

Checklist for getting the perfect business name / domain name

Hello, before you choose your new business / domain name, I recommend that you go over this list so that it will help you to determine how strong your idea for a business name is. Moreover, if you are considering more than one name for your business, this checklist can help you to decide which is the best one.

It's important that you will be fully content about the new business name that you choose, because:

1. It's hard to regret the name of the business after you chose one.
2. Your name is your strongest marketing tool such that a good name could save you a lot from the advertising budget.

Is/Does your future business name:

1. Valid in ".com"?
2. Represent who you are?
3. Suitable for the future plans of the business?
4. Do you need to explain the name's meaning? (The answer should be no)
5. Short?
6. Good ring?
7. Unique?
8. Easy to remember?
9. Authentic?
10. Similar to another brand name? (The answer should be no)
11. Contain a hyphen? (The answer should be no)

Questions that you need to consider with regard to different languages and cultures in which you plan to sell your product:

12. Easy to pronounce?
13. Easy to spell?
14. Sound like an inappropriate word?
15. Sound like a negative word?

If your business name of choice suits more than 12 of the 15 aspects written above than it is a good name for your business.

If not, you always can come up with new business names.

If you want plenty of high-quality ideas for names, I recommend this site BUZZinessName.com - It's risk free.

If you have more than one good company name idea, you should also look into:

- Valid twitter name?
- Low results for the name in google?
- Start with the letter "A"?

For two words name:

- Alliteration (triple - tree)
- Rhymes (start - smart)
- Homonym (happy - hippo)

Good luck!

About the Author

Naming consultant - www.BUZZinessName.com

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