Naming, Domain & Hosting

Today you will be considering the name of your business. This module will be a lot of use to those of you who don't already have a name chosen but will also help others to consider their existing name.

Your business name is often the very first contact anyone has with your offering so it needs to be something that works for you.

1. Guidelines for choosing a business name:

1.1 Make it memorable:

People often struggle to remember business names and your competitors will be happy to soak up your business if a searcher gets the name wrong and ends on their site.

Try to keep it short. I always think about the domain name at the same time as picking the business name because being found online is a huge component of your marketing strategy these days.

Remember that most people will Google your business even if they already know the name. It is easier for people to type and remember a short .com domain name. However, short .com's are hard to come by so you might have to be creative with either your name choice or your domain name.

Ideally you want your domain name to be less than 10 characters so it is easy to use on social media but this is not always possible.

1.2 Make it brandable:

When I choose a new business name I want it to grow with the company. If you want to add a new product line will your brand name work?

Take for example *bestguitarstrings.com* – this is a great domain name for a guitar strings comparison site but if the owner wanted to add other products like guitar straps - this domain name would be an issue.

Another reason I like brandable names is you can build an identity around them that adds perceived value to your service or product. Goods and services that have a well-known brand are seen as being better quality and more trustworthy.

Take Amazon.com – it is short and easy to remember.

It works in other industries especially now that they have started to branch out into education and online storage. It also works as a global brand with locations all over the world.

1.3 Make sure it is available:

As soon as you have found a name, the next thing you need to do is check that the domain is available.

   .com domain names are the best option if you want to trade internationally. There are some cases where .org is useful for charitable organisations, and .edu for education companies but personally I prefer to have the .com. It is what people expect and will search first.

To check if a .com domain name is available go to namecheap.com, type the name into the search box and search. If it is not available, then you may need to move on to your next domain name idea.

If you are trading locally – you need to check that your local Top Level Domain extension or TLD is available. For example in Ireland the TLD is .ie. I use IrishDomains.com to check for .ie's.

IMPORTANT: When you are registering a domain – do not take out the option of hosting that you will be offered. I always choose a dedicated hosting platform as hosting performance is crucial for the success of your website. I will walk you through registration later in this document.

With .ie domains you will need to keep in mind that some countries like Ireland have restrictions.   For .ie's you will need to prove your case for the ownership:

1. You will need to prove your connection with Ireland: as a Citizen, Resident, an Irish registered Company or a company trading in Ireland.

2. You will need to prove that you have a claim to the domain: either it matches your company name or that you are starting a new business, blog, product or service.

You can read up on the restrictions at the IEDR website - https://www.iedr.ie/register-a-domain/registration-requirements/

At this point I like to check the main social networks – Facebook & Twitter for a suitable handle. If someone else is trading using the exact same name as you in the same industry as you then I would move away from the name. It is difficult to get the exact same handle as your business name because there is no restriction on registering social accounts so you might need to compromise here by adding an extra word or abbreviating your name.

If other social networks are relevant to you – you should check them too. Examples are Pinterest, Instagram, Youtube, Flickr etc…

If possible you should try to keep your social media handle the same across all the platforms so it is easier for customers to find you from one platform to the other. Eg: twitter.com/prosperilyhq & instagram.com/prosperilyhq

2. Using Domain Name Generators to help

If you are starting from scratch with finding a name – I'd suggest starting with your keywords.

I use two really great domain name generators to help me.

2.1 leandomainsearch.com

The first is the leandomainsearch.com if I am trying to create a domain name with my main keyword in it:

For example if my business is in the Augmented Reality industry I can enter the initial phrase 'AR' and the website will make suggestions for me of domain names that are currently available with various other words added on. If I want to restrict my domain to having my keyword first click 'starts with search term'. I can do the same if I want it to end with the search term.

2.2 namemesh.com

If the domain name I want is not available or I am not happy with the options at Lean Domain Search the second tool I use is Namemesh.com

Here I am going to check the domain name Ruby Shoes

You can see that the main .com is gone and I would not recommend using the hyphenated version. The .ie is available which is great if I am trading in Ireland only.

However I want to trade internationally so I want a dot com. Next I scroll down and see what alternative domain names are available. Great ones are saphireshoes.com, shimmery shoes.com and dainty shoes.com.

