

DOMAIN NAMING

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DOMAIN

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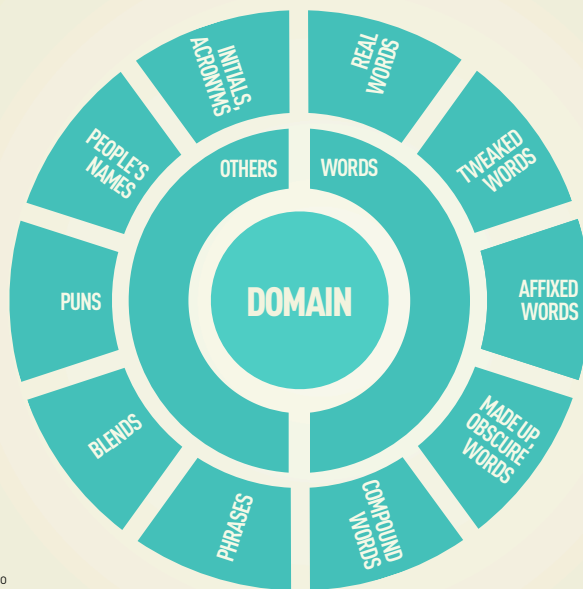


DOMAIN

OTHERS

WORDS

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Adobe	Flock	Multiply	Sphere
Amazon	Fox	Pandora	Wink
Apple	Grouper	Pluck	Yahoo!
Dapper	Indeed	Rever	Yelp
Ether	Inform.com	Riffs	
Expo	Live.com	Shadows	

Repurposed words. Such names can't be generically descriptive, because then they wouldn't be protectable trademarks, so they usually work through metaphor or indirect association.

PROS *These names are short and come ready-made with rich, often multiple associations.*

CONS *Expect to pay money—possibly a lot—to secure the URL. Trademarking can be tricky too.*

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Attensa	attention
CNet	computer network
ebay	
edgeio	
eSnips	
iPhone	
iTunes	
Wikia	
Zoho	Soho
Zune	tune
Zvents	events

Words slightly changed in pronunciation and spelling—usually with a letter replaced or added.

PROS *If people recognize the word, you get all its rich meaning while still having a distinctive name.*

CONS *People might not recognize the word, and some names can be cheesy or gimmicky.*

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DOMAIN NAMES

AFFIXED WORDS

Browster	Findory	Performancing
CoComment	Friendster	PostSecret
Dogster	Napster	
Feedster	Omnidrive	

These are all novel forms consisting of a real word and a real prefix or suffix. Notice how common the -ster suffix is.

PROS *Can be distinctive and meaningful while remaining relatively short.*

CONS *Can sound contrived. The meanings added by affixes are limited in variety and usually abstract (which means not very vivid).*

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DOMAIN NAMES

MADE UP, OBSCURE WORDS

Bebo	Ookles	Simpy
Meebo	Plaxo	Zimbra
Odeo	Qumana	

Short names that are either made up or whose origins are so obscure that they might as well be made up.

PROS *Made-up names can be short, cute, and very distinctive (and therefore easy to trademark).*

CONS *Made-up names don't provide much ready-made meaning to work with (all the meaning has to come from sound symbolism).*

Good ones are hard to think of, and when they're short the URLs are likely to be taken.

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DOMAIN NAMES

COMPOUND WORDS

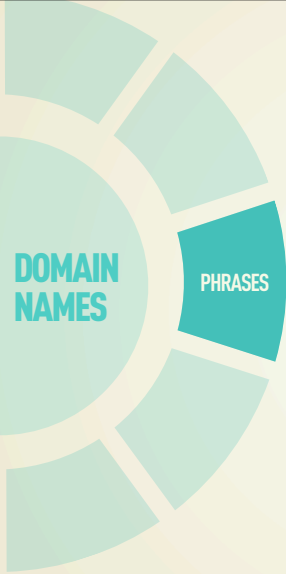
Attention	Google Talk	Powerset	TechMeme
Trust	JotSpot	Rapleaf	Webshots
Bloglines	Jumpcut	Salesforce	Wordpress
BlueDot	Measure Map	SearchFox	Video Egg
Bubbleshare	Netvibes	SocialText	YouTube
Facebook	Newsgator	Songbird	
FeedBurner	OPML Editor	TagJag	
Filmloop	Pageflakes	Tagworld	
Firefox	Photobucket	Tailrank	

