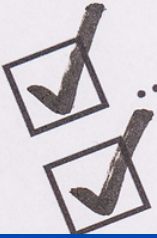


Checklist



NOTHING BUT WEB PRESENTS

HOW TO CHOOSE THE PERFECT BUSINESS NAME

7 HELPFUL TIPS TO GUIDE YOU
THROUGH YOUR PROCESS

www.nothingbutwebllc.com

1) AVOID NAMES THAT ARE HARD TO SPELL

YOU NEVER WANT POTENTIAL CUSTOMERS GETTING CONFUSED ABOUT HOW TO FIND YOUR BUSINESS ONLINE. WHEN CHOOSING A BUSINESS NAME PICK A NAME THAT CAN BE SPELLED BY MOST PEOPLE.

2) DON'T PICK A NAME THAT COULD LIMIT YOUR BUSINESS

WHEN CHOOSING A NAME, AIM
FOR ONE THAT IS BROAD AND
CAN BE USED IN THE FUTURE IF
YOU PLAN TO EXPAND YOUR
BRAND OR PRODUCT LINE.

3) GET FEEDBACK ON THE NAME

COME UP WITH 5 OR 10 NAMES AND THEN RUN THEM BY FRIENDS, FAMILY MEMBERS, AND TRUSTED COLLEAGUES. GET FEEDBACK FROM YOUR TARGET AUDIENCE AS WELL. ALSO MAKE SURE THAT THE NAME DOESN'T HAVE ANY NEGATIVE CONNOTATIONS

4) CONDUCT A THOROUGH INTERNET SEARCH

ONCE YOU HAVE PICKED A BUSINESS NAME, DO A WEB SEARCH ON THE NAME. ALWAYS MAKE SURE THERE IS NOT ANOTHER BUSINESS WITH THE SAME NAME.

5) GET THE .COM DOMAIN NAME

WHEN CHOOSING A DOMAIN NAME MAKE SURE YOU BUY THE “.COM” DOMAIN NAME FOR YOUR BUSINESS RATHER THAN ALTERNATIVES SUCH AS .NET, .ORG, .BIZ, OR OTHER POSSIBLE DOMAIN EXTENSIONS.

6) SECURE YOUR SOCIAL MEDIA PRESENCE

AFTER YOU BUY YOUR DOMAIN NAME, YOUR NEXT STEP IS TO SET UP SOCIAL MEDIA ACCOUNTS FOR THE BUSINESS.

INSTAGRAM, TIKTOK AND A FACEBOOK BUSINESS ACCOUNT.

7) MAKE SURE YOU ARE PERSONALLY HAPPY WITH THE NAME

YOU AS THE BUSINESS OWNER WILL HAVE TO LIVE WITH THE NAME FOR A LONG TIME, SO MAKE SURE YOU ARE HAPPY WITH IT AND BELIEVE IT WILL RESONATE WITH YOUR CUSTOMERS. TAKE THE TIME TO GET IT RIGHT FROM THE START.