You can also look at SEO options that may have your full SEO keyword in the title. A word of warning though – you don't want to directly compete with an existing strong brand. If there is an established brand already trading at rubyshoes.com you don't want your company to be called therubyshoes.com even though that domain is available.

Another section to have a look at sometimes is the Fun section that meshes words together to create made up names. Be careful with these but sometimes it throws up interesting options.

2.3 Check Socials & Google again

Do not forget to check the social networks for your name again – it is good to know at this stage if someone else is already using it.

I also recommend Googling the name – you need to make sure that you are not directly competing with a strong brand that has a similar name.

Another reason is to make sure that words in your domain are not being used inappropriately online.

3. Understanding Domain Names & Hosting

I'm sure you have been hearing all about hosting and domain names – but what are they exactly?

Website Hosting is simply a very powerful computer that is owned and managed by a Website Hosting Company like Siteground.com.

You will be sending your website to this powerful computer so your customers can view it any time of night or day. In theory, you could host your own website on your own computer but your computer would always need to be on, always connected to the internet and capable of managing heavy traffic. You would also need a lot of technical knowledge to maintain it. This is why hosting companies like Siteground provide dedicated website hosting services.

Your domain name is an easy to remember name that starts with www. And ends with your TLD – eg www.mydomainname.com. This is your website address.

Every Domain name is stored in the Domain Name Server (aka DNS) – this is like a giant Phone or Address book. When someone types your domain name into their browser (for example Chrome)   it goes to the DNS which then looks up where you have stored your website so Chrome can display it to whoever searched for it.

And that is what website hosting and domain names are.

4. Buying your hosting package

The hosting company I highly recommend is Siteground and you can find their Wordpress Hosting packages here:
https://www.siteground.com/go/prosperily

I always recommend Siteground for three main reasons:

1. Fast Reliable hosting – speed is so important for SEO.
2. Almost instant 24/7 live chat & support and also instant phone support – invaluable when you manage your own website.
3. Daily backups, free SSL certificate and reliable anti hack systems.

Having spent hours on the phone waiting for other hosting companies – I can tell you reason number 2 is enough for me to recommend Siteground. If your site is down on a Friday evening or over Christmas – the last thing you want to be doing is waiting until Monday morning or the New Year when your hosting company is open again to get help with putting it back up.

There are three packages on offer:

- **The StartUp** plan is perfect for people with one website that are starting now – *this is the package I recommend.*
- **The GrowBig** plan is a great value for money offer, including the option for multiple websites and the SuperCacher that greatly improves WordPress website speed. If you intend to build more than one website then you will need this second package but you can upgrade to it when the time comes.

- **The GoGeek** plan is perfect for people with e-commerce and larger sites, or more geeky development needs like staging and GIT integration

Click on Get Started under the Startup package:

Chose: Get A New Hosting Account

Under Purchase Information I usually choose Amsterdam (NL) as the location to store my website. Amsterdam is in the EU which means not having to worry about data issues in any other jurisdiction down the line. It will also means relatively faster load times for European customers.

Set the period you want to purchase the hosting name for – I recommend a minimum of 12 months.

Add your account details, accept the Terms & Conditions & Pay Now to get started.

PURCHASE INFORMATION

HOSTING SERVICES

Plan:	StartUp ▾
Location: ❓	Amsterdam (NL) ▾
Period:	12 months ▾
Hosting Price:	**3.95 €/mo** *(Regular: 7.95 €/mo)* (Now bill 47.40 € Excl. VAT)

*You save 50% on the regular 7.95 €/mo for the first invoice. Once your initial term is over regular renewal prices apply.

