

TIPS FOR SELECTING A DOMAIN FOR YOUR APARTMENT LOCATING BRAND

If you don't have a domain or are considering creating a new brand, start by going to GoDaddy.com and trying several variations of possible domain names. You will probably go through many variations before deciding. Once you've come up with 4-5 options, email the domains to your colleagues, friends, and family and ask them to rank them. Many times, outsiders will interpret your domain very different than you, so it's always a good exercise to get outside opinions and insights.

- 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 spell? 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. 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 names don't sell. Simple, easy, professional, exclusive names sell. If you asked me to pick clever but confusing or boring but simple – I would pick boring. Don't use a name or logo that needs an explanation.
- Can your clients remember it 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.

Purchasing Tips

GoDaddy.com is a popular place to purchase your domain and they offer exceptional customer service for small business owners. If you purchase your domain at GoDaddy you will also need to purchase an email address. Sometimes they offer a free email address with your domain purchase.

Research proves people are nine times more likely to return your email if it's branded with your company name, so this is an important tip.

You can buy your domain from any service. Most of them provide similar pricing and services. Google prefers domains that are purchased for 5-10 years, but this isn't mandatory. If we are designing your website and hosting it on our server for free, do not buy an SSL certificate from GoDaddy – we provide one. We do not recommend GoDaddy for WordPress hosting. We recommend SiteGround hosting for WordPress sites.