**Checklist in Choosing a Domain Name**

*Starting a business nowadays entails you to target and to expand new markets. There are target markets with which the use of the Internet and its relevant resources is essential. The Web serves as an effective medium for any starting business in order to reach more consumers and market the business’s products and/or services.*

*This checklist aids you in choosing a domain name with which your existing and potential consumers can access and your business can instill internet presence like no other.*

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|  | **RELEVANT TASK AND ACTIVITIES** |
| ☐ | Create a domain name that is not in any way relevant or similar to existing business names in a greater geographic area to avoid consumers being confused and trademark infringement. |
| ☐ | Take note that the name must be able to catch the attention of potential consumers of your business. Thus, be competitive in how you write the domain name. |
| ☐ | List all the domain names you consider for your business and screen them starting with those domain names with similar tone or spelling with other competing businesses. |
| ☐ | Make your domain name closer to the actual name your business is exhibiting in order for the consumers to easily access your business site and know the products and/or services you offer. |
| ☐ | Using the name of your in demand product and/or service as a domain name can also bring you a competitive advantage at being searchable when consumers use the search engine. |
| ☐ | Register your domain name through the use of an online accredited registration service. |
| ☐ | A domain name shall only be for one entity. Thus, be sure that the domain name you create and you register is not related to other existing registered domain names. |
| ☐ | Combine the name of your business and a high demand product and/or service of your business in one domain name in order to have more chances of being seen when searched by consumers. |
| ☐ | List down all the plausible errors your consumers may commit when typing your domain name in order for your business site to be the number one searched site despite the typographical error. |
| ☐ | In the event that you can list multiple typographical errors on the domain name you have chosen to adopt, change the name to a simplified yet still attention-grabbing.  |
| ☐ | Choose suffixes to your domain name that is appropriate and is effective when your consumers look for your business in the web. |
| ☐ | Be careful in choosing the suffixes to your domain name. Examples for suffixes you can select from are:* *“.com”*
* *“.net”*
* *“.org”*
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| ☐ | The suffix *“.com”* is widely used for commercial and personal purposes with which various entities use. You can take advantage of this familiarity since it can become effective for consumers to look into your business site through the domain name you create. |
| ☐ | The suffix *“.net”* is best to use when your businesses involved in an internet infrastructure and the suffix *“.org”* is for organizations that is non-profit in nature and in its activities. |
| ☐ | A hyphen may be added to the domain name but the hyphen should not be put at the beginning or at the end of the domain name you prefer. |
| ☐ | Keep your domain name short and concise because some web browsers, email programs, and/or other applications may not support any type of domain name that is over [INSERT NUMBER] characters.  |
| ☐ | Bring your domain name to a minimum of [INSERT NUMBER] characters in order for various applications and browsers to support your domain name when accessed. |
| ☐ | Create your domain name in accordance with the standards set for the creation of the domain name. |
| ☐ | Exhibit the entirety of your business and its competitive advantage in the market within the domain name you create. |