



A White Paper: **How to Choose a Domain Name for SEO Advantages**

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Search Engine Optimization (SEO) is a complex undertaking. There are many factors involved. This paper touches on a few of them.

PREMISES:

- 1. Google understands searcher location, searcher intent, and website owner location.**
- 2. Google understands which kinds of businesses tend to provide local service (Real Estate Agents for Example) and which ones tend to provide nationwide or global service (Online business card printing product suppliers for example).**
- 3. Google gives extra credit in it's search results, via a "ranking algorithm" or formula, for websites that are most likely to satisfy the searcher.**
- 4. Domain names that contain the keyword phrases that the searcher typed in are favored for higher search engine results placement (SERP).**
- 5. If searcher is searching for a product or service generally provided by a local company, then the search results returned will favor local companies.**
- 6. These facts can be used to your advantage if you choose a domain name accordingly.**

Your company name is not the best choice for a domain name. People are probably not already searching for you by company name, unless you do a lot of other marketing. Even if you are, there is less competition for your company name, so it will be easy to rank for a direct company name search. This is why a domain name made up of the company name is not the best choice.

Google understands searcher location and searcher intent based on recent search and browsing activity. Are they researching a college paper or looking to buy? Google tends to provide results based on the searcher's intent with regard to location as well. Google knows by IP Address of the person searching, where they are, approximately.

So if the searcher is in your city, and if the searcher appears to be searching for a product or service usually provided by a an online service that can ship anywhere, or if they are searching for something usually provided by a local business (such as a housecleaning service, doctor, lawyer, or dentist); Google provides search results accordingly.

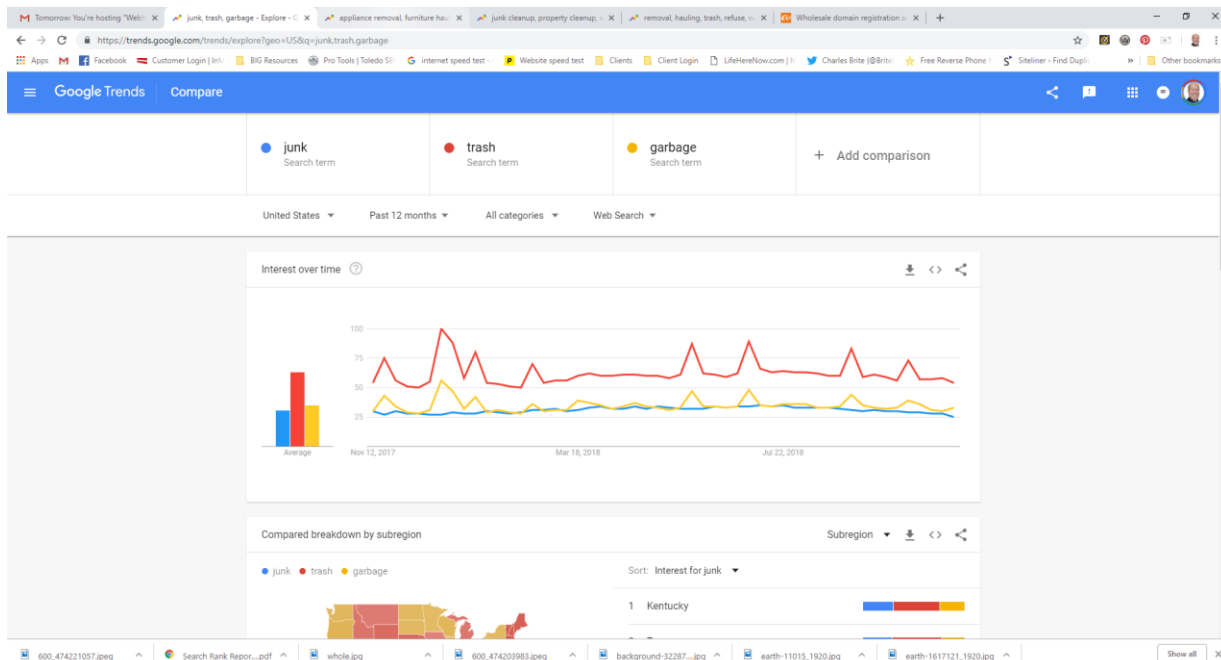
Other examples of this principal might include a search for a Real Estate Agent or a search for an online business card printing order. For this reason, including your geographic service area in the domain name helps google understand which searchers to send to your site.

The Best Approach To Domain Name Selection Takes These Things Into Account

Study the search volume for keywords you think people are using, to find out which ones are used the most.

