



.online

**THE SECRETS TO USING YOUR
DOMAIN NAME FOR YOUR SMB'S
MARKETING AND BRANDING**



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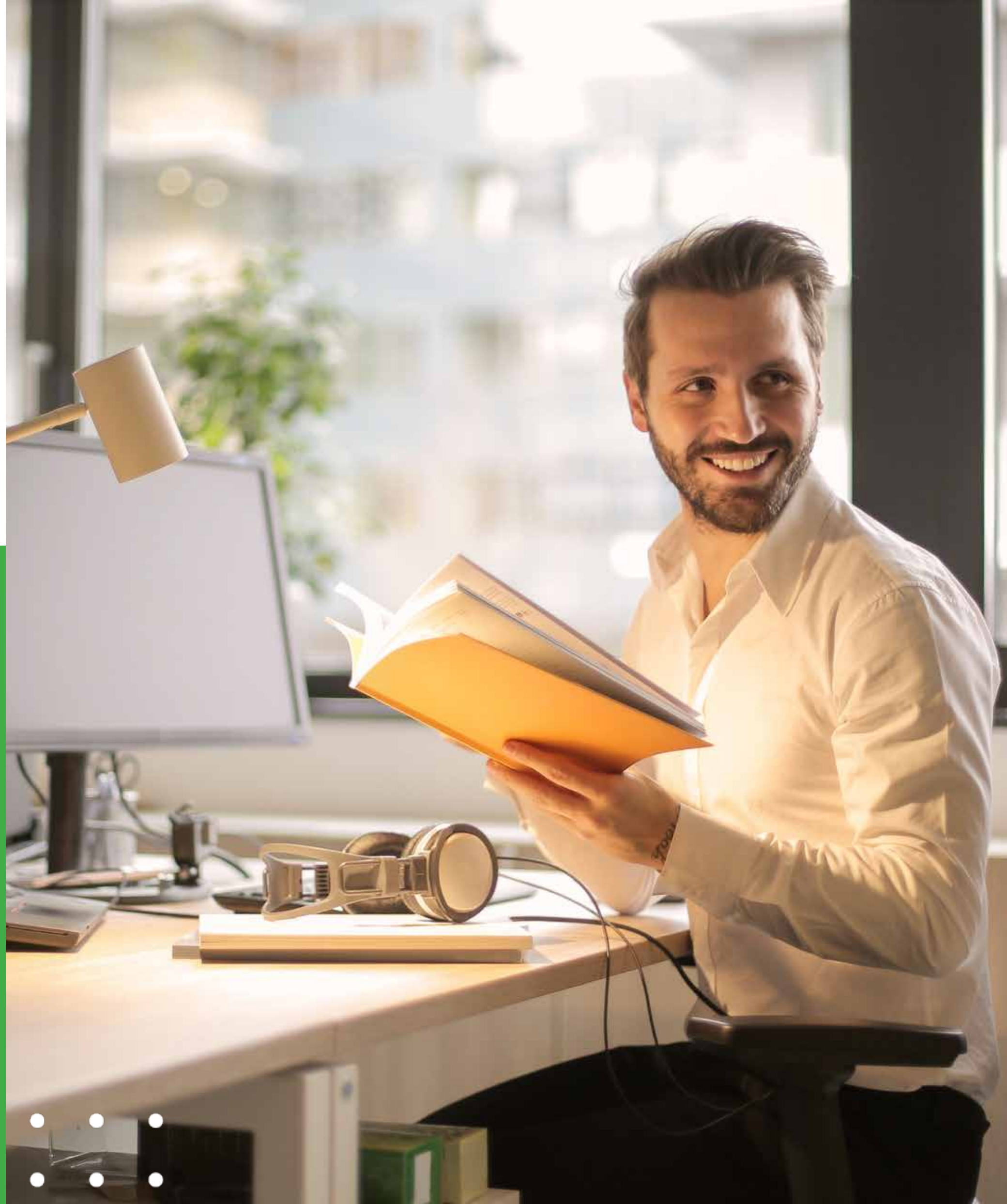
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Introduction

The two elements of a domain name (the domain and the domain extension)—both play a significant role in a company’s branding strategy. However, getting the domain extension right can completely transform your business’s online identity. The most common domain extension that has been there since the origin of the Internet is **.COM**. It originally stood for ‘**commercial**’ sites. Other extensions that were popular included **.NET** (for network), **.ORG** (for organization), **.EDU** (for education), **.INFO** (for information), and more.

While these were the most commonly used domain extensions, today they don’t communicate much about the businesses they represent. To make domain names more brandable and memorable, over 1200 new domain extensions have been made available to fulfill specific purposes.

In this eBook, we will look at what these new domain extensions are, how they can help you build a strong identity for your business, branding, and marketing. What’s more, we have also included oodles of ideas and inspiration for you from others that are using their domain extensions creatively for branding and marketing.

Let’s get started!



What are the new domain extensions and why you should consider them for your SMB



To make domain names more brandable and memorable, hundreds of new domain extensions have been made available to fulfill specific purposes. While .COM was meant for websites of 'commercial' nature and .ORG for all social 'organizations', today there is:

.TECH for technology,

.FUN for fun and entertainment,

.PRESS for news and journalism,

.STORE for retail and eCommerce stores,

.SPACE for a creative space, a co-working space or the outer space,

.ONLINE for all things online,

...and many more.

This availability of new domain extensions has opened up a monumental opportunity for modern businesses to choose a domain name that contributes towards building a strong online brand.

