

# CHOOSE A DOMAIN NAME CHECKLIST

- ✓ Easy to remember
- ✓ Easy to pronounce
- ✓ Easy to type
- ✓ Available on all social media platforms
- ✓ Avoid acronyms
- ✓ Avoid hyphens
- ✓ Use a .com

## USE YOUR OWN NAME IF:

- ✓ You aren't completely sure about your business's direction
- ✓ You're building a personal brand (coaching, speaking, etc)