

Spectrum Net Designs

CREATING WEB SOLUTIONS

Serving you by creating web solutions for over 20 years.

February | 2021

John 15:13 *Greater love has no one than this: to lay down one's life for one's friends*



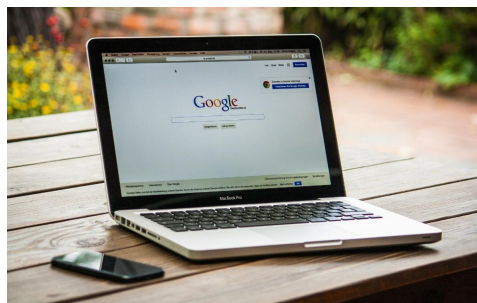
How To Choose a Domain Name

The process of selecting your domain name is exciting – you're finally taking big steps to launch your website! However, it can also be a frustrating process as you try to find a name that perfectly reflects your company and isn't already taken! This newsletter will show you how to choose a domain name. From online generators to best SEO practices, we'll cover everything you need to know when getting started!

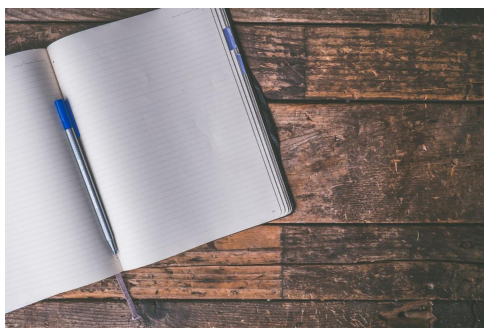
Tips for Choosing the Perfect Domain Name!

Use your Company Name

Start simple and first try your company's name for your domain. It is clear and to the point, and people only have to remember your company name to find your website! Using your name is also great for Search Engine Optimization (SEO), as Google has another place to pick up your name as a keyword when people search for your company.



What if my Company name is taken?



Bummer. We know that it's hard when someone else already has your company name for their domain. The first thing you will want to do is see if a different variation of your company name is available. Shorten your name or try a slight variation that holds the same meaning. For example, if the name you want is sprinklesicecream.com, try sprinkles.com, sprinklesicecreamco.com or sprinklescreamery.com

Include Keywords

Your domain name is a great place to sneak in extra keywords to improve your SEO. Think of keywords that you want to rank for and incorporate them into your domain! While we always promote using good longtail keywords, when it comes to domain names, you'll want to keep them short.



Keep it Simple

Make sure that your name is short and easy to spell. People won't be able to remember a long domain name, so you'll want to make it clear and simple. Avoid using hard-to-spell words and special characters like dashes and exclamation points. If your name is too complicated to spell it could take people a few times to get it right, and they might give up on finding your site entirely. Simplicity is key.

Choosing a domain is an important moment in any company's growth, but it doesn't have to be stressful! If you're still not sure where to go from here or need some more tips and inspiration, [give us a call or shoot us a message!](#)

Can't Decide on a Domain Name?

WE CAN HELP!

In Case You Missed It!



What is an XML Sitemap and Why Should You Have One?

XML Sitemaps are something that have rapidly gained the attention of marketers over the last few years, you have probably heard of them. Especially if you have your own website, it's likely that you have been advised to implement an XML Sitemap into your website's structure, but why? And what even is it? We want to answer all these questions and more in today's blog – we understand that the technical side of your website can be overwhelming, there are so many components and things that work together, it can be hard to keep track of them all.

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5 Best Practices for Marketing Your Business on Instagram

While there are many different social media platforms to consider, Instagram is by far one of the more unique and creative platforms to use. The image-focused platform allows users to share photos and short videos to their pages and feeds as well as Instagram Stories. While the platform is relatively easy to navigate and use, there are some best practices that you should keep in mind to make the most out of having your business on Instagram!

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www.spectrumnetdesigns.com | 866-773-2638 | info@spectrumnetdesigns.com

Spectrum Net Designs, Inc | PO Box 806, Grandville, MI 49468

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