Some examples: www.grit.online, www.louder.online, www.amusements.online

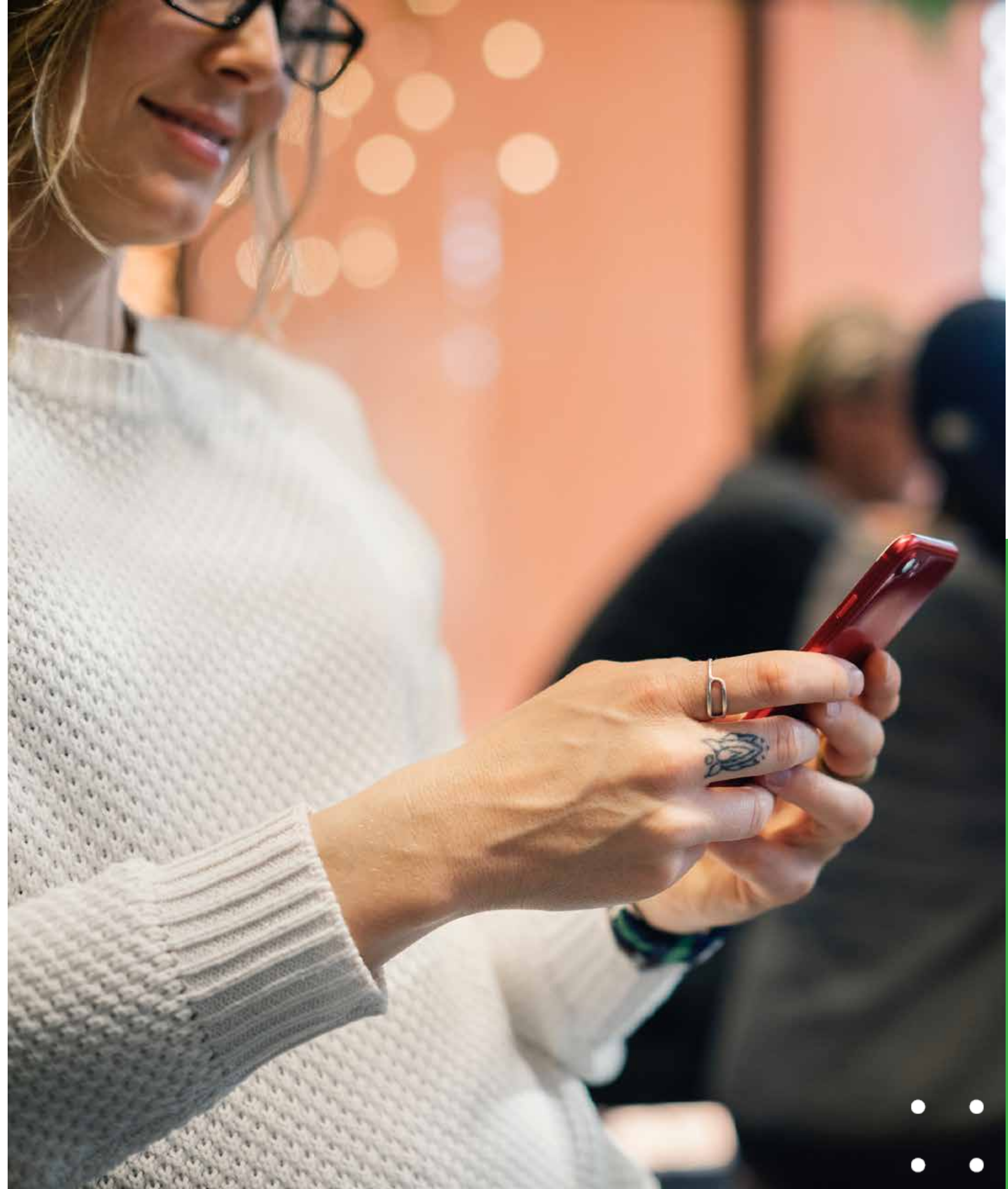


How choosing a new domain extension benefits your SMB

1. Domain names on new domain extensions are available

Since the new domain extensions are still relatively new, you can find your short, simple, and memorable domain name on them. Not only do these domain names communicate what your business is about, but they also help you get an online identity that adds long-term branding value.

For example,
www.makingwaves.com is not available but
www.makingwaves.**online** is easily available at a standard price.



2. Domain names on new domain extensions are radio-test friendly

The radio test is an assessment that considers how easy or difficult it is to understand your domain name when said out loud. It's a fantastic way to determine the complexity of a domain name, especially in the era of voice search.

Imagine a situation where you're trying to communicate your domain name to a person on the phone. If that person fails to understand it when they hear it, they will probably forget it and you could potentially lose valuable clientele.

Take, for instance, www.thecooking.site - a domain name that is easy to remember and one that is radio-test friendly.



3. Domain names on new domain extensions can help with SEO

Domain names on new and contextual domain extensions can play an important role in helping you better your search rankings.

A study on the impact of new domains on SEO suggests that a keyword-rich domain name can help websites get on-topic backlinks on those keywords. This can help businesses that are striving to be discovered organically.

For example, if **www.babycostume.online** gets backlinks on the anchor text 'baby costumes', then it gives a green signal to the search engine about the relevance of the website and over time it helps the website rank for the keywords baby clothes store.



What makes for a great online business name for your SMB

Chances are that you've invested a considerable amount of time and resources coming up with an idea for your online business and how to go about making it the best in its niche. When you've invested so much effort to start a business from scratch, you shouldn't have to compromise on your brand name.

A great business deserves a great name.

While you can use various brand name generators and online business name generators to search for brandable names, to truly stand out from the competition and establish your online business as the next big thing, you need to keep certain parameters in mind.

A great brand name is one that breaks all stereotypes. Here's what makes for a great online business name:

**A name that is short,
easy to type and
easy to remember**

**A name that is
definitive, relevant
and meaningful**

**A name that is clean,
crisp and uncluttered
(free of any lingual or
grammatical errors)**

**A name that is
unique, innovative
and memorable**

**A name that is
descriptive of what you
sell and the industry
you belong to**



How to find a kickass online business name for your SMB

When it comes to finding the perfect brand name, here's what you should keep in mind.

