

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.

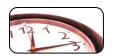


www.15MinuteMondays.com

#### **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	Robert	Rebecca
Harrison	Habanero Hamburger	Chicken Fried Challenge
Blueberry Behemoth	Strawberry Wafcake	Chicken I fled Chancinge
Brueberry Benefifoth	Strawberry wareake	<u> </u>
-		
What are your important names? names (at least those of the owner mottos.		ousiness is known by, all personal es, and well-known slogans and
		-



www.15MinuteMondays.com

### **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 Examp		breakfast house
restaurant	diner	
coffee shop	<u>café</u>	grill
bistro	chef	cook
_journalist	reporter	news hound
What professions are associated	d with your business?	
		_



www.15MinuteMondays.com

#### **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.

Lubbock	Texas	West Texas
Llano Estacado	South Plains	Depot District
19 <sup>th</sup> Street	Crickets Ave	
What are the names of the loca	tions associated with your h	usings? If you have multiple
		eation, you might consider one main
domain and then an additional		eation, you might consider one man
iomain and their an additional	domain for each city.	
	_	
	-	

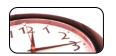


www.15MinuteMondays.com

## **List of Keywords**

Create a list of keywords associated with your business. These words will include generic names for your products or services. If someone might type a particular word in to search for your business, that word is a keyword. Here again, a thesaurus is your friend.

wajjies & News Examp breakfast	lunch	dinner
supper	meal	food
waffle (and waffles)	news	media
headlines	eggs	eggs Benedict
cuisine	gourmet	fare
cuisine	gournict	Tare
What are your important keyw News list to save space because	ords? This list can get longe I could have filled this p	g. I stopped adding to the Waffles & age.
	,	



www.15MinuteMondays.com

#### **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.

DepotWaffleHouse
WafflesNewsCricketsAve
StrawberryWafCake
<del></del>
obvious domain name. It's the name of the e were multiple locations, we might want to er our signature dishes as add-on domains at our winner.  ork with business partners, family, friends, and ecide the right domain for your list.