



DEFINE YOUR BRAND

Branding and Your Domain Name

What is your company's mission statement? It determines the vision of your business and helps customers understand what you do.

What are the benefits of your product/service?

The benefits of your product/service should convince customers why they should buy your product and how it will benefit them.

What do customers and prospects already think of your brand?

What have your customers said about your brand?



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What characteristics do you want your customers to connect to your brand?
What makes your brand different and how would you like customers to view it?

Choosing the Right Domain Name

When people search for products or services online, the search results include a list of website domain names. take a second to define your business to help select a domain name.

Business Name (if applicable)

Industry: (Ex: Marketing)

Services: (Ex. Multi-Media)

Products: (Ex.Promo Video/ Headshots)



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Geographic Location: (Ex: St. Louis Region)

Words that describe your services: (Ex: Professional)

Brainstorm Your Domain Name

Create a memorable domain name. Remember, the shorter the domain, the better. You don't want customers to mistype your domain and end up on the wrong site. Be sure to search the domain name to ensure that it isn't already registered with someone else.

Domain Idea #1

Domain Idea #2

Domain Idea #3

Domain Idea #4