Simplicity Is Key

When it comes to finding a great name for your online business, simplicity is key. You need to think of a name that has the 3 Es.

- > Easy to spell
- > Easy to pronounce
- > Easy to remember

To do this, you need to pick a name that is short and snappy.

However, this doesn't mean you go after weird names that have special characters or misspellings. Your ideal business name should be less than 18 characters and meaningful in nature. Pair it with a relevant domain extension such as **.online** for added brand value and recall ability.



Consistency Is Crucial

Branding best practices indicate using the same name across all platforms and marketing materials. For instance, if you've already thought of a great online business name, it's important that you stick to it by finding an exact match domain without compromising on your name choices.

For instance, if www.BlueCanyon.com isn't available, don't settle for a clunky name; instead, look for alternate options on a new domain extension and pick a cool domain name such as www.BlueCanyon.online.

Truth be told, it's better to register your brand name on a relevant new domain extension rather than compromise your global identity only to be on a conventional domain name.

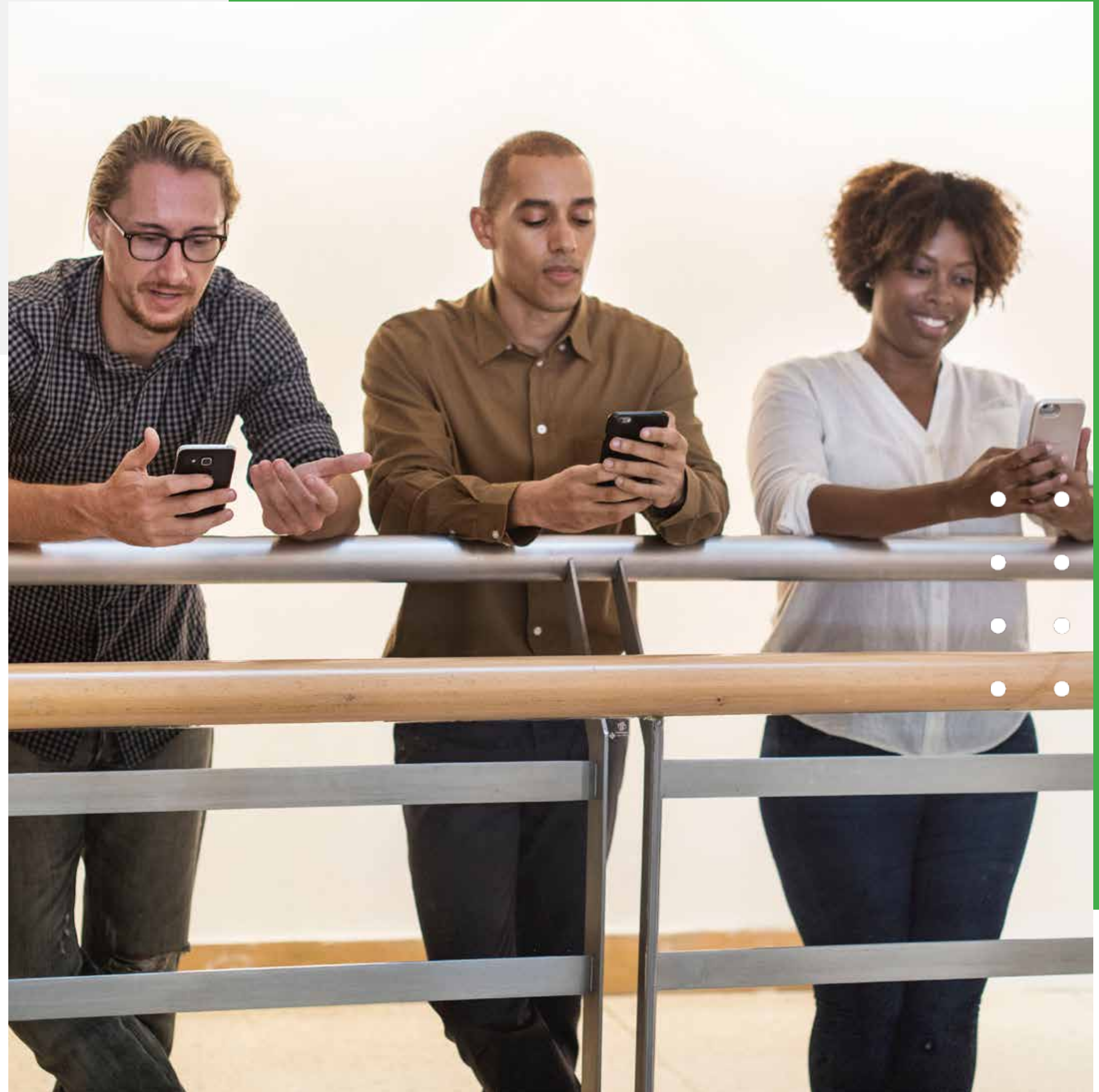
Similarly, you should ensure that your online business name is consistent across your social media handles as well. Your audience is most likely spread across various online platforms and you would want to come across as a consistent brand on all leading channels. This helps in building a strong online presence.



Plagiarism Is Sin

When searching for business name ideas, avoid picking a name that sounds like another brand's name. Do your research before zeroing in on your name choices and ensure that the name you choose is not trademarked or registered by another business.

Catastrophic legal issues aside, imitating another brand's name is a marketing disaster. The last thing you want is your business to be confused with another business or another brand. Copying famous brand names or giving well-known brand names a creative twist for your own benefit will result in a brand-building fiasco for you.





How a domain name on .ONLINE can help supercharge your SMB's brand

Every business needs online visibility. Why?

