

**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.