PROS *The practically limitless number of possible combinations makes it easy to create a unique name. Interesting meanings can be created through the combination of words.*

CONS *No huge drawbacks, which is one reason that compounds are popular, but they are longer than many other kinds of name.*

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DOMAIN NAMES

PHRASES

37 Signals	iLike	Planet Web 2.0
Adaptive Path	Last.fm	rawsugar
AllofMP3	LinkedIn	SecondLife
AllPeers	MyBlogLog	SimplyHired
Amie Street	MySpace	SixApart
CollectiveX	PayPerPost	StumbleUpon


Each of these names consists of two words put together, with the first word receiving the main emphasis in pronunciation. (It doesn't matter if there's a space between words). This is the simplest way to create new words.

PROS Sound linguistically natural and have clear meanings because they follow regular rules.

CONS Phrase names can be long. Can sound awkward when used as nouns if they are not already noun phrases (e.g. Have you tried iLike?).

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DOMAIN NAMES

BLENDS

Maxthon	max + marathon
Microsoft	micro computer + software
Netscape	net + landscape
Newroo	new + kangaroo
PubSub	publish + subscribe
RebTel	rebel + telephone
Rollyo	roll + your own , or roll + your own
Sharpcast	sharp + broadcast
Skype	sky + peer-to-peer
Technorati	technology + literati
Wikipedia	wiki + encyclopedia
Zillow	zillions + pillow , with overlap of -ill-

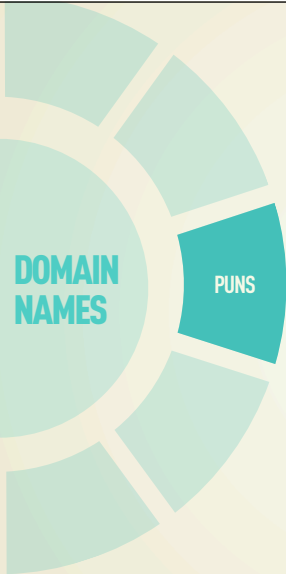
Names that follow normal rules for putting words together to make phrases (other than compounds).

PROS When they work can be short and elegant. Same advantages as compounds.

CONS When they don't work, blends can be awkward and/or have obscure meanings.

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DOMAIN NAMES

PUNS

Automatic	automatic, mat → matt
Consumating	consuming, consumm → consum(e)
Farecast	forecast, fore → fare
LicketyShip	lickety split, split → ship, the verb
Memeorandum	memorandum, mem → meme
Meetro	metro, met → meet
Meevee	teevee/TV, tee → me(e), the pronoun
Writely	rightly, right → write

Words or phrases that have been modified slightly to evoke an appropriate second meaning.

Similar to blends, but they involve a coincidental similarity between part of the main word and the second evoked word.

PROS Pun names can be fun and memorable.

CONS Nothing sounds dumber than a bad pun.

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DOMAIN NAMES

PEOPLE'S NAMES

Bix e.g. Bix Beiderbecke)
Jajah F. Jajah Watamba , a fictitious spokesperson
Kiko a name in Japanese and other languages
Ning a Chinese name
Riya the name of a founder's daughter

Some names are either pitched or recognizable as people's names.

If the audience for a name doesn't see the connection, the name is just like a made-up one.

PROS *These names are short and give personality to a company (or product or service).*

CONS *Aside from personality, these names don't provide meaning to work with. Might not be available as URLs.*

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DOMAIN NAMES

INITIALS & ACRONYMS

AOL America Online
FIM Fox Interactive Media
Guba Gigantic Usenet Binaries Archive

These are names made up of the first letter of each word in a much longer phrase name.

Sometimes the letters are pronounced individually, in which case we can just think of them as initials, and sometimes the combination of letters is pronounced as a word, in which case it's an acronym.

PROS *These names provide short mnemonics for long, descriptive phrases.*

CONS *Zzzzzz. Also, sometimes initials are short when written but long when spoken. For example, the initials www have nine syllables when spoken, while the phrase world wide web has three.*

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Consider your domain name carefully.



bit.ly/gp1jLm

Experts Exchange	expertsexchange.com
Who Represents	whorepresents.com
Pen Island	penisland.net
Therapist Finder	therapistfinder.com
Mole Station Nursery	molestationnursery.com
Speed of Art	speedofart.com

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