- > To grow
- > To get new customers
- > To be featured in the media
- > To be noticed by investors or partners

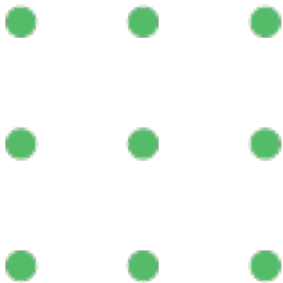
Brand visibility is at the heart of all business outcomes. This is why building a robust online presence is key to success, not just for businesses but even for blogs and personal websites.

Did you know that by choosing a .ONLINE domain name, you can build a strong online brand for your business or blog?



Here are 9 reasons why you need a **.ONLINE** domain to take your incredible idea online:

GLOBAL	POPULAR	VERSATILE
AVAILABLE	MEMORABLE	INTUITIVE
SEARCH ENGINE FRIENDLY	MEANINGFUL	PREFERED BY MARKETING EXPERTS





1. GLOBAL

The English word “online” is understood very well even by non-English speaking audiences. This makes **.ONLINE** the perfect domain extension when you want your business to appeal globally.



2. AVAILABLE

Here’s something interesting for you to try: think of the perfect name for your existing or future business or blog, and search for it on .ONLINE domain. Chances are that you will find the exact name that you want.

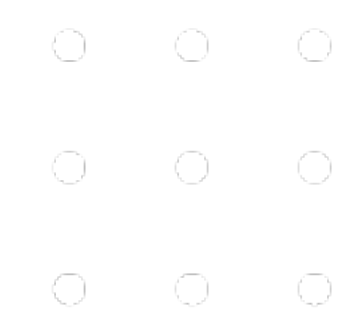
This means that not only can you get the domain you desire (no compromises!) but also that you can be creative with your website’s branding.

For example: www.buildingtech.online or www.racingcars.online or www.flowerpots.online; these domains are available (as of now, anyway!).

3. SEARCH ENGINE FRIENDLY

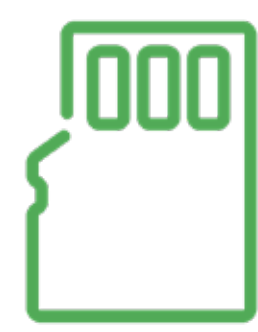
The .ONLINE domain extension is treated at par with any other domain extension (such as .COM, .ORG, etc) when it comes to organic search results. Your website’s content quality, credible backlinks, and mobile-friendly design will help you rank in organic search results while your domain name will help you build a positive user perception for your brand.

For example: **www.listenthinkspeak.online**



4. POPULAR

Over 1 million .ONLINE domains have already been registered across the world. These 1 million domains are spread out across all kinds of industry verticals - from dance studios to furnishing, from fintech to manufacturing. This means that businesses are recognizing the value that a .ONLINE domain can add to their brand building.
For example, check out **www.directpay.online** or **www.bringme.online**



5. MEMORABLE

What does it take to make something memorable? The answer is to make it outstanding, something that catches the eye. Here's a quick trick - what are you likely to remember more: www.louder.online or www.wearelouderonline.com?
.ONLINE extension gives you an opportunity to say more in fewer words while building a memorable image in the eyes of anyone who looks.

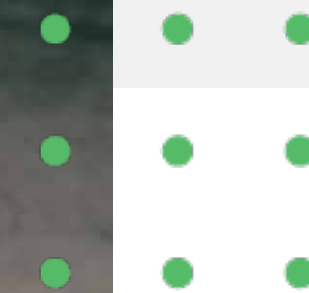
6. MEANINGFUL

Here's something fun to consider - many businesses, when looking for a domain name on .COM, often add the term "online" (for eg, www.blushadeonline.com when www.blushade.com is not available).
Why do you think they do that? It's because the word "online" adds a layer of meaning to the name. The good news is that you can simply get a more brandable domain name by choosing .ONLINE domain extension.
And yes, www.blushade.online is available right now!

7. VERASTILE

Any business from any industry can find a suitable domain on .ONLINE. That's how versatile this domain extension is. From marketing to consulting to manufacturing - there's a perfect .ONLINE domain for businesses across industries.

For example: **www.mumsttheword.online**



8. PREFERED BY MARKETING EXPERTS

Some of the top marketing and branding experts of our time are using new domain extensions to further enhance their own personal brand. Some of the examples include Pam Moore (www.pam.online), Boss Babe (www.bossbabe.online), Ryan Foland (www.ryan.online), Lilach Bullock (www.lilach.online), and more.

If you are looking to build a cutting-edge, memorable brand online and stand out from the clutter, explore the power of new domain extensions such as .ONLINE that is versatile and has a global appeal.

- Jeff Bullas



9. INTUITIVE

The word “online” is an intuitive term that works as an obvious suffix in many online searches. Just by adding the term “online” to your business name, you build a connection between your business and your target market, which helps in gaining and retaining customers in the long run.

