

TIPS FOR SELECTING A DOMAIN FOR YOUR APARTMENT LOCATING BRAND

If you don't have a domain or are considering creating a new domain, start by doing research at GoDaddy.com. When you search their domain tool, GoDaddy shows you several variations of your domain that are available. It's a good way to get ideas you wouldn't have thought of on your own. These are some basic marketing tips I recommend when choosing a domain:

- When you are at a networking event, does it clearly explain what you do, and it is easy to spell?
- When you say it on the phone, is it easy to understand? Keep in mind many people have problems spelling, and words are more difficult to understand over the phone.
- You need an email address with this domain name for email marketing. When you tell someone over the phone to email you, will they ask you to repeat it or spell it often?
- Keeping it "short" can be tricky. Number of letters versus number of syllables. My advice is 3 syllables or less.
- Clever doesn't sell. Simple, easy, professional, and self-explanatory domains spread from person to person. If you asked me to pick clever but confusing or boring but simple – I would pick boring every time. Don't use a name or logo that needs an explanation.
- Will your clients remember your domain two years from now when a friend needs an apartment locator?
- Will it appeal to many types of clients? The name and logo should reflect your business philosophy and personality, but not turn off potential clients.

After you come up with 4-5 ideas, and they are available for purchase at GoDaddy.com, email the domains to your colleagues, friends, and family and ask which is their top two favorites. Many times, outsiders will interpret your domain very differently than you, so it's always a good exercise to get outside opinions and insights.

Purchasing Tips

GoDaddy.com is inexpensive and they offer exceptional customer service for small business owners. If you purchase your domain, you will also need to purchase an email address for email marketing. Email marketing is the secret to making six figures a year and you can't have email marketing with a free Gmail or yahoo email.