



10 Ways to Use Your Domain Name by Robin Henry

Who is this for?

This article is for you if:

1. You intend to get yourself a dot WS (.WS) domain name or,
2. If you've got yourself a .WS domain name and are trying to decide what to do with it

You will find **10 Ways to Use Your Domain Name** so that your investment won't be wasted.

Note: Another term used for domain names is URL (Universal Resource Locator), which isn't strictly correct because not only domain names figure in a URL, but every link on an Internet site fits within the URL definition. For example:

<http://www.download-audios.com> is a domain name URL

<http://www.download-audios.com/specialOffers.aspx> is a domain name URL that has a page reference at the end of it. It is more correctly called a URL.

Choosing a domain name

If you intend to use your domain name for personal information, it's okay to have one that has your name before the .WS eg, robin-henry.ws or robinhenry.ws because most of the people who visit it will be people to whom you have given your URL.

If you intend to use it for commerce other than if you are a consultant trading in your own name, it is much better to pick a keyword associated with your product. For example, my site <http://www.paypal-australia.com> includes the keyword phrase "PayPal Australia".

Which one do you think would be found in a search engine by people looking for information about PayPal Australia, <http://www.robin-henry.ws> or <http://www.paypal-australia.com>?

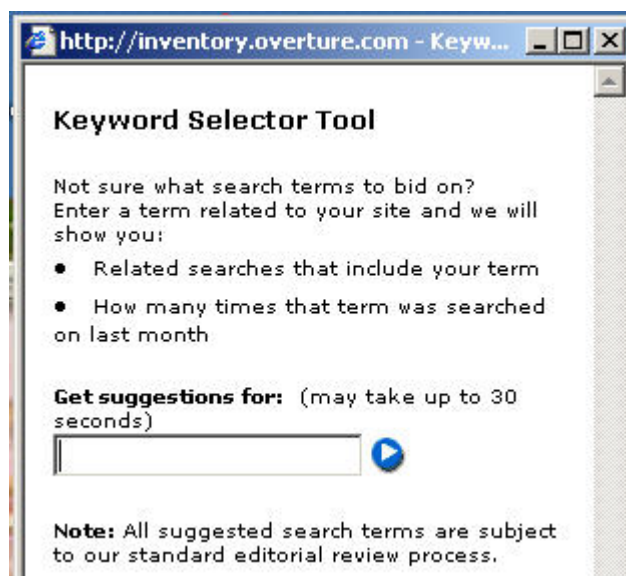
The answer is obvious and highlights the reason why you should choose your domain name with care. It could make the difference between commercial survival and failure.



How to determine keyword phrases

Here's a quick lesson about how to choose your keyword or keyword phrase.

Go to <http://searchmarketing.yahoo.com/rc/srch/> and look down on the right hand side to where it says, **Tools – Keyword selector tools** and click on Keyword selector tools. The following dialogue box appears:



Overture Keyword Selector Tool Dialogue Box

Enter a keyword phrase in the blank field and click the blue and white arrow box and within a few seconds, Overture will provide you with a list showing the number of times the keyword phrase has been searched within the past month.

If you entered the keyword phrase “skin cream” because that’s what you wanted to sell, and clicked OK, you’d get something like the results on the following page. You would then have to decide whether a domain name called **skin-cream.ws** would be a sound business proposition.

Then, of course, you’d need to check out the competition to see if anyone else had the domains **skin-cream.com**, **skin-cream.org** or in fact **skin-cream.ws**.

Competition itself isn't a reason not to enter a market, however, it is necessary to do some serious research before committing to any particular product.



That research needs to be driven by business needs, not emotional needs.

Searches done in January 2007	
Count	Search Term
7110	skin cream
862	anti aging skin cream
711	skin care cream
648	skin bleaching cream
544	skin care anti wrinkle cream
533	skin lightening cream
507	dry skin creams
337	skin whitening cream
282	care cream moisturizer skin
240	skin cancer cream

Overture Results for Skin Cream

Now, I could write a book about domain name selection for niche markets etc, but that's not the purpose of this publication. If you are really interested in how to set up a niche market using keywords, learn with JD Daniels' video "[ezWebBusinessBuilder](#)" which walks you through the process step by step until you have mastered it. There are plenty of links and examples.