There are many tools for doing this. Google trends can be useful. In this study a client wanted to create a doorway site that could feed traffic to it's franchise provided landing page.

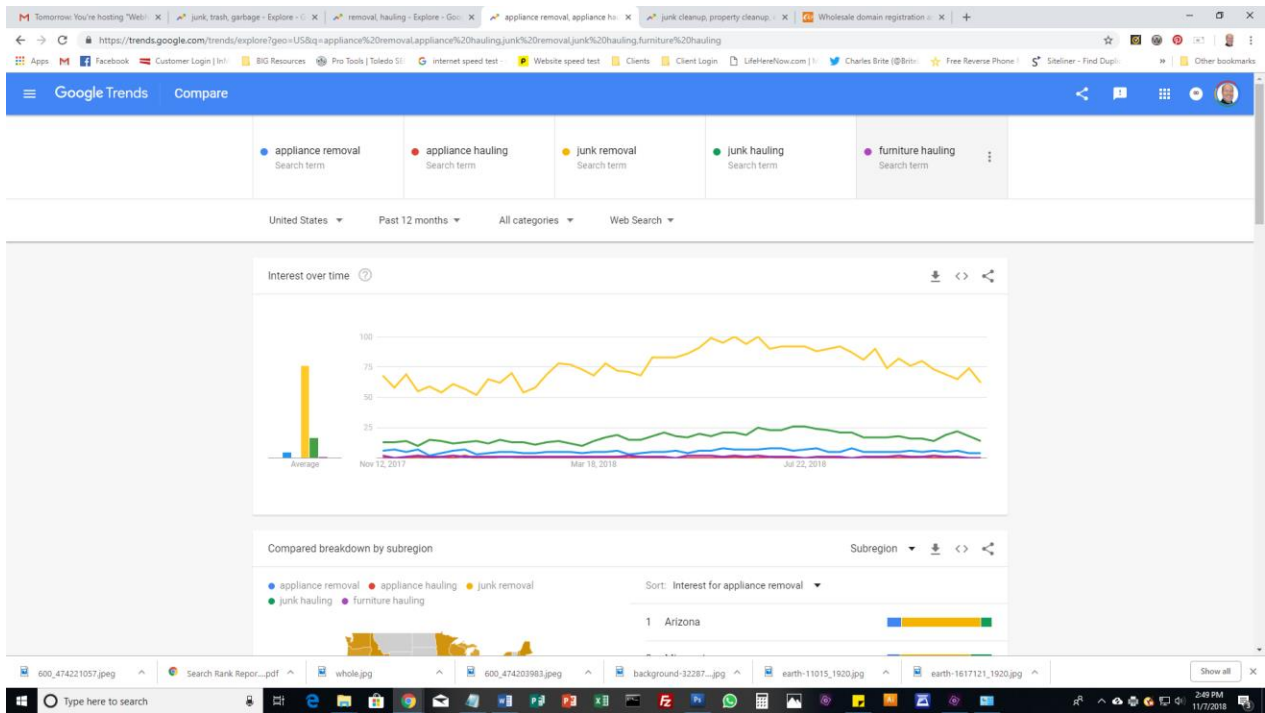
In this exercise, the client was in the light hauling business, basement cleanout, construction cleanouts, furniture removal, appliance removal, etc. So first we want to understand if the most searched words are junk, trash, or garbage. See below.



