



Thirty Day Challenge 2009 – Training – Day 05

2009TDC05e: Domain Name

Running Time: 11mins



Intro

Hi everybody, it's Guru Bob, and welcome to Day 5 of the Thirty Day Challenge.

Now, Day 5 is a bit of a challenging day. Up until now you've been going through the importance of unique content and you know that you need to write at least one article today, and over the next seven to ten days, an article every day.

But in this video, I'm going to be segueing a little bit onto the **next stage of our journey**. Up until now we've been largely doing **market research**, **keyword research** and **product research**, but **now** we begin to have to **start thinking about the Web Site** that we're going to be creating to target the Micro-Niche that we're going to be going forward with.

But before we can actually set up that Web Site - and in our case, what we're actually going to be doing is **setting up a blog** - **you'll need** to have a **domain** and you'll need to have **hosting**. And in this video I'm going to be explaining a few concepts around that. Why we're requiring you to have

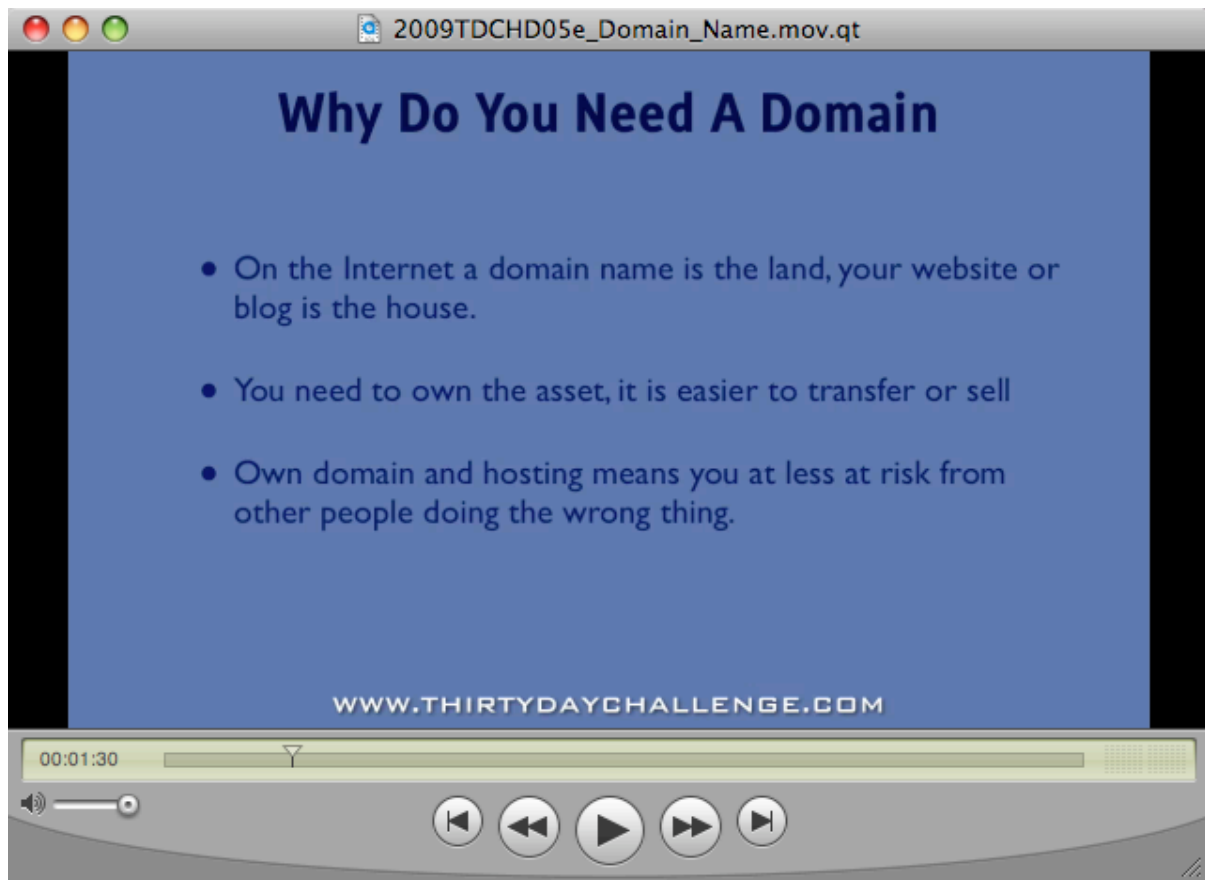


a domain this year, but also why it's extremely important to make sure that your Theme Keyword is in the domain.