10 Ways to use your domain name

So, here we are at the heart of this matter. Let's get moving so you can select the option you want today.

1. Personal Portfolio – Use [www.yourname.ws](#)

A personal portfolio site is a site with details of your biography, work experience, qualifications, and perhaps examples of your work and a personal photograph. These types of sites are especially useful for creative professionals. It's a cost effective and efficient way to show off your photography, design or artistic range.

You set up your portfolio in your name and simply send prospective employers or clients to the site to check you out. You can place your "about me" link on your business cards, letterheads, in your email signature block and anywhere else it may be seen by the right people. Here are two examples:



Portfolio Example One: <http://www.4jobs.com/JILLSAMPLE-CVL>

This is an excellent example. I like the design, but look at the link. Wouldn't it be so much more professional if it was: <http://www.jill-sample.ws>?

Portfolio Example Two: <http://www.graphxguy.com/index.html>

Lynn Morehouse is a graphic designer. As would be expected, her portfolio is graphic intense showing her work. The site is an excellent example of a creative artist's portfolio. Would the URL be better if it was <http://www.graphic-designer.ws>?

2. Personal Family Site

When my grandson was born in Australia, his other grandfather lived in South Africa as did many family friends on his father's side. Because it was difficult sending photographs to all of the relatives and friends, I set up a personal site for my grandson and every month I'd update it with a half dozen photos.

Family and friends wherever they lived could simply type in my grandson's URL and catch up with the latest photos and stories about him.

You can do this for yourself, your family, your kids, your pets, or anyone you like. Here are some examples of family or children sites I have found:

Profile Example Three:

http://personalweb.about.com/gi/dynamic/offsite.htm?zi=1/XJ/Ya&sdn=personalweb&cdn=compute&tm=74&gps=65_8_1276_596&f=20&tt=14&bt=0&bts=0&zu=http%3A//www.geocities.com/hectik00/

Wow! How's that for a URL? One typo and you're history with this monster. This is definitely a site that could do with a .WS personal URL.

Portfolio Example Four: <http://www.sidneyfaith.ws>

Yes ... this is a .WS site. It's very simple, but does the job the author and owner intended. Take a look.

Portfolio Example Five: <http://members.ozemail.com.au/~kevrenor/>



Australian Internet Service Provider Ozemail provides every member with a small amount of hosted space for personal sites. This example shows what some of them look like.

You could have your own site with your .WS name if you don't already have one.

3. Sell a Product You Produced

This is probably the best business opportunity online, selling your own stuff. If it's digital it's incredibly cost effective, however, you have to choose your domain name carefully as stated previously.

Do your research and find out what name best suits your product and register that as your .WS domain. Then do the following (You can do this literally within hours):

1. Set up your sales site using your [GDI hosted webspace](#)
2. Get yourself merchant accounts with [Clickbank](#) and [PayPal](#) who will handle your online sales at a much cheaper price than most mainstream banks and financial institutions
3. Advertise using [Google AdWords](#)
4. Lock in some [Google AdSense](#) advertisements on your site
5. Maybe place some related articles ie, topics having to deal with your product, service, ebook or software etc. You can download these free at such places as [Ezinearticles.com](#)
6. Track your progress using [Google Analytics](#) (Free)
7. Sit back and monitor your site and various elements ... watch your income accounts grow

When you become more experienced you can enhance your product sales with such things as [autoresponders](#) email messages that will allow people to join your list and perhaps complete a short course you have created. This provides an opportunity to develop rapport and make some additional sales.

4. Sell Someone Else's Products

When you sell someone else's product for a commission, it's called being an affiliate. You can set up an affiliate site in under half an hour if you are in a hurry. All you need do is get a domain name and somewhere to host your site, establish a merchant account and choose a product. Next you need to advertise to get a swarm of interested traffic to your site.



