

15 MINUTE MONDAYS

MASTER YOUR WEBSITE WITHOUT BEING A WEBMASTER

Domain Name Brainstorming

Use this guide to brainstorm ideas for your domain name. Fill in the lists on pages 2 through 5. Then bring those lists together on page 6 to generate your domain name or maybe even several.

Please note that the example lists come from the 15 Minute Mondays *Action Guide for Creating Your WordPress Website*. The example website we built was for a fictional waffle house named Waffles & News that is owned by retired journalists Robert & Rebecca Harrison (also fictional.) To set the stage for our example business, we'll provide a brief fictional bio on our business owners who have decided to register a domain and start a website. This will help you see their world and relate it to yours.

Waffles & News is owned by Robert Harrison, a retired newspaper journalist who ate his fair share of less-than-tasty waffles while chasing the news at all hours, and Rebecca Harrison, a retired journalist turned journalism teacher and avid gardener. After a thirty year career, the couple decided that sitting at home tending their prize winning vegetable garden – blue ribbon cantaloupe at the local fair back in 2011! – and playing with their three dogs just wasn't enough. So they turned their Saturday morning waffle tradition into a business that combined their favorite breakfast with their ongoing love of the news.

The couple opened the business near the downtown area with its newspapers, radio and television stations, and business people as well as near the trendy, revitalized night life area of town. They've grown the menu from a simple breakfast to a more gourmet fare with waffles as the backbone.

In their spare time, Bob and Rebecca both enjoy writing freelance news articles for local media outlets.



Domain Name Brainstorming

www.15MinuteMondays.com

List of Names

Create a list of names that are associated with your business: your name, your business name, your product names, etc.

Waffles & News Example

Waffles & News

Harrison

Blueberry Behemoth

Robert

Habanero Hamburger

Strawberry Wafecake

Rebecca

Chicken Fried Challenge

What are your important names? Be sure to list all names your business is known by, all personal names (at least those of the owners,) product names, brand names, and well-known slogans and mottos.

[illegible]



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List of Professions

Create a list of professions associated with your business. Be sure to include all alternate names for your profession. A thesaurus (or www.thesaurus.com) will be very useful.

Waffles & News Example

<u>restaurant</u>	<u>diner</u>	<u>breakfast house</u>
<u>coffee shop</u>	<u>café</u>	<u>grill</u>
<u>bistro</u>	<u>chef</u>	<u>cook</u>
<u>journalist</u>	<u>reporter</u>	<u>news hound</u>

What professions are associated with your business?

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List of Locations

Create a list of locations that are associated with your business. City (or cities if you have multiple locations,) states, regions, districts, and streets are just a few of the locations by which you business could be identified.

Waffles & News Example

Lubbock
Llano Estacado
19th Street

Texas
South Plains
Crickets Ave

West Texas
Depot District

What are the names of the locations associated with your business? If you have multiple locations in different cities, when you get to the domain creation, you might consider one main domain and then an additional domain for each city.

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Create Your Domain Name

Now start putting the words together. Take words from the various lists and join them together to create domain names. Don't worry about the www. or the .com for now. Just look for the base name. Once you get ready to purchase your domain name, you can pick .com, .net, .org, or whatever (and by that I mean really try to get the .com) for your domain.

Waffles & News Example

WafflesAndNews

WafflesNews19th

LubbockGourmetWaffles

BlueberryBehemoth

DepotWaffleHouse

WafflesNewsCricketsAve

StrawberryWafCake

For Waffles & News, the first one is the obvious domain name. It's the name of the business and is true to the brand. If there were multiple locations, we might want to include locations. And we might consider our signature dishes as add-on domains at another time, but for now we've found our winner.

Brainstorm your list here. After it's together, work with business partners, family, friends, and anyone whose opinion you value to help you decide the right domain for your list.

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