising is usually purchased in thousands of impressions.



### BANNER

Website advertisement which jumps to advertiser's site when clicked.

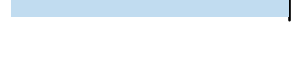
Banners in GIF format can be animated.



### GIF

Graphic Interchange Format files (GIF) is one of the two common graphic file formats found on the Internet.

GIFs have two important advantages: ability to compress areas of solid color into a small file, and animation.



### JPG/JPEG

Joint Photographic Experts Group file format. Pronounced "jay-peg", these graphic files are best used for photographic or other continuous tone images.

