

Find the Perfect Website Name



With Phil Johncock
Brand Webinar 2 Site: <http://4Grants.Net/bw2.htm>



Overview

- Terminology
- What to Avoid
- Good examples
- Top questions to ask yourself
- URL brainstorm process
 - Use “key word research”
 - Use your friends and colleagues
 - Where do you go to see if your domain name is available?
 - Where do you buy it?
- Next action step??
 - Watch inbox for survey

Terminology

- URL – According to Wikipedia, “**Uniform Resource Locator (URL)** is a compact string of characters used to represent a resource available on the Internet.^[1] In popular usage and many technical documents, it is a synonym for Uniform Resource Identifier (URI).”
- http:// = Hypertext Transfer Protocol Overview
- www = World Wide Web
- Synonyms = Domain name, website address/name

What to Avoid

- Avoid anything but .com (.net, .org, .us, .biz, .info)
 - www.e-mentoring.us
- Avoid acronyms that are not commonly known like cnn.com, abc.com, nfl.com
 - www.cgp.org (Center for Global Partnership)
- Avoid abbreviations, like this Italian power generator company
 - www.powergenitalia.com
- Avoid all lower case letters. Instead, use Capital Letters to separate words:
 - Lake Tahoe promotion = www.gotahoe.com
 - A site promoting “pens” = www.penisland.net

Good Examples

- Last names
 - www.johncock.com
- Benefits (“tiny”) & descriptors (“URL”) of products/services
 - www.tinyURL.com
- Short 1-syllable words
 - www.ask.com
- Urge you to take action
 - www.GoToMeeting.com

Top Questions to Ask Yourself

1. What is the #1 benefit of the product/service?
 - www.BurnTheFat.com
2. What is the #1 descriptor of the product/service?
 - www.SelfGrowth.com
3. What are alternative “key words” for #1 and #2?
 - See “key word research” sites at <http://4Grants.Net/bw2.htm>
4. What are the top “key words” being searched?
5. Which “key words” have the strongest chance of being successful?
6. What URL’s are my competitors using?
7. Brainstorm “HowTo____Your____.com”
 - www.HowToFindYourGenius.com

URL Brainstorming Process

1. With benefit-word, descriptor-word, competitor URL and "HowTo____Your____.com" in hand, go to:
 - <http://domaintools.com>
2. Brainstorm 5-10 possible URL's (make sure URL's are available)
3. Poll your friends and colleagues
4. Brainstorm 5-10 more URL's
5. Poll your friends and colleagues
6. Buy it:
 - See "links" page at <http://4Grants.Net/bw2links.htm>

Next step ... Webinars

1. People Google You. How to Change What They See
2. Find the Perfect Website Name
3. Brand Yourself an Expert Free
4. How to Create a Product or Service
5. How to Make & Sell Your Own Audio Products



Next step ... Webinars

6. Top Tools to Find Your Genius & Spiritual Calling
7. Create a Website & Blog for Under \$100
8. Why Key Words? 9 Ways to Profit from Your Key Words
9. How to Get Paid to Buy Stuff
10. How to Create Your Own TeleSeminar Free