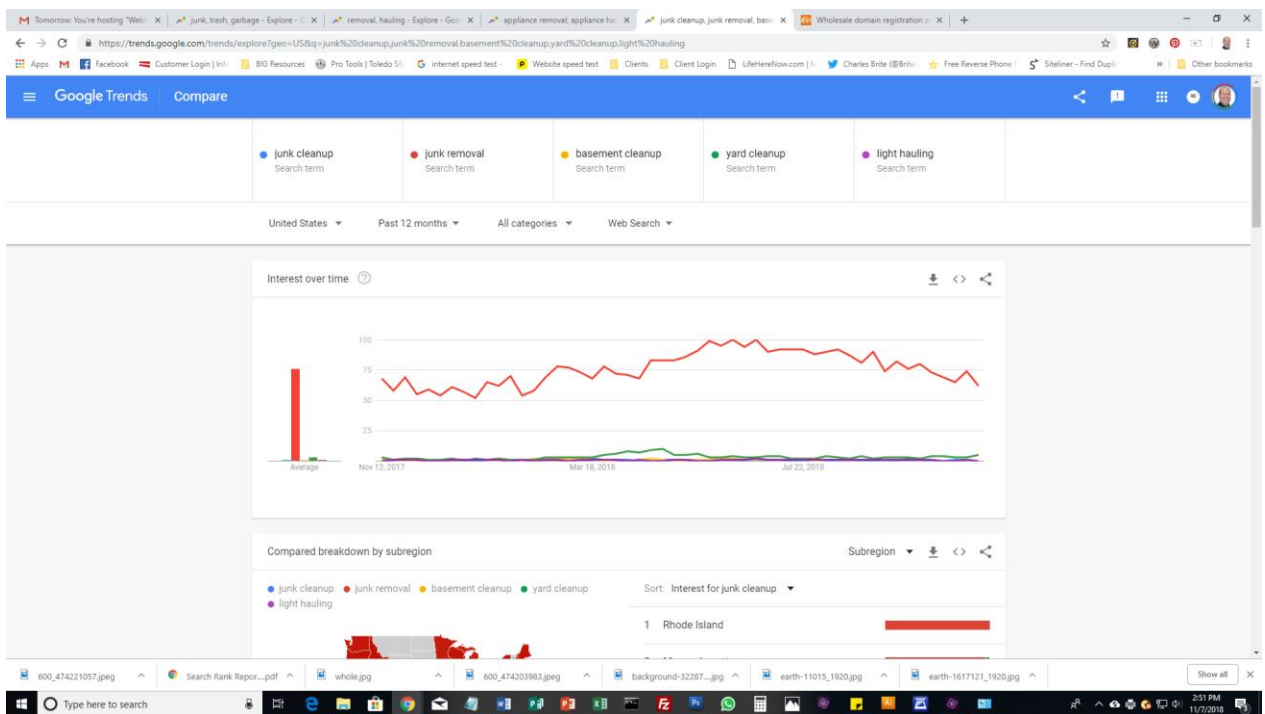
As you can see, Trash and Garbage both ranks highly, but using other words indicated that Junk was a reasonably good choice.

This client is not in the trash or garbage business, so doesn't want those kind of leads, or any trash pickup business. They want cleaner hauls. So... Junk it is!

