How to choose a domain name for your business

A good domain is easy to say, easy to spell and safe to build on. Use this checklist before you register.

By the Harer team · Updated 22 November 2026

> **QUICK ANSWER**
> Choose a domain that is short, easy to say and spell, free of hyphens and look-alike letters, on an extension that fits your audience, clear of trademarks, and registered in your own name.

1. Say it out loud

Imagine telling the name to someone on the phone. If you need to spell it, explain a hyphen, or say "with a z", look for a simpler option.

2. Keep it short and specific

Shorter names are easier to remember and type on a phone. One or two words is a good target. Your business name, or your name plus a word about what you do, usually works best.

3. Avoid look-alikes

Letters such as l and I, or 0 and O, and doubled letters (like "harerr") cause typing mistakes. Also check the name does not read as an unintended word when the letters run together.

4. Pick an extension for your audience

- **.com** if you want the default people assume.
- **A country code** (such as .ae or .iq) if you serve one country and want to look local. Some country codes have registration requirements.
- **.io or .ai** if you are in tech and accept a higher yearly cost.

5. Check trademarks and social handles

Search the official trademark database for each market you sell in, and check whether the matching social media handles are free. A name you cannot use everywhere is harder to grow.

6. Think five years ahead

A name tied to one product or one city can feel narrow later. If you expect to grow, choose something broader.

7. Register it in your own name

Make sure you or your company are the registrant and that you have the login. Many businesses lose control of their domain because a former supplier registered it for them.

Search for your domain

Written by the Harer team. Updated 22 November 2026. This is general information about how domains, email and hosting work, not advice for your specific setup. Read our editorial policy.