

What is the value of a good domain name?

A smart 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

Getting immediate attention

Usually, businesses are setting their domains after their company name. This is good if your company name clearly states what you provide. Or if your business is already famous. If this is not the case, we can suggest an additional domain name to immediately draw attention to your website no matter if it is new or an existing one.

Getting a higher ranking

The big question is how to make it easy for your prospective customers to find your website fast! Search engines will pick up and place certain domain names first in their lists. You want to be among these first ones.

Excluding competition

Register your domain name – and get the option to continue to register. That way, you will have the smart domain name, not the competition.

Talking to customers about their needs directly

Ideally, your company name will clearly relate to your business product. But if it doesn't, we can suggest solutions for faster connection with potential customers.

Giving a promise of faster, better, cheaper solutions

It is great when your domain name can not only say what your product is, but can also promise the quality of your work. For example, mortgage-express.co.nz, plumbingplus.com, affordable.co.nz

An asset of its own

Once you register a domain name, it's yours. You own it for a comparatively low price for as long as you like. And yes, domain names are tradable. It is your property, you can sell it.