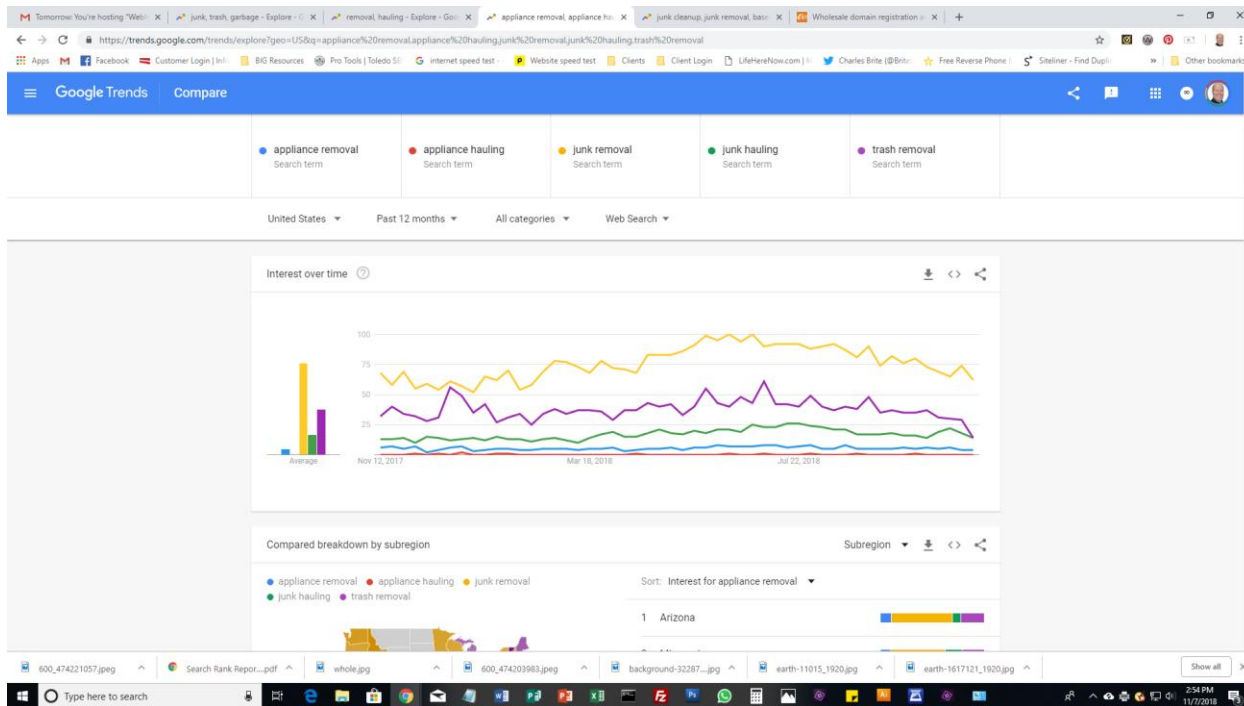
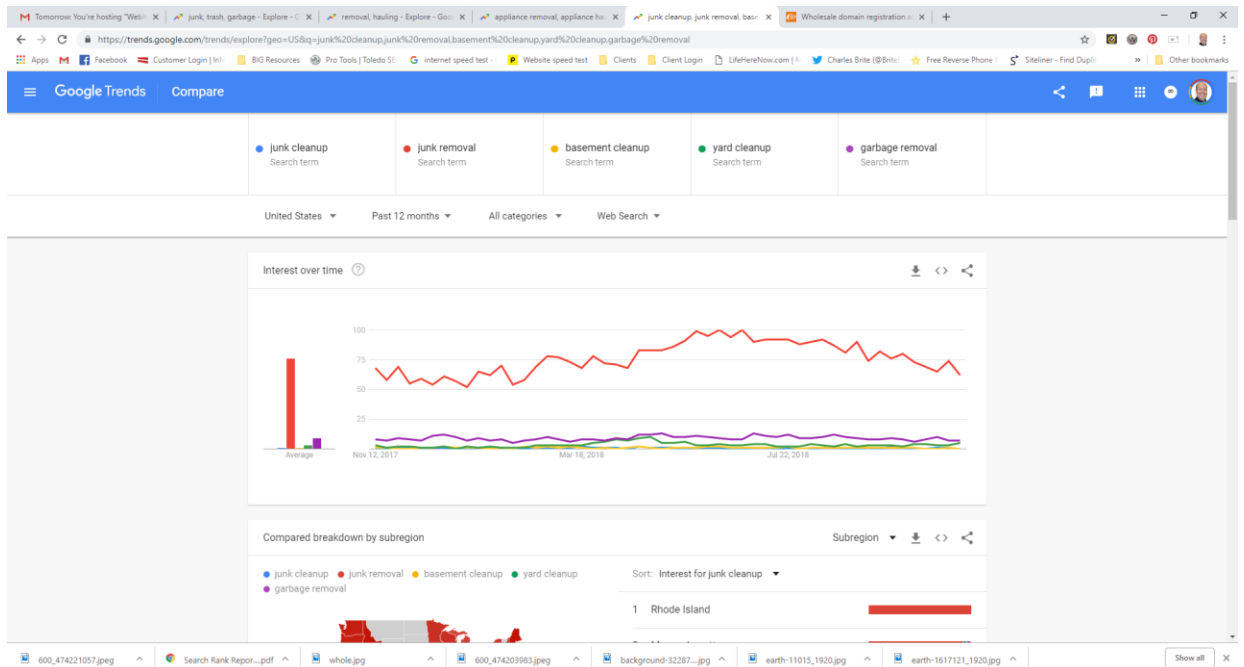
By using word combinations we find out that junk, and removal are the most often searched word combinations as compared to appliance removal vs. appliance hauling, junk removal vs. junk hauling, etc. See next chart.



To be sure, we tried cleanup vs removal as well and found that junk removal was still the most searched phrase.



Then, thinking like a potential customer, we tried some other phrases.



Junk Removal won out every time! So, for this project, the best keywords appeared to be Trash, garbage, and junk, but trash and garbage pickup orders were not desired. Thus, **junk removal**, was the word combination that most related to the desired website visitor.

Next we search for available domain names containing the service area, (Toledo Ohio in this case) along with the phrases that are most used in searches by likely prospects.

After researching available domains with service area Toledo combined with target keywords, the domain JunkRemovalOfToledo.com was selected. This domain name will be easier to rank than the company name. Those who know the company name will be able to find the site just fine. But those who are searching for a local junk removal company might not find the website on google if the company name was selected as the domain name. At the moment, this website is a work in progress so it is not ready for review or comments. But I can share the following examples of these principles in actions. See www.BigMarketingSolutions.com | www.BigMarkDigital.com for branding sites, and, taking my own advice... for SERP, See also www.GooglePageOneSEO.com, Offering Global Service, and See also www.toledoSEOWizard.com www.toledoWEBwizard.com <https://toledodronevideo.com> for doorway sites with local services focus 😊

Questions or Comments Can Be Sent To The Author: Lonn Dugan

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