

Already got a domain name? Just because you already have a domain name and your site has that name doesn't mean you're stuck with it - and any advantage and recognition you've already gained from your current domain name don't have to be lost. But there is always room for improvement! Making a change is simple and easy.

The

key things to remember are:

- you can have more than one domain name pointing to a website
- generally, it is relatively simple to change your site's domain name
- your website's domain name doesn't have to be the same as your organisation name

When considering options for a new or an additional domain name, think about this: how will you be found? What exactly do users type into search engines to locate the service you are offering. If you can incorporate those keywords or phrases into your domain name you will have a much better chance of ranking high in a search query (higher than your competitors!) and being found by potential customers. The more people that come across your website the more likely they will engage you for your services.

So ask yourself, is your current domain name making it easy to find you?