For example: **www.remote.online**

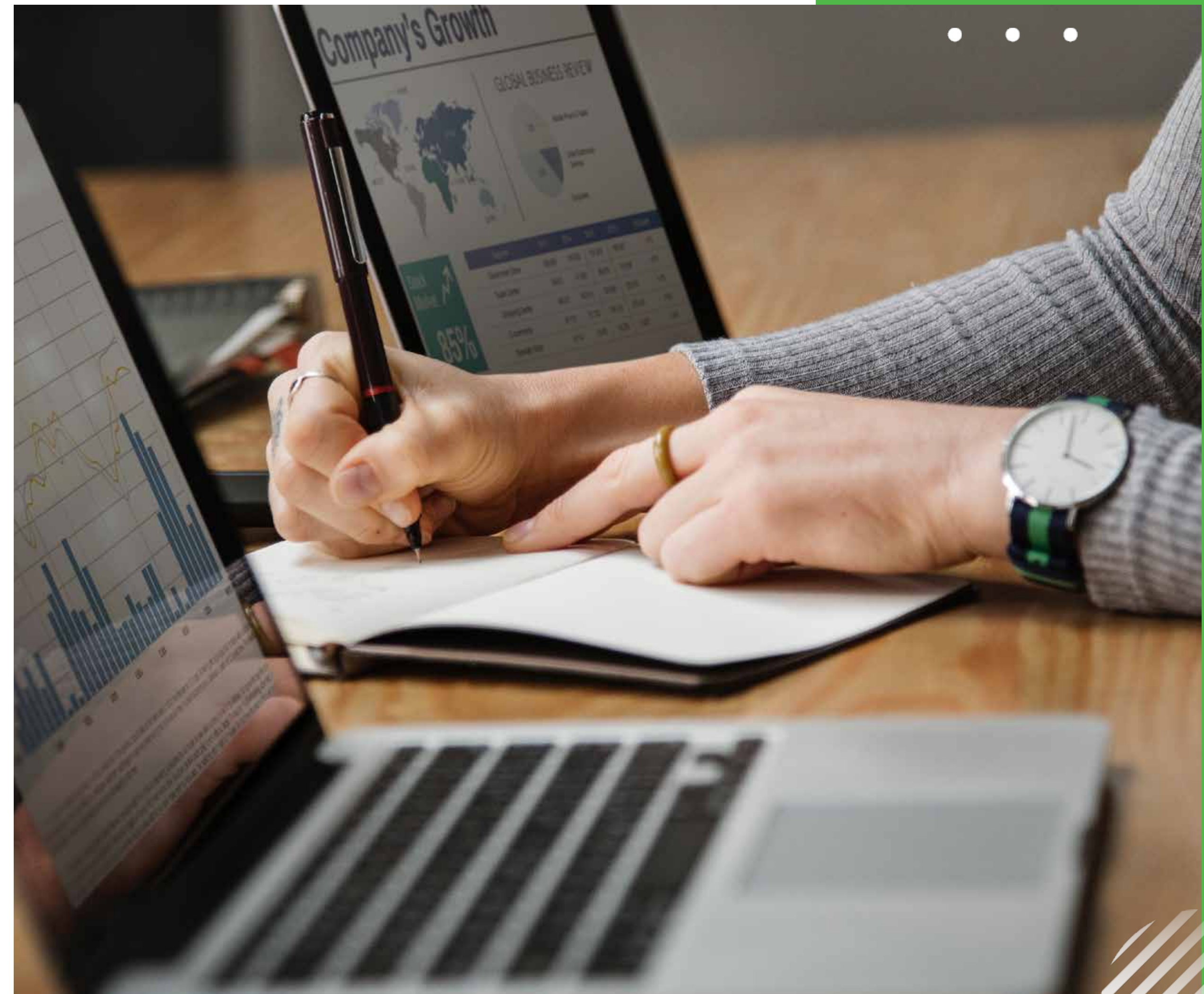


Strategies to integrate your domain name in your SMB's marketing campaigns

Did you know that this domain name can be more than just a web address? A good entrepreneur knows that every aspect of a business is a branding tool, even the domain name.

New businesses can do just fine with a single domain name but having multiple domain names for various verticals of your business can certainly benefit your overall marketing strategy. Having multiple domain names can provide sound marketing opportunities to engage your customers on various levels and create a memorable brand.

For example, you can use a domain name to simply point to a page at your website if your budget is restricted. But if you want to take things up a notch, you can create a campaign-specific landing page or even develop a brand-new website.





