

**What is the
value of a good
domain name?**

**I already have a
domain name**

**I want more
traffic**

**.com or
.co.nz?**



What is the value of a good domain name?

A good domain name:

- * attracts immediate attention
- * gives your website a higher ranking in search engines
- * is an opportunity to exclude competition
- * talks to customers about their need directly
- * gives a promise of faster, better, cheaper solutions
- * is an asset of its own

I've already got a domain name

There is really only one good reason to redesign your website. That reason is, your current site isn't fulfilling its objectives.

I want more traffic

The difference between a highly usable web site and one that is poor is an accumulation of many small things.

.com or .co.nz

You may be proud to have your own name as your business name but unless you're famous it probably doesn't mean much.