PAYMENT INFORMATION

Pay 58.30 EUR with: New Credit Card ▾

Card Number:		Expiration Date:	month ▾ year ▾
Cardholder Name:		CVV Code:	❓

☑ Make this card primary
☑ Billing Address is the same as in the Account Information

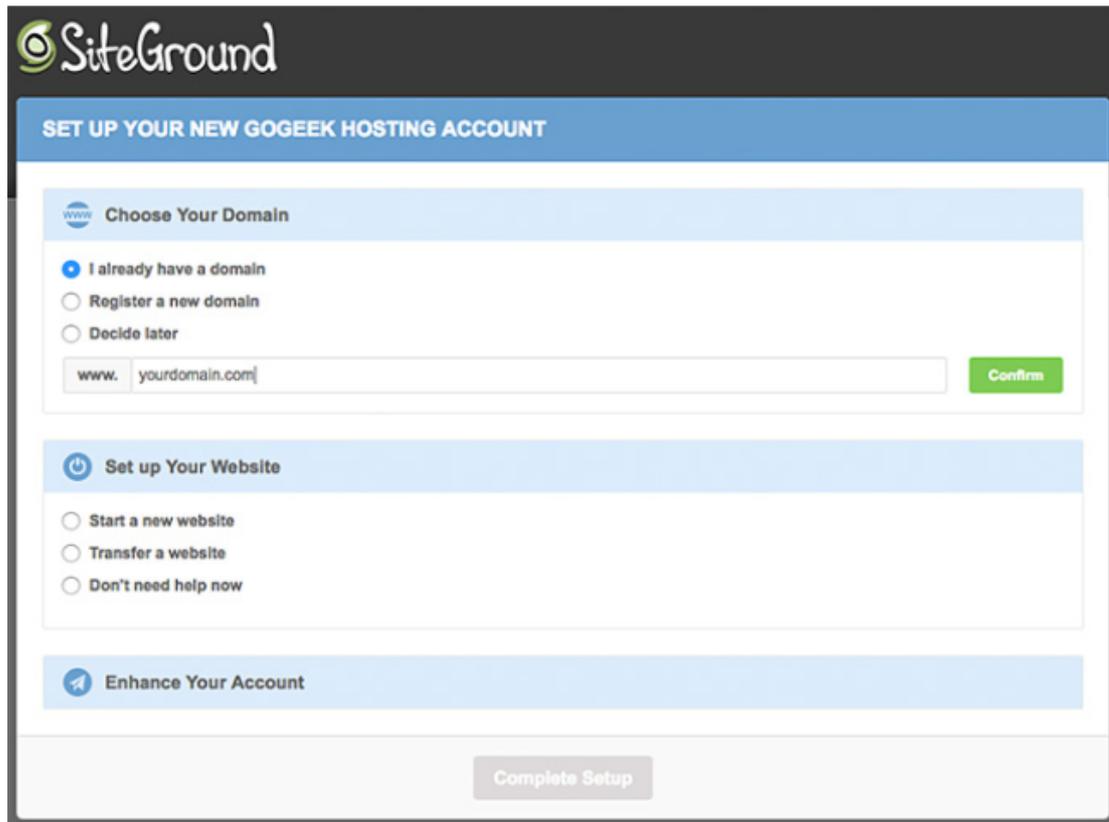|	
Subtotal:	47.40 EUR
VAT at 23%	10.90 EUR
TOTAL:	**58.30 EUR**

☐ I confirm that I have read and agree to the SiteGround Terms of Service.

Pay Now

Initial Setup Screen

1. Choose your domain – if you already know your domain address you can put it in to this box. If you don't have it yet – just click decide later.
2. Set up your website. Choose 'Don't need help now' – we will be walking through the steps in future tutorials.
3. Enhance Your Account – I personally always add on the anti-hack alerts as security is a high priority for me but this is not necessary.

4. Click Complete Setup.

Note: Make sure you keep your username and password somewhere safe as you will need it when we come back to install your website.

Taking note of your Domain Name Servers / AKA Nameservers

We will need to know your domain name servers to tell our domain where to look for our website. To find them make sure you are logged into your Customer area: https://ua.siteground.com/login.htm