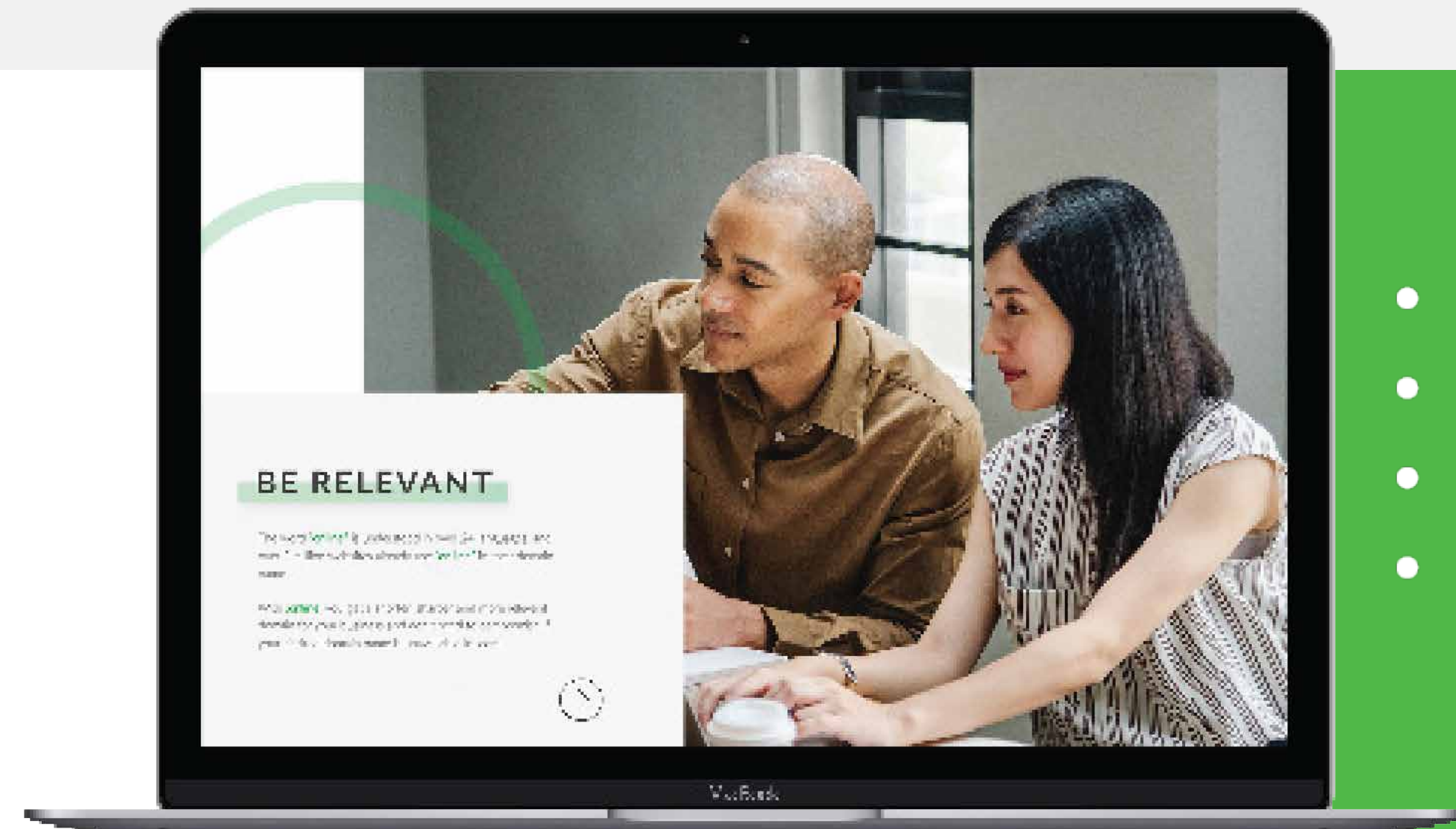
1. Build highly targeted campaigns

Giving your marketing campaign idea its own unique identity on the Internet can help in better engaging your audience. A special event, giveaway, trade show, loyalty program or even a commercial are good examples where you can leverage a unique domain name that directs the user to a landing page that is separate from your main website.

For example, if you are planning a launch campaign for your new night-cream, you can have a domain name such as [www.\[creamname\].online](#). Your microsite can host information about the launch campaign, it can have an exclusive giveaway for your users to participate in.

This approach has many benefits. It allows you to:

- > *Try creative ideas*
- > *Tailor content that's specific to your target audience*
- > *Test different styles of messaging that are different from your main tone and feel*
- > *Track your campaign results with ease*



2. Give specific products and services their own identity

Sometimes it makes sense to give your star products or services their own unique domain name. This web address could either take the users to the product's own dedicated website or it could be redirected to the product page on the main website.

Amazon did that with Prime—the domain **www.prime.online** redirects to Amazon's Prime page.

For example, if you're into real estate and want to advertise a particular premium property, you could register the street name such as **www.[streetname].online** as a domain name that directs the users to a page that provides property details.



3. Get creative with your messaging

Often marketers complain about the digital space being heavily saturated. But in the problem lies the opportunity—you have many options when it comes to creating a domain name that boosts your overall promotional efforts. Especially for enhancing user memorability and your discoverability.

For example, consider the following opportunities:

- > Campaign slogan: **www.keepmoving.online**
- > Specific occasion: **www.holidayoffer.online**
- > Particular season or holiday: **www.summerevents.online**
- > Location: **www.chicagobakery.online**

For inspiration, you can take the help of name generators to find names that are cool and that stand-out for your marketing campaigns or for your websites. It'll give you enough juice to brainstorm and find a name that adds value to your marketing objective and helps deliver a good ROI.



How are marketing and business experts using .ONLINE for their personal branding

Some of the top business, marketing, and personal branding experts are using .ONLINE to enhance their online brands. Mentioned below are a few of them.

> Jeff Bullas

While being unemployed in 2009, Jeff Bullas chanced upon social media and invested \$10 to start a website. Today, with numerous recognitions and accolades, he is a name to reckon with in the digital marketing and branding space. He has published various blogs and an eBook on the importance of domain names in branding. In fact, Jeff himself uses **www.jeff.online** to share his content on social media.

