

# How to Do an Effective Domain Name Search? And Pick the Perfect One

Struggling with choosing a domain name? Here is our guide on how to do an effective domain search and pick the perfect one. Picking the right domain is very essential for your website. It defines your website and brand name that will communicate personalized information to both human visitors and search engine algorithms.

It can be overwhelming while deciding which name to go for. Fortunately, there are a few steps/methods you can utilize to make your domain name search as effective as possible. You can incorporate strong keywords, use a domain name generator to get ideas and base your ultimate decision on some criteria. Especially, when you are not able to find the name which you are hoping for, doing the research becomes a little tricky. Don't worry, we will guide you through the process in this post.

## 1. Choose one or more keyword that represents your site

Start with basing your site's domain name on your name or your brand name. Another way is to incorporate strong keywords that represent what your site is going to be about. You can do it with one keyword or more. Using keywords in your domain name may/may not give you SEO benefits according to Google guidelines in 2021, but it will definitely help your potential visitors better understand your site's focus and niche. You can also take help from keyword researching tools to find the relevant keywords that can be incorporated into your domain name. If you are using tools like Google Keyword Planner or any keyword finder, always go for high search volume and (ideally) low competition. Don't stress too much about it, you are just finding a relevant keyword for your domain name that represents your website and content as a whole.

## 2. Follow these Criteria While Picking

After considering your brand name, your own name, and relevant keywords, you are ready to narrow down your shortlist and finish the process of picking the perfect one. Part of this process is subjective, but you can follow these simple criteria to land on the perfect one. It will definitely make your decision easier and give you much better results.

- **Concise and Clear:** Confusing and long keywords are harder to remember and easier to mistype.
- **Creative and Memorable:** The more unique and creative you can make your domain name (while keeping it clear and concise), the more memorable, attractive, and beneficial it will be for your branding.
- **Easy to read and pronounce:** Avoid using numbers and special characters as much as possible because it gets confusing when spoken aloud. Try to pronounce your domain name in a loud voice, you'll get the idea of how smooth

and easy to read it is. You can also take help from your friends and colleagues. In some cases, you can use a hyphen, but it's better to avoid it actually.

Finally, carefully consider your domain name's Top-level Domain (TLD). Although it is getting harder and harder to find .com domains, you can always go for other extensions. Also, be careful with TLDs that apply to a specific region (like .co.uk or .au). Search engines use these to help geo-target websites, so select these only if you want search engines geo-target your site.

### **3. Register Your Domain Name**

Well, you have done the keyword research, selected the right combination of keywords, and decided on the TLD - now all you have to do is to buy the domain name. You can buy it from your hosting provider and from an independent registered company. You can also use our platform to search the availability of a domain name and directly buy from it at competitive prices.