



Domain names:

Your domain name is the most important decision you have to make when going online.

The purpose of a domain name is similar to that of a street address or telephone number. The domain name directs customers to you on the Internet.

The most popular domain names in the UK are .co.uk and .com.

Ideally your domain name should be rich in keywords (words relating to your business) to help the search engines rank you favourably.

If, for example, you are a florist based in Scarborough, it would be preferable for you to have one of the following domain names:

Scarboroughflorist.co.uk, or scarboroughflowers.co.uk.

You will, however, find that generic names such as the above have already been taken, you could then register something like: cindysflowers.co.uk.

If your business name is "Jim & Sons", make sure that you include a description of what you actually do, e.g. jimandsonscarpetcleaning.co.uk.

I always recommend that you should try and think like a customer who is searching for your products or services. What would you type into Google?

Best regards,

A handwritten signature in blue ink that reads "Gary Brown".