Now, following on from this, Nez is going to be talking about how to go and get a domain and set up hosting and that will complete the process for Day 5. So, let's go to the screen.

Why Do You Need a Domain

[Starts at 00:01:17]



So, why are we requiring you to acquire a domain and set up hosting this year?

Of course, it's always been our intention, as far as humanly possible to make the Thirty Day Challenge free, and certainly all our content and services are free. But there are certain things, unfortunately, on the Internet which it is very hard to make free, and buying a domain and setting up hosting are those two things.

Last year we did offer a free hosting option, via WordPress Direct, but that had it's problems, largely because of the inappropriate activity of a handful of spam people, which caused the domains to be banned. So, this year we have decided it's much preferable for everybody concerned if all of the participants get their **own domain** - which means you control your own asset.

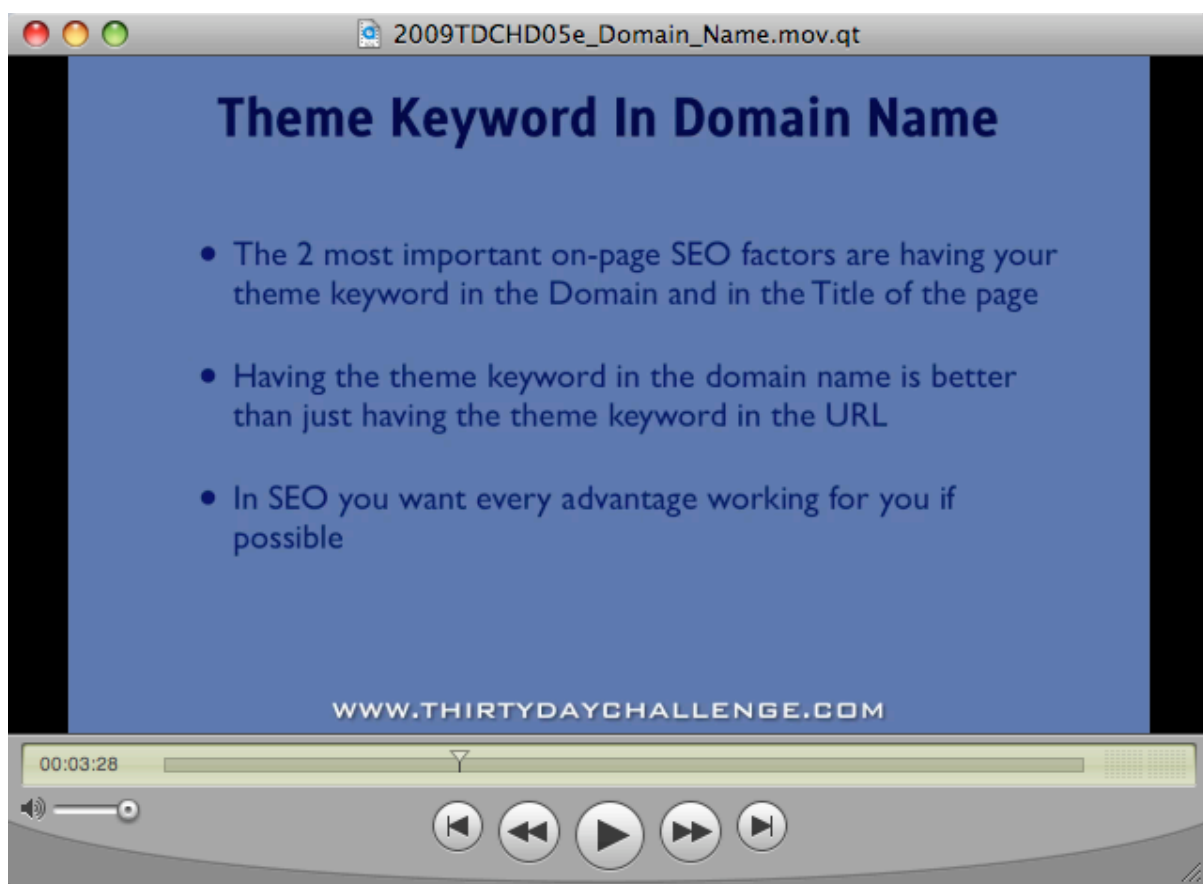


On the Internet, a **domain name** is rather **like** the **land** in a **Real Estate** analogy, and of course, the website or blog that you have on your domains is like the house. And you want to be in control of your land. So it's much better to have control of the domain.

