



## BIT CONCEPTS

756 South 1st Street, Suite 200  
Louisville, KY 40202  
Phone: 502.587.5940  
Fax: 502.587.5944

[www.BIT-CONCEPTS.com](http://www.BIT-CONCEPTS.com)

### **Sales from the Internet – Get Your Internet Identity** **By Dennis McDonough**

Selecting your Internet Identity is like selecting a dealership location. Great care and time should be taken to select an address that everyone can find.

The Internet is a web of computers that have sites on them, each at different Internet addresses. Addresses are numbers like 216.119.86.189, each are unique but really do not mean much to people. The domain name system was developed as the way to make addresses people friendly.

A good domain name should be memorable and descriptive, while short and to the point. It has to be unique: as by the very nature of the web, unique is a requirement. The domain name you choose for your website will become your **Internet Identity**.

There are two parts to a domain name; the name itself and the extension. Examples of extensions are: .com, .net, .org, .info, .biz, .ws and .us. These extensions are set, and you will have to choose between them. By far, the most popular and recommended domain extension is .com. Most people in the United States today are familiar with this extension when typing in a website name. The popularity of .com can make it difficult to find a good domain name for those businesses that are just now trying to find their place on the Net. The other extensions do work, but are not as familiar to people and that can make it a little more difficult to reach everyone. Extensions such as .us or .biz can be used for secondary domain names, and are an excellent way to protect your Internet Identity.

When choosing an address for your website, the focus needs to be on the name. This is where creativity is required. If your company's name is Tom Smith's Centerville Ford Buick, you will need to decide how best to display and promote your dealership name on the Internet. A domain name like TomSmithsCentervilleFordBuick.com will have all the words of your company name, but it will be very hard to advertise. It will be difficult for potential customers to correctly type such a lengthy domain name into a web browser. Lengthy domain names are difficult to remember.

Smith.com, if it was available, does not do anything to you set you apart from the other Smith companies' sites on the Internet. TomSmith.com may be the name of a famous person. This may be a popular name that will drive traffic to your site, but of what value is this traffic if the viewer is not looking for a car dealer?

Recommended domain names contain no more than two or three short words. CentervilleFord.com, CentervilleBuick.com, SmithFord.com, SmithBuick.com, TomSmithFord.com or TomSmithBuick.com put your name and location with your manufacturers name. This builds an identity that people can remember, and a name like this may help you get a better listing location in the Internet search engines. You could register all of these domain names and have them point to the same website, or use multiple websites to separate brands.

After narrowing your list to a few choice names, it is time to protect your Internet Identity. Take time to think about the names you have chosen, and then check out your possibilities on the Internet. Look for any sites closely resembling the names you have chosen. A good example of why and what you should check out is a very prestigious address, [www.whitehouse.gov](http://www.whitehouse.gov). This site is for the President of the United States. Similar sites such as [www.whitehouse.com](http://www.whitehouse.com) and [www.whitehouse.org](http://www.whitehouse.org) do not belong to the

government. The people at 1600 Pennsylvania Avenue in Washington D.C. do not have control over the content of these websites, despite the striking similarity in their domain names.

Pay close attention to the sound and spelling of your domain name. If your potential domain name contains words that sound like others with different spellings, this may be a reason not to use it. If your business is [www.SmithFord.com](http://www.SmithFord.com), you do not want to lose potential customers to your competitor at [www.SchmidtFord.com](http://www.SchmidtFord.com). The same goes for spelling. Even if your business name is Barnett Buick, avoid the temptation to use [www.BarnettBuick.com](http://www.BarnettBuick.com) if a competitor already has a website at [www.BarnettBuick.com](http://www.BarnettBuick.com). One simple miscue on a computer keyboard could send a potential customer elsewhere, and cost you thousands of dollars. Remember, we're creating your ***Unique Internet Identity!***

**Dennis McDonough is President of BIT Concepts. Dennis can be contacted at 502-587-5940 ext 202 or thru the website at [www.bit-concepts.com](http://www.bit-concepts.com).**

**A complete list of articles can be found at: <http://www.dmcdon.com/articles.asp>**