

Net Results  
Helping your business succeed online.  
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## Welcome

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Summer always seems to come and go too quickly. It's been a good one so far, at least out here on Vancouver Island. After a slow start, we've been enjoying lots of sunshine – great for the garden and the soul! Hope yours has been enjoyable and productive too.

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## Web Site Design and Promotion Blog

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This isn't really "new" news any more, but it may be to you. In June, I, along with the very talented marketing coach and consultant, Juliet Austin ([www.julietaustin.com](http://www.julietaustin.com)), started up a weblog, titled "Web Site Design and Promotion." I think its purpose is pretty self-evident! Topics range from various tips on designing a web site to help in succeeding with search engine results and general marketing ideas. Check it out at [www.websitedesignandpromotion.com](http://www.websitedesignandpromotion.com).

We welcome any comments you'd like to make on any of the posts. Incidentally, posting comments on blogs is a great way to get back links to your own web site (which can increase its Google ranking)!

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## Coming Soon... Chance to Win a Free Web Site Critique

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Juliet and I will be conducting a draw to win a free professional critique of your web site. Details will be emailed out soon and posted on our blog.

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Send me your FAQs

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If there's something you'd like to ask about creating or improving your web presence, feel free to send me an email ([info@nrichmedia.com](mailto:info@nrichmedia.com)). It's quite likely to be a question that someone else has been wondering about and chances are you won't be the only one who finds the answer useful.

So, I'll gladly post FAQs, with a reasonable facsimile of an answer. Or, it might even inspire me to write a featured article or blog post on the topic.

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Featured Article: In Search of the Perfect Domain Name

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I've got clients who, literally, spend weeks or months trying to come up with the perfect domain name for their new web site. They probably lose sleep over it. I always say, yes, try to come up with a good (or great) domain name, but don't stress yourself out over it!

Occasionally, I'll help a client come up with a name. One of the best, in my opinion, was [www.locktheknee.com](http://www.locktheknee.com). That was for a yoga studio, in which the owner/teacher would, during a particular pose, always say, "Lock the knee!" So, I thought, what a great name for her web site. And she and all her students loved it! Very catchy and memorable. Of course, it doesn't mean much to non-students of that studio, so we also came up with a second name ([www.bikramyoganewwest.com](http://www.bikramyoganewwest.com)), which makes sense for others and gets automatically forwarded to the site.

There's a mindset that having keywords (i.e., words that you want your site found for in a search) in your domain name is very important in getting your site picked up by Google. Jill Whelan – the SEO guru, in my opinion, of [www.HighRankings.com](http://www.HighRankings.com) – consistently says she's seen no evidence that this is true. And I agree; I have seen none either. I did a test search for "chiropractors" on Google. The #1 result didn't have the word in its domain name. In fact, I counted only two out of the top 20 that did! (There were a couple "chiro's" in there.) That says something to me.

Here are some tips for coming up with a good domain name:

1. The shorter the better. Try to keep it to a maximum of 4 words.
2. Make sure people can spell it easily, otherwise they might end up at your competition's web site. If your name is difficult to spell or there are multiple spellings (e.g., Brian/Bryan) use something else.

3. If it works, go for a name about the business you're in, in general. For example., if you're a plumber, rather than mcneilsplumbingservices.com, how about something like thegreatplumber.com?
4. Better yet, if you can come up with something cute and catchy, people will remember it – e.g., nomoredrips.com.
5. Remember, you can always get a second domain name (cheap!) and have it forward (or mask) to your original name.
6. Stay away from -'s if possible. People want easy!
7. If at all possible, get a .com, rather than .ca, .net, .biz, or whatever. I still find that people think .com no matter what you tell them your domain name is. Having said that though, if you've got a great name and it's not available as a .com, you might consider one of the alternatives.

As with many things, coming up with a good/great domain name is a balancing act between thinking up something unique and memorable and one that is easy for people to spell. Use your imagination and inspiration and you're bound to come up with a good one. But don't lose sleep agonizing over it!

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### About nrichmedia

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nrichmedia creates innovative and unique web sites and other multimedia for ethical and socially responsible businesses and organizations. We also offer web site maintenance, CD-ROM production, and more.

nrichmedia was founded by Nathaniel Richman in 2000. Nathaniel graduated from the Vancouver Film School with a Certificate of Recommendation in Multimedia Studies in 1997 and has been working in the web design and new media industry ever since. He previously received a Bachelor of Mathematics degree (Honours Actuarial Science) from the University of Waterloo and worked in the pension consulting field.

Nathaniel works with several other designers and programmers, according to the needs of the project, to provide the client with the most professionally designed web site or presentation possible.

"I would highly recommend nrichmedia as a web design company. I think Nathaniel brilliantly turned our ideas into a fun and professional looking website. He got the job done fast and on budget... thanks!"

- Diana Brown, Co-Owner, Shasta Glass ([www.shastaglass.com](http://www.shastaglass.com))

To learn more about nrichmedia's services, view our online portfolio, and read glowing testimonials from many satisfied clients, please visit [www.nrichmedia.com](http://www.nrichmedia.com).

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### Charitable Causes

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At nrichmedia, we donate 5% of proceeds on all projects of \$500 and above to charitable organizations. We are pleased to have supported and continue to support several worthy causes. To see a list of the organizations we support, please visit [www.nrichmedia.com/causes.htm](http://www.nrichmedia.com/causes.htm).

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### The Not-to-be Missed Link: Treehugger

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Since getting into the blogging scene myself, I've been reading several other blogs on a regular basis. One of my favourites is Treehugger ([www.treehugger.com](http://www.treehugger.com)). It's very well put-together, considering the vast amount of information it contains.

Treehugger contains up-to-the-minute reports on the latest eco-friendly products and social responsibility issues. I find it very inspiring to see all the new environmentally friendly product coming out all over the world. The posts are well written, interesting, and often quite entertaining.

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### Pass it on and Enjoy

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Please feel free to pass this newsletter on to anyone you feel may find it useful.

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