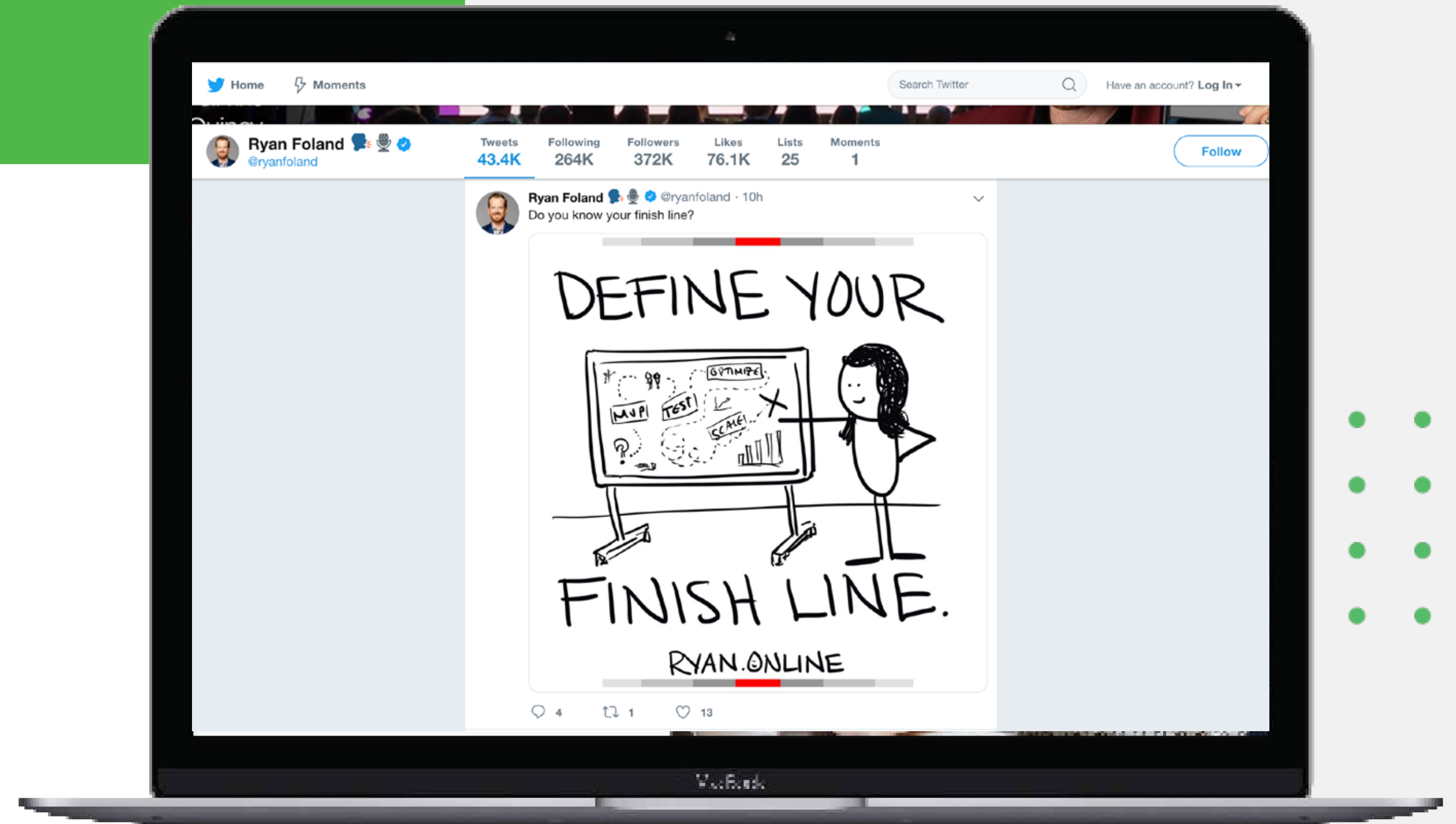




> Ryan Foland

Ryan Foland is a branding expert who teaches the art of 360-degree brand development. He recently released his book 'Ditch the Act: Reveal the Surprising Power of the Real You for Greater Success'.

He is a global keynote speaker, recognized by publications and corporations for the breakthrough work he has done in the branding space. Ryan uses **www.ryan.online** to promote his content on social media.



> Lilach Bullock

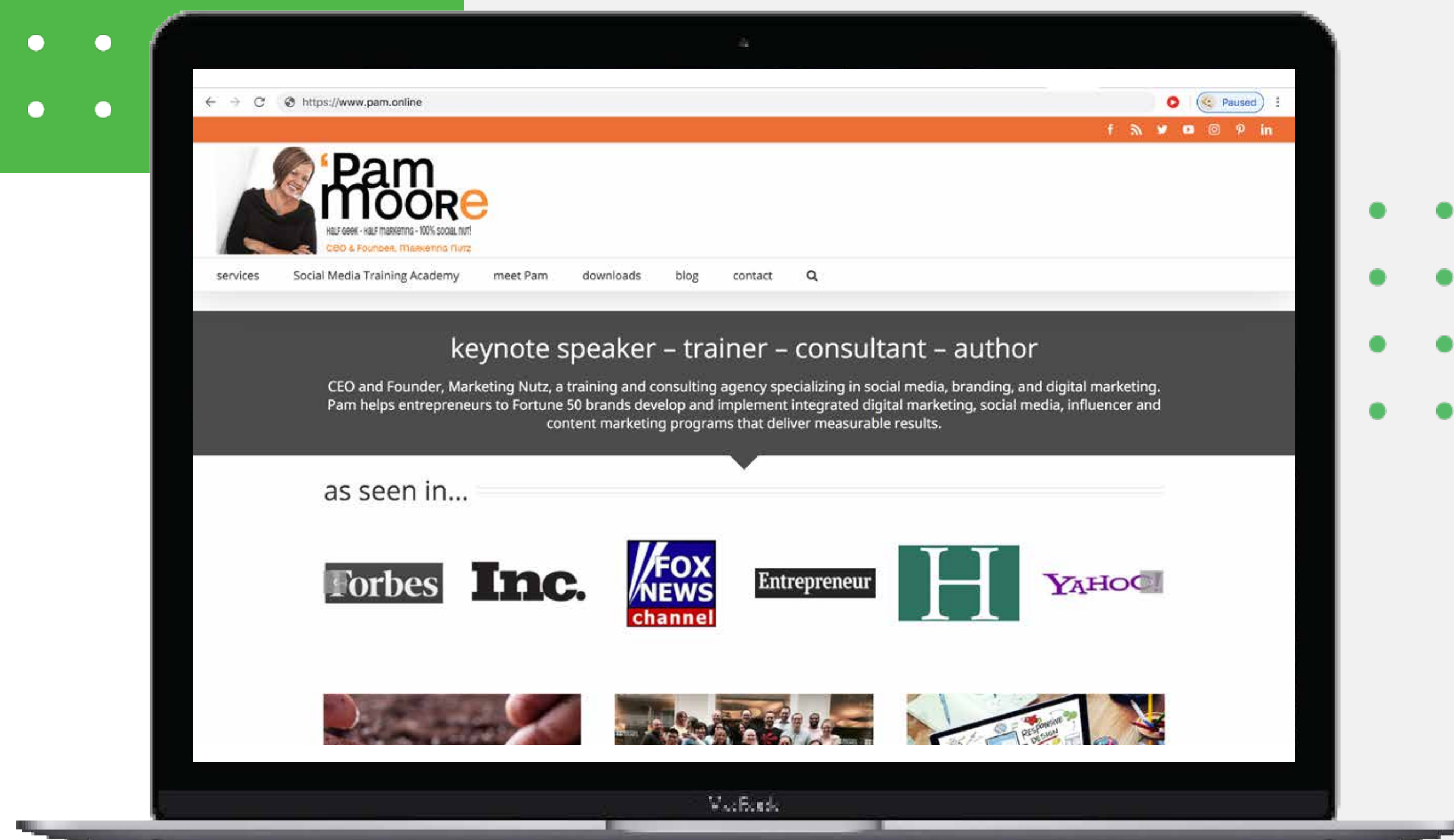
Lilach Bullock is known for her ROI driven marketing strategies that deliver definitive results for users. She was voted as one of the Top 20 Women Social Influencers by Forbes and the Number 1 Digital Marketing Influencer by Career Experts. Lilach uses **www.lilach.online** as a branded short link to build her own unique brand online.





