

Level Two

Your Own Web Site:

More Advanced Uses of the Internet for Farm Marketing

Element 1 More on Domain Names

The name that you use to advertise your farm or products is the name that you will want for your domain, because that is the first thing that people will try in their browser. It is also the easiest thing for them to remember, and whatever is easily remembered will be more likely to be tried.

Domain names can be of any length up to 67 characters. While shorter names are usually better, it's increasingly difficult to get short, meaningful domain names. Long domain names that have your site's keywords in them also have an advantage in that they fare better in a number of search engines.

Each domain name is made up of a series of character strings (called "labels") separated by dots. The right-most label in a domain name is referred to as its "top-level domain" (TLD). (For example, www.myfarm.com is a top-level domain name while www.earthlink.com/myfarm is a lower-level domain name.)

So, for example, if you have a site about your free-range poultry operation with a domain name like freerangepoultry.com, it shows up higher in the results of a search for "free range poultry". While there are options besides "dot com" such as .net, .info, etc., .com is best if possible, since that's what most people will think of and try first.

Generally, it's better to avoid using hyphens in the name.

(Information on making domain names function properly, making your site easier to find, is available in Element 3, Using Tags to Help Search Engines Find Your Site.)

