

Tools of the Trade

Domain names, hosting, and other excitement



?

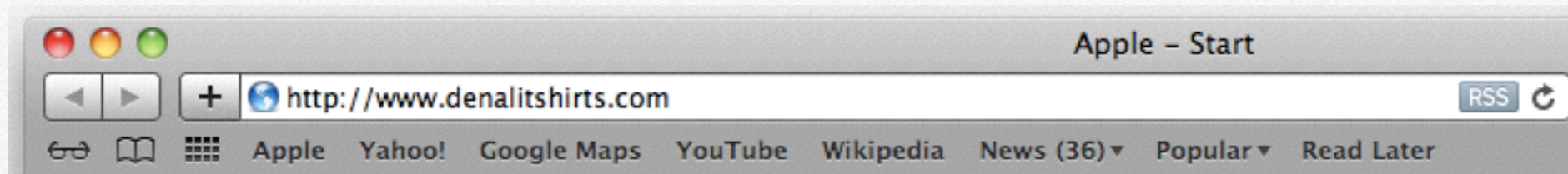
Denali T-Shirts



denalitshirts.com



Domain Name



Google

Denali T Shirts

Google Search

I'm Feeling Lucky



Google

alaska t shirts

Google Search

I'm Feeling Lucky

Your domain makes a difference in how people find you.





Safari can't find the server. ?

Safari can't open the page "http://denalitshirts.com/" because Safari can't find the server "denalitshirts.com".



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Visit: [Alaska Shirts](#)

Alaska Gifts

- [Alaska Shirts](#)
- [Alaska Gifts](#)
- [Alaskan Native Art](#)
- [Moose Gifts](#)
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Alaska Pictures

- [Alaska Photos](#)
- [Alaska Posters](#)
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- [Alaska Postcards](#)

Top Sites

- [Alaska Shirts](#)
- [Sea Scallops](#)
- [Alaska Gifts](#)
- [Custom Gift Baskets](#)
- [Alaskan Native Art](#)

Alaska Vacations

Alaska Gift Baskets

- [Custom Gift Baskets](#)
- [Gift Baskets](#)
- [Alaska Gift Baskets](#)
- [Gift Boxes](#)
- [Fishing Gift Baskets](#)

Alaska Seafood

- [Sea Scallops](#)
- [Alaska Salmon](#)
- [Alaska Halibut](#)
- [Alaska Seafood](#)

Top 5 domain tips

- Five terms or phrases to describe your site
- Make it relate to what your site is about
- Keep it as short as possible
- You can have more than one!



www.bestshirts.com

www.alaskatshirts.com



www.denalitshirts.com



www.lameshirts.com

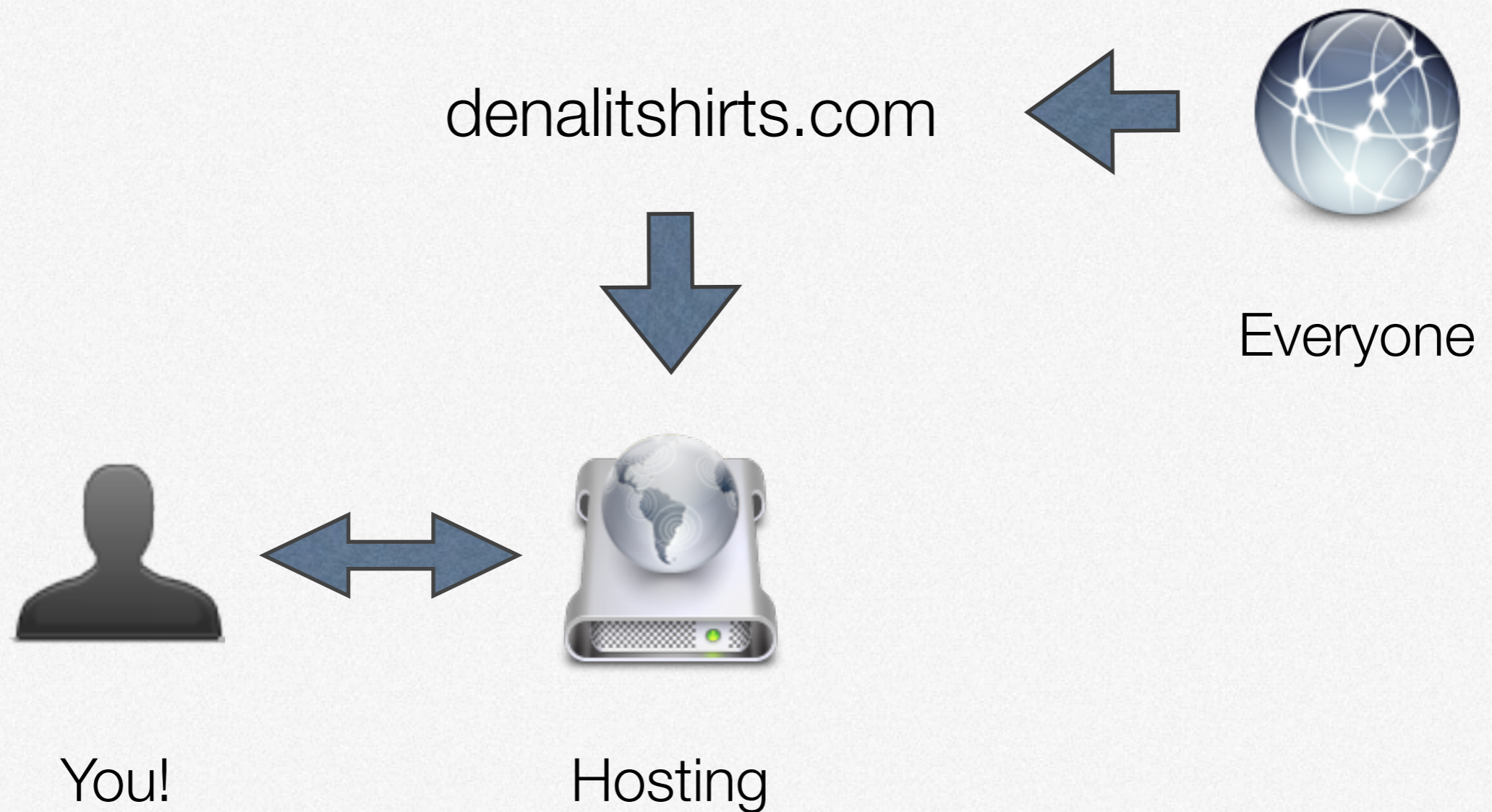
www.coleslaw.com

Exercise:

1. Come up with a few domain phrases for your business



You have a domain, now what?



Good hosting isn't the cheapest
... but it's pretty cheap