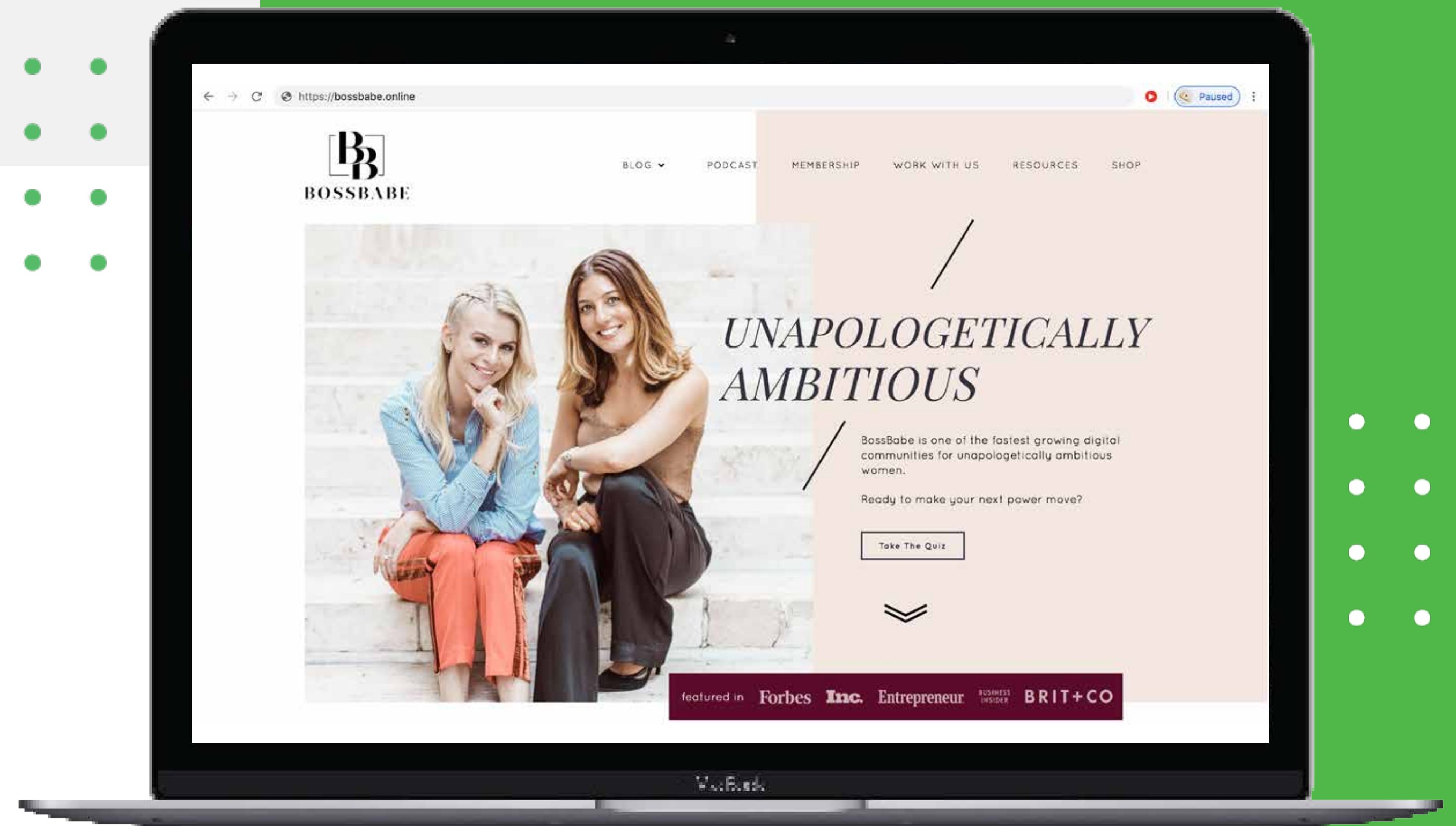
> Pam Moore

Pam is an internationally recognized digital marketing guru. She is a keynote speaker, marketing consultant, and the host of one of the top marketing podcasts Social Zoom Factor. To build a distinct identity online, Pam combined three of her websites www.pammarketingnut.com, www.socialzoomfactor.com, and www.themarketingnutz.com into one brilliant online identity at **www.pam.online**.



> Natalie Ellis

Boss Babe is a platform and a brand created by Natalie Ellis and her partner Dr. Danielle Canty. They built this platform to empower and encourage women to sail through the hardships of their entrepreneurial journey. By calling it Boss Babe, they are reinforcing the idea of being your own boss and, as a community, they are supporting other women across borders through **www.bossbabe.online**.





Conclusion

Make no mistake about it: a recognizable and loved brand is one of the most valuable assets a company owns. And when creating your brand, it's imperative that you pay close attention to everything from your logo to color scheme to the tagline and even your domain name. All these aspects go a long way in helping you build a trustworthy brand and a profitable business.

