

10 Steps to the Perfect Domain

Your domain is the front door to your brand. Pick it well and it boosts SEO, trust and recall for years. Here are 10 quick rules to get it right.

1 Keep it short and memorable

Aim for under 15 characters. Shorter domains are easier to recall, type and share — and they look cleaner everywhere.

2 Make it brandable, not generic

Invent a distinct name instead of stuffing keywords. A unique brand is easier to rank, trademark and protect long-term.

3 Choose the right extension

.com still wins on trust and recall. Pick a niche TLD (.io, .gg, .store) only when it genuinely fits your audience.

4 Use keywords wisely

One relevant keyword can help clarity and SEO, but never sacrifice a strong, memorable brand just to fit it in.

5 Avoid hyphens and numbers

They cause confusion when spoken aloud and read as spammy to both users and search engines. Keep it clean.

6

Make it easy to spell and say

If people can't spell it after hearing it once, you lose direct traffic and word-of-mouth. Say it out loud first.

7

Check trademarks and handles

Make sure the name is legally free to use and that matching social @handles are available before you commit.

8

Think long-term and scalable

Don't box yourself in. A name tied to one product or city can hold you back when you expand your offering.

9

Protect your brand

Register key variations and extensions to block typosquatters and defend your identity as you grow.

10

Act fast and secure it

Great domains disappear fast. The moment you find the one, register it — hesitation is how you lose it.

Ready to claim yours?

Search 1,000+ extensions instantly and register in seconds.

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