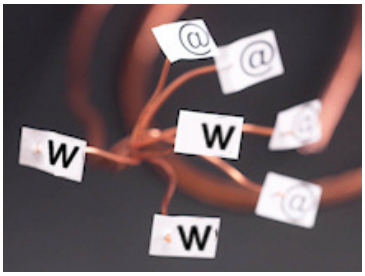
Website Domains

Posted At : December 21, 2009 6:56 PM | Posted By : Andrea
Related Categories: Domains, Links, Jargon Buster, SEO, Navigation

Jargon Buster Multiple Domains



You've built a website full to bursting with all the information and incentives your customers need. You have hopefully been lucky enough to secure a great domain name for your business. It'll be punchy, memorable, and will perfectly describe what your online business is offering and how it operates. But that enough? Why not have two or more domain names pointed at your fabulous new website. Give browsers more chance to find you and become customers.

Domain names can be purchased for around £3 a year for a .co.uk and around £10 a year for a .com or a .net. Take advantage of them being so cheap to secure, and search and register other domains for your website. It is a very clever tactical move for a number of reasons.

1) Keywords

Your domain name may be based on your name or your company name. If your company name features your main keywords then great! If it doesn't and simply features your name, then it's a good idea to purchase a second domain, which features your main keywords. If you offer a service within a certain catchment area - include the area name too. For instance: A plumber may have the domain name of: TomPiper.com. A second domain of Plumbingand HeatingLondon.com can help boost your performance on the search engines.

2) Type-in Traffic

Type-in traffic is when visitors land at your website by entering keywords or a key phrase

into their internet browser address bar instead of entering the keywords into a search engine's search bar, following a hyperlink from another web page or using a bookmark or favourites link. It can be hugely beneficial to secure multiple domain names that describe your business and feature your top key words. As an example, let's say you sell lollipops; your primary domain may be TomsLollipops.com. You could also try attracting type-in traffic from these other domains: Sweetlollipops.com, Kidslollipops.com, and lollipops-r-us.com.

3) Hyphens

Hyphens can come into play if you have some very close competitors in your market. Whether they have a similar name to you or not, it's unfortunately not uncommon for competitors to purchase an almost identical domain name with a simple hyphen in the middle. In doing this, competitors could possibly ride on the back of your branding and can sometimes benefit from your marketing. You could put yourself one step ahead of the game by purchasing the most obvious hyphenated versions of your domain before they do. If your Website is TomsLollipops.com, purchasing Toms-Lollipops.com can also be beneficial to you from a marketing perspective.

3) Spelling Mistakes

It's quite common for people to make spelling mistakes when they type in keywords, key phrases or indeed domain names. Unless you have a very straightforward and simple business / domain name, it can be a good idea to purchase and point domains that feature the most common spelling mistakes. For instance: if your primary domain is TomsLollipops.com, you might want to secure TomsLolipops.com. You may also want to consider buying the plural and/or singular versions of your domain i.e., TomsLollipop.com.

Purchasing multiple domain names can give you an edge and lets face it, if you can multiply the chances of customers finding you for just a few extra pounds a

year, that’s it’s got to be worth doing.

You can search for additional domain names through your control panel. Just click the “Upgrade - Add New Features” button on the left, then click “Register another Domain Name” and use the search bar to see what’s available.