

Simple Web Start Domain Workbook.

<https://simplewebstart.com>

Choose a Domain Name.

Use this workbook page to choose a strong domain name for your website. Work through each step, write down your ideas, and narrow your options before registering a domain.

How to use this page: Complete each activity in order. By the end, you will have a shortlist of domain names to check for availability and legal suitability. You can also use our domain tool to help secure the domain you choose.

Visit <https://simplewebstart.com/hosting>

1. Understand Your Brand or Website.

- **Core message:** Define the essence of your brand or website. Consider the values, themes, or messages you want to convey.
- **Keywords:** Identify words that are relevant to your niche, industry, or the main focus of your website.

Workbook Activity 1: Describe Your Brand

Write three words that describe your brand or website:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

2. Brainstorm Keywords and Concepts.

- **Word association:** Start with a list of words or phrases connected to your brand, services, or industry.
- **Synonyms and combinations:** Explore variations, related terms, and creative word combinations.

Workbook Activity 2: List Keywords

List 8–10 possible keywords or phrases:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

3. Keep It Simple and Memorable.

- **Short and sweet:** Shorter domain names are usually easier to remember, type, and share.
- **Avoid hyphens and numbers:** These can make a domain harder to remember and easier to mistype.

Workbook Check 3: Test Simplicity

Is each idea easy to spell, say, and remember?

Circle one: Yes / No / Needs work

4. Be Descriptive and Relevant.

- **Reflect your brand:** Make sure the domain name fits your brand identity and the purpose of your website.
- **Keep it clear:** A relevant domain helps visitors quickly understand what your website is about.

Workbook Activity 4: Explain Your Website

Write one sentence explaining what your website offers:

5. Consider Brandable and Catchy Names.

- **Unique and catchy:** Aim for a name that stands out and is easy to remember.
- **Inventive words:** Made-up or blended words can be distinctive and easier to brand.

Workbook Activity 5: Create Brandable Names

Try combining two or more words to create five brandable name ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

6. Use Domain Name Generators.

- **Online tools:** Use domain name generators, such as Good Web Business tools, to suggest available names based on your keywords or ideas.

Workbook Activity 6: Use a Name Generator

Use a domain name generator and write down three useful suggestions:

1. _____
2. _____
3. _____

7. Check Availability and Legality.

- **Check domain availability:** Use a domain registration service to see whether your chosen name is available.
- **Search for trademarks:** Make sure the name is not already trademarked to help avoid legal issues.

Workbook Check 7: Check Availability and Legality

Domain available? Yes / No / Not checked

Trademark checked? Yes / No / Not checked

8. Get Feedback.

- **Test your ideas:** Share potential domain names with friends, family, colleagues, or trusted contacts.
- **Use surveys or polls:** Ask your target audience which names are easiest to understand and remember.

Workbook Activity 8: Collect Feedback

Ask at least three people for feedback. Note the most common response:

9. Consider Future Growth.

- **Scalability:** Think about how your website might grow or change over time.
- **Future flexibility:** Choose a domain name that can still work if you expand your services, products, or content.

Workbook Check 9: Consider Future Growth

Will this name still work if your website grows?

Circle one: Yes / No / Unsure

10. Choose the Right Domain Extension.

Consider which extension best suits your website, such as .com, .net, or .org. While .com is widely recognised, another extension may be more suitable for your industry, organisation, or purpose.

Workbook Activity 10: Choose Your Extension

Choose your preferred extension and explain why:

Extension: _____

Reason:

Domain Shortlist Name.

Domain idea	Easy to remember?	Available?	Feedback notes	Final score /10
1.				
2.				
3.				
4.				
5.				

Example: Blend Words.

You can create a memorable domain name by combining two relevant words or ideas.

Examples include:

- TechSavvyGuru
- HealthfulLivingHub
- MindHealMeditation
- RodSeaFishing
- CraftWoodShop

Activity: Blend Your Own Words

Choose two or three keywords from your list and combine them to create new domain name ideas.

Keyword 1: _____ Keyword 2: _____ Keyword 3: _____

Blended domain ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Final Tip.

Your domain name is a crucial part of your online identity. Take time to brainstorm, check that it aligns with your brand, and make sure it resonates with your audience before purchasing it.

Final Checklist.

- My domain name is short and easy to remember.
- It clearly connects to my brand, service, or website purpose.
- It is easy to spell and say aloud.
- I have checked domain availability.
- I have checked for potential trademark issues.
- I have asked for feedback before making a final decision.

What You Have Learned.

By completing this workbook, you have learned how to think more clearly about your website name, brand message, audience, and future plans. You have practised choosing keywords, creating name ideas, checking whether a domain is simple and memorable, and narrowing your options before making a final decision.

For beginners, this process is important because building a website can feel overwhelming at first. Simple Web Start is designed to make the journey easier by breaking website building into clear, manageable steps. Instead of expecting you to know everything straight away, it supports you with beginner-friendly guidance, practical learning, and a calm step-by-step approach.

Simple Web Start is a strong option for people who want to build their first website with confidence because it focuses on learning, practising, and building at a comfortable pace.

With simple explanations, practical activities, and support aimed at new website owners, it helps beginners move from an idea to a real online presence without feeling lost.

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