

Get this right – and you'll smile.

1. Become found on the web
2. Be remembered
3. Build your **brand**

What is the beating heart of your business? A line of products, you, or something that explains why you're doing this. Whatever it is – it must be recognisable to be the basis of your domain.

Keep the name **simple** and **concise**.

Don't use words that could be misspelt if too long, or mistaken. Hyphens and numbers are not always recommended.

The **extension** to your domain should also be considered, like .com, .co.uk (for the UK), .org, .net, and then there are the many more specific like .tech or .io

As long as your brand is strong it won't make much difference in how you're found regardless of the extension – but be mindful of how the domain plus the extension sound together. Consider this example; apartments.club (is it an exclusive website??)

At the time of researching your business idea/name, then check what domain names are available, as it could influence your final decision. **Don't leave it too late!**

Many domain suppliers are out there, but we recommend using **123-Reg** as the majority of domains are £1 for the 1st Year and then approx £14 per Year afterwards.