Then click on Manage Account:
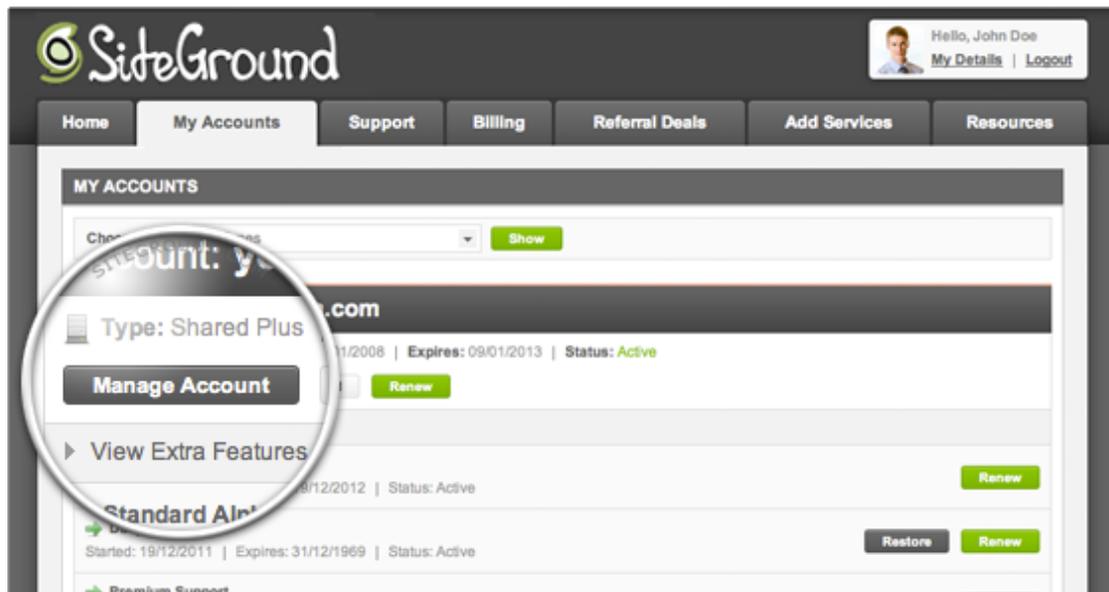
On the Information & Settings Tab you will see Account DNS

Take a note of the two lines you see there – these are your account nameservers.

The nameservers should look something like this (yours could be different):
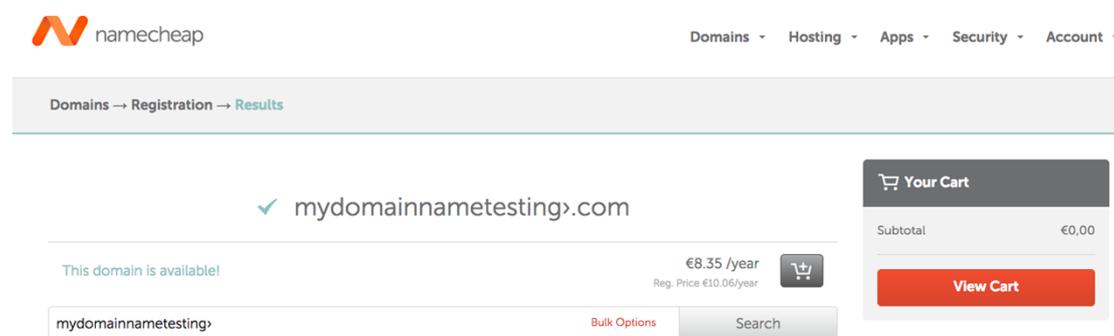
ns1.am21.siteground.biz

ns2.am21.siteground.biz

Keep these on hand for the next step.

4. Registering your domain

The domain name registrar that I use is Namecheap.com. To get started put your domain name into the search box to check that it is still available.

Click on the Add To Cart button beside the domain name and then click View Cart.

You don't need to worry about any additional options just choose the length of time you want to register the domain for and then click Confirm Order

Fill in your account and payment details.

Again – save your account details in a safe place.

Telling your Domain where your website is stored

Sign in to Namecheap.com and click on Dashboard.

Then click the manage button beside your domain name.

Recently Active in Your Account

All	Products		Expiration	
mynewdomaintesting.com ADD CATEGORY			Nov 21, 2017 Domain	MANAGE

Scroll down until you see Nameservers and from the dropdown menu choose Custom DNS. This will give you two spaces to input the two DNS Nameservers that we saved from our Siteground hosting.

NAMESERVERS   ?   Custom DNS   ✓ ✗

ns1.am21.siteground.biz
ns2.am21.siteground.biz
ADD NAMESERVER

Once you have added your nameservers just click the green tick to update.

It can take 24 – 48 hours for the great Domain Name address book to get this change. This is called waiting for the Domain Name to Propagate or resolve.

Congratulations – you have now set up your Domain Name and Hosting and are ready to get going next week when we start to build your website!