How to choose the right domain and get your WooCommerce store setup

Justin Nealey
About Me

• Helping small businesses get online for about 8 years
• Project manager for our Partners Customer and Product Excellence team
• WordPress web designer
• Cohost of GoDaddy’s YouTube show The Journey
My goal for this webinar is simple, set you and your eCommerce store up for success by having the right domain name.
How many domains have you purchased?
What makes a great domain name?
What is a domain name?

• A domain name is the address of your website that people type in the browser to visit it.
• I’d like you to think of domains like real estate. The better the “location” the easier it is for customers to find you.
• Time square vs the middle of nowhere
Types of domain names

Traditional TLDs

- TLDs or Top Level domains are the extensions of your domain
- .Com (most popular)
- .net, .org, .info, .biz
- These are the most common domains

ccTLD

- Country code top level domain
- .us, .co.uk, .com.au, .la, .jp, .ru, .tk, .it, ca

gTLD

- Generic top level domains are newer to the market.
- Keyword specific extensions of a domain.
- .pizza, .party, .gifts, .supplies, .shoes, .deals, and .boutique are a few examples.
Domain Sales

Q1 2020 CLOSED WITH

366.8 MILLION

AN INCREASE OF

14.9 MIL

OR

4.2 %

DOMAIN NAME REGISTRATIONS ACROSS ALL TLDs²

OVER Q1 2019

Q1 2020 CLOSED WITH

160.7 MILLION

AN INCREASE OF

5.9 MIL

OR

3.8 %

.COM AND .NET DOMAIN NAME REGISTRATIONS IN THE DOMAIN NAME BASE

OVER Q1 2019
What to keep in mind

Keep your domain name short

• Nobody wantsto typealongdomain.com
• Under 15 characters, the fewer the better

Be unique and brandable

• Brandable names are unique, catchy, and memorable.
• You also don’t want your domain to closely resemble a competitor

Leave room to expand

• While you may sell one thing now, you may decide to pivot or grow to sell something else entirely.
• Avoid rebranding later
The radio test

You’re given a ten second ad spot on the radio.
Will your domain be catchy enough to remember?
A good domain conveys confidence, professionalism, and legitimacy in the marketplace.
Things to avoid
Things to avoid

Hyphens and numbers

- Hyphens are a sign of spam domains
- Prone to typos
- Hard to remember
- Difficult to say

Avoid double letters if possible

- Increases the chance of losing traffic due to typos

Krazy spelling

- Hard to convey the right spelling without making it a longer conversation.
- Your customers might end up spelling the domain the correct way
Bottom line, a domain should be easy to say, spell, and remember
Tools

Domain name generators

- Nameboy
- IsItWP
- NameMesh
- DomainsBot

Trademark search

Before you register a domain name, find out if there is already a registered business using the same name.

- uspto.gov
- https://www.uspto.gov/trademarks-application-process/search-trademark-database
What if the domain I want isn’t available
“All the good domains are taken”

Chances are, the domain you had in mind is already taken so that means you might need to make concessions on your domain.

• Different extension
• Extra words
• Different domain name altogether

If you’re creative, this might not be an issue but there are other alternatives for you.
The domain aftermarket

Just like buying and selling houses, you can buy and sell domain names.

- A good domain name is an investment for your business
- You’ll end up spending extra marketing dollars to overcome a bad domain

My experience with the aftermarket – Craftthinking.com

(double letter...I know 😊)
Active and Passive Marketing

**Active**: Small audience/High Conversion
- Network event
- Phone calls
- Direct message on social
- Personalized email
- PPC
- Social media ads

**Passive**: Large audience/low conversion
- Print media
- Billboards
- Social Media
- Email marketing
- Car Wraps
- Word of mouth

A good domain makes the passive marketing easier
Setting up your eCommerce store using eCommerce Managed WordPress
Three ways to get started

• View professionally designed templates to jumpstart your website
• Manual setup
• Migrate your existing website over
On boarding experience

- Choose from a variety of templates, preview the design, answer a couple questions, and you’re ready to go!

- This plan also comes with over 40 different premium WooCommerce extensions for free to supercharge your eCommerce website.
Thank you.