If you have a domain, that domain needs to be hosted and for that you require a **hosting service**.

So this year we are suggesting that people do buy a domain and set up hosting. And in the next video, **Nez** will show you exactly how to do that.

Of course, last but not least, if you do have your own domain and hosting, it means that you have much less risk that somebody else's activities can take down your site or have a negative effect on your site, which of course is what we want. But even more important, it means that if you have your domain, you've got a much greater certainty of having your Theme Keyword in that domain, if you follow the instructions that I'm going to suggest in the video today.



Now, in this video, I'm going to introduce a couple of **SEO** factors. Now we haven't really talked specifically about **Search Engine Optimization** [SEO] too much so far in the Thirty Day Challenge, but there is an SEO overlay in what we teach.

With **SEO** there are **two main factors**: there's the **on-page factors** and **off-page factors**.

The On-Page factors are things you control - your content, and how you manipulate the pages of your website or blog to throw attention on particular keywords that you want to get Search Engine ranking for.

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Now, as far as On-Page factors are concerned, the two most important are: **Having your target keyword**, in this case the **Theme Keyword in the domain name** and having your **keyword in the title of the page**. Because these things are under our control, it's in our interest to make sure the domain name does contain our main Theme Keyword.

Having the Theme Keyword in the actual domain name - "keyword.com" or your main "ThemeKeyword.com" or .net or so-forth is much better than having the domain name in the URL, so as part of the naming structure of the page, but not in the domain. So you really, as far as possible, your preference is to get your keyword into the domain name itself.

Now these are all small factors, but every little bit works to your advantage, and in SEO everything that you control, you want to make sure that that's all weighted in your favour, because ultimately that will lead to better rankings in the Search Engines.

Now I'm just going to go across to Market Samurai and pull up an SEO matrix for "Leica Digital Camera" which was the example I used in one of my earlier videos.

#	URL	DA	PR	SEMR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.imaging-resource.com/MFR1_HTML/ViewLeica_reviews	13	5	1621	7	128000	0	Y	Y	Y	N	Y	Y	2
2	http://www.imaging-resource.com/MFR1_HTML/ViewLeica	13	5	1621	0	128000	0	Y	Y	Y	N	Y	Y	2
3	http://en.leica-camera.com/shotgogothem_system.html	1	5	37010	778	8990	0	N	Y	-	-	-	-	6
4	http://www.amazon.com/Leica-Digital-Camera-Optical-Stabilized-Video-RECORDER/dp/B0008PTD4Q	11	4	8	129	130000000	0	Y	Y	Y	Y	Y	Y	2
5	http://www.dpreview.com/reviews/specs/leica/	10	5	86	84	729000	0	Y	Y	Y	N	Y	Y	7
6	http://www.digitalcamerainfo.com/Digital-Camera-Reviews/level_3/Leica.htm	5	0	4751	1530	23500	2	N	Y	Y	Y	Y	N	-
7	http://cameras.pricerubber.com/digital/leica.html	2	4	136	123	2080000	0	N	N	Y	Y	Y	Y	-
8	http://www.whoisipofview.com/inf/leica.html_89100n.aspx	10	3	4824	8	621000	0	Y	Y	N	N	N	N	4
9	http://www.opticalcamerainfo.com/leica-digitalcameras.htm	7	4	1486	188	70200	0	Y	N	Y	Y	Y	Y	4
10	http://www.buzz2.com.com/4294907429_4294907010_leica_digital_camera_	2	3	1574	0	232000	0	N	Y	Y	Y	Y	Y	8

So, here we are looking at an SEO matrix for "Leica Digital Camera" and you can see there's a fair bit of red here, so even though this has a relatively low SEOC, the quality of the websites that are already ranking on the first page of Google for this phrase is already quite high in terms of both domain age and PR and also you can see there's quite a number of Y's in these On-Page factors here.

