

## Choosing a domain name (website address)

Here are three considerations:

### ***Is it catchy?***

Try to think of a name that is easy to remember. Some 'catchy' names include girlfridayadmin, pa-online, etc. My advice is to ask your family and friends about your choice to get a different perspective on your name choice. You also need to check that there isn't already a business out there with the same name.

### ***Service offered***

It is advised that you put the service that you are offering in your domain name e.g. girlfridayadmin has used admin in her domain name.

This is advice that I ignored and I chose www.hotva.co.uk for my domain name. I think it's difficult to add in virtual assistant as it will make your domain name too long. I believe mine is short and memorable.

### ***Should you include a hyphen in your domain name?***

This topic is discussed often and each individual has their own opinion. It is my opinion and that of a Super Affiliate Marketer, Rosalind Gardner, that you do not include a hyphen in your domain name. Although having a hyphen in the domain name makes it more readable, it also makes it less memorable.