LAMphills

Lamphills Checklist for Choosing the Best Domain Extensions for SEO

If you intend to choose the best domain extensions for your website, it's because you intend to increase your credibility, visibility, and chances of raking in the online space while enhancing your SEO to build trust and recognition among your target audience. Below is a checklist that you can use to make the right decision. only

- ☐ **Go for Trusted TLDs:** Trusted Top-Level domains (TLDs) like .com, .org, and .net are widely recognized and convey a sense of reliability and professionalism. These TLDs are also the most familiar to users, making them more likely to be trusted and remembered. Examples are **.com** as we see in "Amazon.com",**.org**: as we see in "Wikipedia.org," and.net, and **.net** as we see in "SourceForge.net."
- ☐ **Memorability:** A memorable domain name is easy for users to recall and type, reducing the risk of losing potential visitors due to misspellings or forgetfulness. For instance, Facebook.com is simple and easy to remember compared to Face_Book/1234.com
- ☐ **Avoid Spammy TLDs:** Some TLDs have been associated with spammy or low-quality websites, which can negatively impact your SEO and credibility. These include **.info**, **.biz**: and so on.
- ☐ **Local SEO:** Using country-specific TLDs can help target local audiences more effectively and signal to search engines the geographic relevance of your website. For instance, you can use **.co.uk** for a business targeting the UK market.

- ☐ **Niche-Specific TLDs**: Using TLDs that are specific to your industry or niche can help convey the nature of your business more clearly and enhance your brand identity. Examples include **.tech** which is suitable for technology-related businesses and blogs, and **.shop**: which is ideal for e-commerce websites.
- ☐ **Multiple TLDs:** Securing multiple TLDs can protect your brand from competitors and ensure that users can find you even if they remember your domain name incorrectly. It prevents others from using similar domains and helps capture traffic from users who may type in different TLDs by mistake.