Now you can see that if we look at the URL here. Is the Theme Keyword in the URL, which is "Leica Digital Camera"? Some of the websites do and some don't, but even the ones that do, the domain name itself doesn't include the phrase "Leica Digital Camera". The words or the phrase "Leica Digital



Camera" is in the URL, but in the case of the top ten ranking websites here, the keyword's not in the actual domain itself.

So that would give you somewhat of an advantage, coming into this niche, because none of the other websites that are ranking include the keyword in the domain.

And that's our interest here, when we're actually thinking about getting a domain, is to make sure that that happens.

So now I'm going to just cover off some suggestions for naming domains, just to make it easier for you to go out there and find a domain that relates to your Theme Keyword.

Domain Naming Suggestions

[Starts at 00:06:36]

2009TDCHD05e_Domain_Name.mov.qt

Domain Naming Suggestions

- Use theme keyword in domain selecting either .com, .net or .org in that order (i.e. leicadigitalcamera.com)
- If domain name not available use hyphens
- If domain name with hyphens are also taken, add a prefix or suffix to the domain name for example:
leicadigitalcamerablog.com (or site or website or my or your etc)

WWW.THIRTYDAYCHALLENGE.COM

00:06:42

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So what are the basic rules that you need to follow when you're going out there and looking for a domain name?

Well the first thing we need to consider is the TLD, the Top Level Domain suffix. What we're really looking for is to find either a **.com**, a **.net** or a **.org** domain **in that order**.

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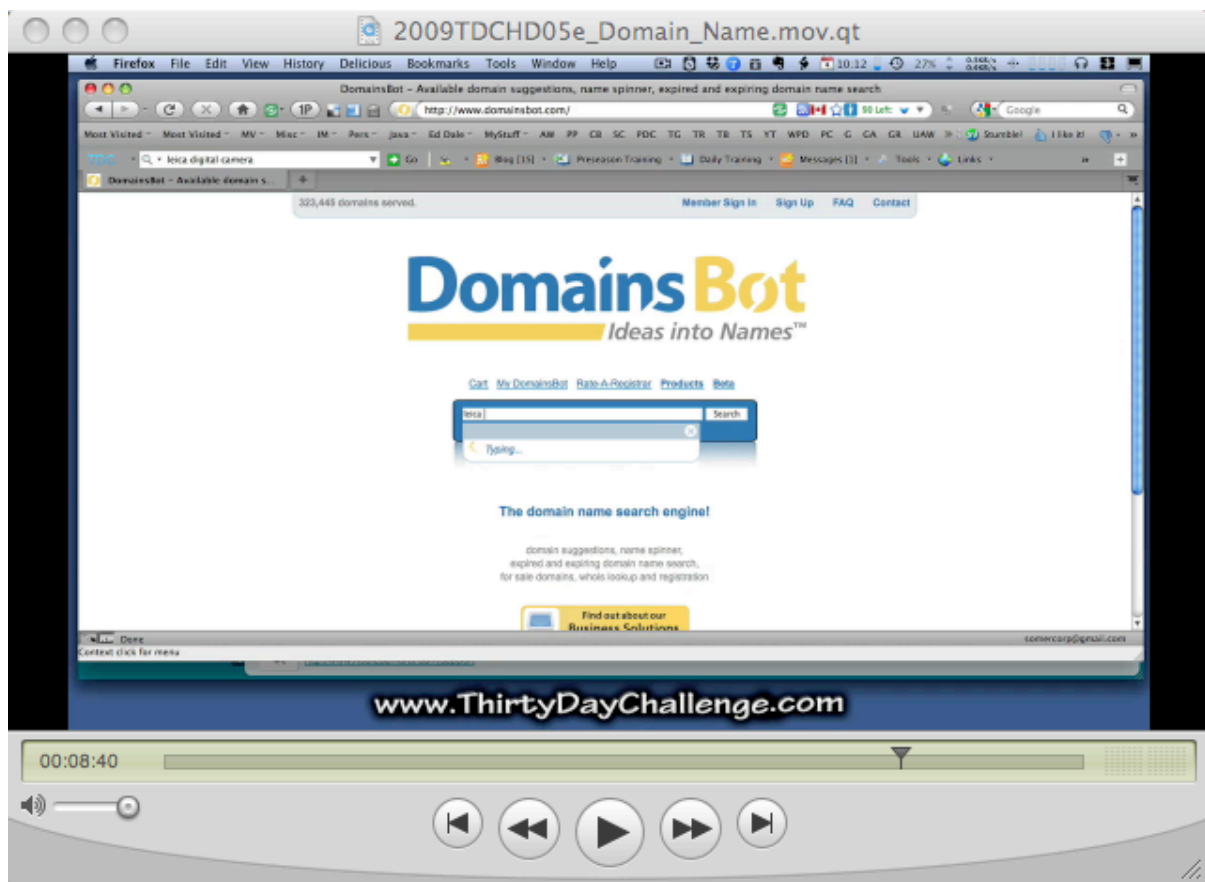
Our preference is to be able to find a domain where it's just our Theme Keyword and then one of these TLDs, so "leicadigitalcamera.com" as the example here would be a perfect example.

