

# Domain Name Selection Checklist (SEO + Branding)

## **1. Branding Requirements**

- The domain is short (ideally 6–14 characters).
- Easy to pronounce and remember.
- No hyphens.
- No numbers.
- Spelling is simple and clear.
- Matches your niche or brand vision.
- Passes the radio test (easy to understand when spoken).

## **2. SEO Considerations**

- Includes one relevant keyword naturally.
- Avoids keyword stuffing.
- Domain does not resemble spammy exact-match domains.
- Has no trademark conflicts.

## **3. Domain Extension**

- .com preferred.
- If unavailable, consider .net, .org, .co.
- Avoid low-quality extensions.

## **4. Availability Checks**

- Domain is available on registrars.
- Social media handles available.
- No previous spam or penalties.

## **5. Future-Proofing**

- Expandable for future topics.
- Name not too narrow.
- Matches long-term brand vision.

## **6. Legal Safety**

- No trademark conflicts.
- Passes trademark search.