

How to choose and purchase a domain name

When it comes to choosing and purchasing a domain name, there are a few things to keep in mind.

Should you use your business or personal name as your domain name?

Using your personal or business name as your domain name is the right option for most businesses or professional websites.

If you're building a business website, you will almost always want your domain name to be the same as your business name.

When it comes to using your personal name as your domain name, you should do this if:

- You're positioning yourself as an expert in your field
- Your name will not change
- You're having trouble coming up with a domain name and it's stalling your website launch
- You do not have a clear vision for what your website will look like in a few years

You should NOT use your name as your domain name if:

- Your name is super hard to spell or pronounce or if it is a very common name
- You hope to eventually sell your website
- Your name might change in the future (e.g., marriage)

Choosing a domain name that isn't your business or personal name

There are cases where you're starting a new website that is not centered around your name or you don't have a clear business name yet. Here are some steps you can take to come up with a domain name for those situations:

Step 1: Brainstorm. Start by coming up with a bunch of words related to your website's topic. Don't edit yourself here - instead, let all ideas flow and keep the ones you don't love.

Step 2: Get out the thesaurus. Our focus here is on quantity over quality and we are using the brainstorm as our starting point. Take each word/phrase you came up with and see what comes up in the thesaurus. Again, don't edit yourself and feel free to make this list as long and random as possible.

Step 3: Use a name generator. Did you know that there are domain name generators you can use if you want to seriously simplify the process? Heck yes! NameMesh and Panabee are my favourite options.

Step 4: Pick your favourite and purchase the domain. Now that you've got a huge list of ideas to choose from, it's time to pick your favourites and see if they are available for purchase. If it is, snatch it up right away!

Where to buy a domain name

There are lots of places where you can purchase a domain online but a few of my favourites are:

- [GoDaddy](#)
- [Namecheap](#)
- [Name.com](#)
- [Register.com](#)

If you want to set your new website up on Squarespace, know that you can qualify for a [free custom domain](#) if you purchase any of their annual pricing plans. If you choose to go this route, you do not need to purchase a domain from a third party vendor (listed above).

However, personally I always keep my domain name and hosting separate for all my websites but you can do whatever works best for you!

Reminder: always search online for promo codes before you purchase a domain name!

How to connect a domain name to Squarespace website

If you purchase a domain name from a third party vendor (e.g., GoDaddy, Namecheap, etc.), the next step to getting your website live is to connect your domain to your Squarespace account. Squarespace makes this easy and straightforward to do and they have a [wonderful set of instructions](#) that you can follow so I won't reinvent the wheel and write it all out here. This won't take more than a few minutes to do and you can always reach out to Squarespace's (awesome) support team if you have any questions!