And you should really look for the TLD's in that order, so **first** look for the **.com**, if that's not available look for the **.net**, and if that's not available look for the **.org**.

Now **if all of them are gone**, for instance, if they've all been taken, then you can **start considering adding hyphens** into the domain. So we might have "leica-digitalcamera.com" or "leicadigital-camera.com".

Now, **if all of those have gone** too, then you could **start adding a prefix or a suffix** to the domain name. My personal preference is adding a suffix, so we might have "leicadigitalcamerablog.com" or "leicadigitalcamerasite.com". So we still have the Theme Keyword in the domain, but we've just added a word onto the end of our Theme Keyword phrase to increase the likelihood that that unique domain is still available.

Now there are some services on the Internet for helping you to find whether the domain alternatives in relation to your Theme Keyword are available or not, and the one that I would recommend is <http://www.domainsbot.com>. I'm just going to show you how that site works now.



So here we are at the home page of <http://www.domainsbot.com>. It's rather Google-like at the homepage. It works simply by entering the domain that you're interested in, so I'm going to put in "leica digital camera". Whilst I'm typing it will already start to check whether the TLD's available in relation to that phrase are available. You can see that "leicadigitalcamera.com" and



"leicadigitalcamera.net" are not available. But if I click "Search" I'm going to get a much more extensive analysis of the domains that might be available in relation to that keyword.

Before we look at the list on the left, we can also define some filters as well. So you can see that right now we're showing a lot of the top level TLDs. I'm going to turn off .info, .biz, .us - I'm not interested in those. I'm just interested, at this stage, in the available domains - those that haven't already been taken.

You'll notice that Domainsbot allows me to include hyphens as some of the suggestions, and numbers and some of the related keywords as well.

If I update the results, my list will then reflect the available domains in relation to my Key Phrase.

Now you'll notice that as far as "leicadigitalcamera" is concerned, the **.com** and the **.net** are both gone, but the **.org** is available. So in this particular case, that would be the domain that I would go and get.

Now if it had been that the **.org** wasn't available either, I would then have started to look at the hyphen alternatives for that and many of them are available, so "leicadigital-camera" is available, also "leica-digitalcamera.com" is available too, so I would go to those. But because the .org is available where the domain is just my Theme Keyword and nothing else that would be the domain that I would go and get.

Alright, well hopefully Domainsbot will make it easier for you to go and find out the domain alternatives that are available to you in relation to your Theme Keyword and in the next video, Nez will show you how to go and actually acquire the domain and set up hosting.



Summary:

Why Do You Need a Domain?

- On the Internet, a Domain is your Land, a Blog or Website is Your House
- A Domain is an asset
- If you own your domain, you own that asset

SEO factors

- Off-page factors – things you don't control
 - o Links
- On-page factors – things you control
 - o Page content
 - o Use of Keywords
- Important On-Page Factors
 - o (Theme) **Keywords** in your **Domain name**
 - o (Theme) **Keywords** in your **Page title**

Domain Naming Suggestions

- Choose a Domain with your **Keywords** in
- Choose the right **TLD** (top level domain)
 - o **.com**
 - o **.net**
 - o **.org**
 - o **in that order**
- If TLDs are gone
 - o Consider adding **hyphens**
 - o Consider adding a **prefix** or **suffix**
- Use <http://www.domainsbot.com/> to help

Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Email Market Samurai Support: <http://bit.ly/2009tdcmss>

Domains Bot - <http://www.domainsbot.com/>

HostGator - <http://bit.ly/1CQmih>