

DOMAIN NAME DO'S & DON'TS

Pick the Right Web Address

DO'S

- ☐ Keep it short, memorable, and easy to spell
- ☐ Include your local area for SEO (e.g. ScottsdaleLuxuryHomes.com)
- ☐ Match your domain to your brand vibe and niche
- ☐ Check social media handle availability before committing
- ☐ Buy common misspellings and variations (.com + .realtor)
- ☐ Use .com or .realtor for credibility and trust
- ☐ Make it brandable - something that works on signs, cards, and video

DON'TS

- ☐ Use funky spellings nobody can type correctly
- ☐ Stuff multiple keywords (BestHomesForSaleInTampaFL.com)
- ☐ Choose sketchy extensions like .biz, .info, or .site
- ☐ Add dashes or numbers to your domain
- ☐ Pick a name longer than 2-3 words
- ☐ Ignore competitor and typo-squatter domains
- ☐ Use a domain that only makes sense to you

NOTES
