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10 Tips for a good domain name

You're looking for a domain name that fits what you do or want to do, whether online or not. With these 10 practical tips, we'll help you come up with and find the best fitting domain name for your website.

New or existing name

You have a choice: come up with a new name and register it, or buy an existing name through a marketplace. Registering a new name can be a challenge because almost everything that makes sense has already been taken. In the Netherlands alone, there are over 6 million domain names registered. There's a good chance you'll end up with a name that's for sale. You search for a name using a search engine and see a form or text indicating that the desired domain name is for sale. Make an estimate for yourself of what kind of name you want and what your budget is. The tips below will help you get started.

All tips at a glance:

◆ Easy to remember

◆ Stand out with your domain name

◆ Don't use a long name

◆ Avoid hyphens in the name

◆ Avoid difficult to spell names

◆ Use your brand name as a domain name

◆ Choose a suitable extension ('TLD')

◆ Be mindful of the use for email address

◆ A good name is easier to find

◆ Recognize the value of a domain name

A good name is worth the investment

Buying a good existing name is always a smart choice. Consider what a good name is worth to you, now and in the future. Just like choosing a storefront, choosing a domain name has a significant impact on your success. Avoid disappointment and realize that a good existing name often costs more than you initially estimated.

Looking for a good name? We're happy to help!

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