The current wisdom is that you get yourself a niche product ie, a single product that a discrete market needs eg, golf balls and then sell golf balls to the golfing fraternity. Among the many advantages of affiliate marketing is that you don't have to pack, post or download the products, you can drop-ship or only sell digital products that are all handled by someone else.

This has become a very popular way to make an additional income and many people make all their income from affiliate marketing. Your site could be called something like "initialled-golf-balls.ws".

The best ebook I have found about affiliate marketing is Rosalind Gardner's [Super Affiliate Handbook](#). I've read hundreds of them over the last six years or so.

I'm also an affiliate marketer. Quite a lot of my income comes from affiliate marketing every month.

Special Limited Offer

Get yourself a .WS domain name and I'll set up a website for you FREE with an audio book business. I provide all the pages already linked and ready to go with AdSense codes to earn you money from day one.

You earn income from audio book sales and AdSense clicks. All you need to do is promote your URL and send traffic to your site.

Once I've set it up for you, you can learn to do your own pages and customize it to suit your needs.

Check out this offer now as it's limited and if you get in in time, you could be one of the lucky ones.

Click [here](#) to see my [Download-Audios.Com](#) site and the range of audio books we have.

Click [here](#) to see an example site for self improvement articles and audios.



5. Online Data Storage

If you need to store data you can establish a domain name and simply transfer files to your site. This could be used to backup your computer files or to deposit some other data like video or audio files that would otherwise take up a lot of space on your own hard disk drive.

If others needed access to the data, you could allow them access either with or without a passport.

6. Provide Information About Your Club

This option is similar to some of the others, but focuses on one club (or even a group of related clubs) eg, if you had a small club called "Al Ain Ladies Walking Club" you could obtain a domain name "al-ain-ladies-walking-club.ws" and provide information about the club including perhaps contact details of the members, meeting times, membership rules and photos of club events.

7. Create a Directory

Creating a directory is a good way to get people to a site and monetize it with Google AdSense advertisements. Say for example you decided to set up a directory for Sydney commercial lawyers. You choose the domain name "sydney-commercial-lawyers.ws", place three groups of AdSense adverts on each site (and perhaps some affiliate links to topics that would interest lawyers) and then sit back and wait for visitors.

You could begin with free listings for the first say, 200 lawyers and then charge an annual fee for each listing thereafter. You make money on the listings and the AdSense advertisements.

8. Use Your Domain Name as a Portal to Other Sites

This is different from the directory sites in that you line up a number of colleagues who sell say, ebooks and place links to them at your portal. Call your portal "Ebooks for All Ages" or something that will interest visitors and work to get it a high listing in the search engines. You can also advertise this type of site. When people come to your portal and click to visit the ebook sites, guess what? They click your affiliate link and you get a commission on anything they buy at the other end.



Such a portal can be divided by genre eg, children's books, Internet marketing books, recreation books etc. So the service you provide is a one stop shop for people seeking ebooks. This is preferable for them than having a site with 500 ebooks.

9. Gathering Email Addresses for a List

So, you are the owner of several Internet sites and you want to capture email addresses to up-sell those who have visited or purchased your site. On your other sites you place a link asking visitors to sign up to your monthly stocks and shares advice newsletter which is free. Rather than having a sign-up box on each of your sites, you direct them to your sign-up page which has details of your newsletter, perhaps a bonus for signing up and the sign up boxes.

You can call this site the name of your newsletter ie, "Stocks-and-shares-newsletter". This enables others who have not necessarily visited your other sites to surf onto your newsletter site and sign up.

10. Your Articles Site

You are a rocket scientist researching the benefits of using zinc hydroxide propellant in conjunction with a special mixture of ammonium nitrate to propel rockets farther and faster than ever. You want people to read your research articles so you set up a site called "Dr Erikson's Propellant Research".

You download your research files, in Adobe PDF format and perhaps charge a small handling fee for each download or give them away free. You could even collect email addresses so that you could keep interested people up-to-date.

Conclusion

There are many things you can do with your own domain name. I've mentioned a few to try to stimulate interest ... maybe you can think of a few more. The fact is that it is now very inexpensive to have your own domain name and use it for all or any of the above.

So what's holding you back?