



NEED HELP CHOOSING THE RIGHT DOMAIN NAME FOR YOUR BUSINESS?

Check out our Naming Guidelines below:

Your business or product brand name is pivotal to how the world perceives it. A good brand name can be leveraged to successfully front your brand's personality, tone and its values to potential customer. It is one of the first things they remember about your business or product and is one aspect of your brand that is instantly triggered in their memory. It goes without saying, the importance of choosing a good name for your business right from the start cannot be over-stated. Businesses have been known to change their brand name midway, however, we would not recommend this unless absolutely necessary; the hassle involved can be daunting.

Before proceeding to the characteristics of a good brand name; it is key to consider your online identity. Today, almost all businesses have an online presence and the more successful ones have built their web presence and online strategy around a matching .com. It goes without saying that a matching .com will make it far easier for your business to be found online. An oversight typically made by some start-ups is to spend a significant amount of time deciding on a brand name only to find that the exact match .com domain is not available. It follows that the search for your brand name and online identity should go hand-in-hand and should lead with the search for the right brandable .com domain name. The right .com domain name is a key business asset and will help drive traffic to your website and align the external world with your brand's online identity.

Brandable businesses names are quality names that have the potential to become great brand names. They are businesses waiting to launch. Everywhere we look we see brandable domain names in use; think Google, Starbucks, Apple, Yahoo, Viber, Skype, Zoopla, LinkedIn, Gmail, Asana; the list is endless. Once upon a time, these were simply just domain names, but today, they front globally renowned products and services that we have come to rely on. By deploying the right marketing and advertising strategies, your domain name too will eventually become synonymous with the products or services your business offers.

Names can be descriptive, invented, evocative, keyword based, proper names or even playful. What is important is that they meet the below criteria:

- **Be distinctive and unique:** Every aspect of branding is an opportunity to create your brand's unique value proposition; your brand name is one such opportunity. Try not to use names that are too similar to those of your more established competitors or too generic to your industry. Be brave, be a little different and this will ensure your name sticks in the mind of your customer. Well-known examples include Nike, Virgin, Google and Lego.
- **Not be too descriptive:** A common pitfall to naming a business is to attempt describing what it does. Another naming trap businesses fall into is using generic words in the belief that that these would convey a better understanding of the product or service on offer. Unfortunately, these types of names could very easily describe any player in your industry and could affect your brand name being found easily online, hence not the best foundation to building a brand.
- **Be suggestive:** While being overly descriptive is not recommended, the right name would be suggestive of a brand's quality, product or service or its personality. For example; apps tend to have techy cutting-edge sounding names; think Skype, Whatsapp, Viber and Slack. On the otherhand, Wholefoods Market chain is suggestive of natural and organic food.
- **Be easy to remember and pronounce:** To cut through all the competitive noise and register in the minds of customers, your brand name should be easy to read, pronounce and spell; a name that rolls off the tongue. It stands to reason that what is easy to say is easy to spread. Think Viber, Facebook, Zoopla and Ikea; none of these names are over-done yet so impactful.
- **Be adaptable and evolve with your brand's future:** If you intend your business to evolve and expand over time, then avoid being too specific in your choice of name. A good brand name can be extended to related new products and services as your business grows and evolves.
- **Be capable of legal protection:** Your chosen name should be capable of trademark protection and registration. We always recommend that you carry out some checks when you find a domain name you like for your business. Do a trademark search; while most domains are not completely unique, ensure that the name is not too alike to those of similar businesses particularly in geographical location/s you wish to register in.
- **Have an exact-match .com web identity:** Last, but not least, a dotcom extension signifies authority and it remains the preferred primary web address of most fast-growing and established businesses. In an era of endless new extensions being introduced, the .com continues to reign supreme; representing strength, authority and stability.

Hopefully the above overview on brandables and guidelines for selection will help in the search for your ideal business domain name. We wish you the best of luck in your new venture!