

Embody Your Sexy Geek

*Quick Techie Tips
to Let Your
Sexy Geek Shine*



Domain Gamechanger

*New domain extensions
proclaim your
uniqueness*



By Katie Geddes

DOMAINS.TODAY

Have you heard about all the new TLDs that have started to become available? TLDs = top level domains, what you've gotten used to in the online world as the extension at the end of a web address, such as .com, .org, .net, etc. You need to purchase a domain name with its accompanying extension in order to put up a website and be found online.

Well, look out masterminds because a whole new world is opening up for you. A large number (900) of new domain extensions offer fantastic news for those of you looking to have a great online presence and name. There's an art to creating a great name and a great domain name is a sub-art of that.

Web Branding Grows Up

These new options allow you to create shorter, simpler domain names because you don't have to hope to find .com or .org with the name you want to use. These new options also often make a lot more sense along with your business name and are fun, memorable and catchy. Now that the world at large is familiar with the web, this development

allows a level of branding that's new. Results can be more relevant and catchy.

Current New Options

Here are some current options, meaning you can already snap these up:



This is a small sampling of some I personally like. There are about 900 new names, many already available, many more coming up this year.

Tips for a Great Domain Name

Professional domain name creation is something I've done for years. Creating a good domain name, like so many undertakings, requires more than meets the eye, or in this case, also the ear.

Here's what I strive for when creating a great company and domain name -- and they're not always identical, btw.

5 Keys to a Great Name

I look for five things in a great name:

- ➔ SHORT needed for advertising, layouts etc.
- ➔ CLEAR unless a made up word, which can work
- ➔ MEMORABLE easy to remember (and ideally spell and speak)
- ➔ FUNNY optional and good to have
- ➔ SMART optional and good to have

Names are how products and services stick or not in customers' minds. Give your naming its due and it'll pay you back. Literally.

Naming Systems

We're all told to "think big" in business. One of the best ways to do this is to consider naming components of your business as a whole system from the get go. An easy



example of this is Apple's iPad, iPhone, iPod etc. Creating a cohesive naming system ties all the pieces of your business together, allowing them to "talk" to each other and to get into customer' minds much more easily.

As entrepreneurs with online businesses and programs, many of us end up with dozens of domain names. Now's a good time to hone in on the clarity of your names.

The Look of a Word

How the letters of a name look matters also, in attracting attention, creating a great logo or logotype and in your audience's reaction to your name. Different letters feel very different. Play around with your options and don't neglect to consider the look of the letters in your cool new name.

New Opportunities

This is a gamechanger for the world of domains. I've had conversations with major registrars about the ramifications of this big change in how we use URLs (website addresses). The logic of your site's name can be more inventive now. Here's a fun example: omg.coffee



Here's one of mine: embody.vision

Don't limit yourself to the way you've thought about domain names in the past. Being open to change is a key component to successful entrepreneurship. It always feels weird when something you've come to rely on shifts but at the same time, it allows for amazing new possibilities.



embody.vision

Go grab that great name you've been considering. Create something just right for you that expresses your uniqueness.

When to Buy

Domain names are big business and the cost of these new extensions is generally higher than .com or previous TLDs. They range from about \$29 to several hundred dollars but are usually under \$100. These higher prices prohibit grabbing a ton of them for most of us but still make them attainable when you find one you love and gotta have

Pre-Registration Period

Before they're available, the industry drums up interest by

offering pre-registration. In my techie opinion, I'd bypass this stage. The domains cost more at this time and buying one doesn't guarantee you'll get it. It's like any other auction-type situation; you're taking a risk. I personally feel you might as well wait until the name you want is available and then go for it at the best price when you know you do or don't get it.

Good Places to Register

GoDaddy is one of the most widely used domain registrars. They can be great to work with and I've worked with them for years. However, note that especially with this major shift in domain extensions, other registrars may be more competitive in pricing and may have the new extensions available sooner.

Here are two other reliable sources you can check for and purchase domains with the new extensions:

NameCheap.com DirectNic.com

The world of domain names is forever changing. Get in on it so you can benefit now. You can monitor the availability of the new names at any of these sites.

About Search Engines

If you're wondering about how these new domains will

show up in search engines, rest easy. According to Google, the new TLDs can perform equally well compared to existing ones in terms of search engine optimization.



Google has a lot of experience in returning relevant web pages, regardless of the top-level domain (TLD). Google will attempt to rank new TLDs appropriately but I don't expect a new TLD to get any kind of initial preference over .com.

Matt Cutts, Google

What About You?

What unique, smart, simple and/or fun new domains can you cook up? I'd love to hear them and will share some of the best ones in print (with your permission), giving you an extra boost of visibility. Send me your brilliance at: sexygeek@embodyart.org.

Lavin Bytes, Katie xx



Katie Geddes can be found geeking it up at Embodyart.org, where she'll show you how to profit from your passion. Katie designs thriving businesses for playful, spiritual entrepreneurs. E-mail Katie at sexygeek@embodyart.org to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

Embodyart.org 