

a spider-friendly domain name, and then provide your visitors such great content and site organization that they bookmark you.

It's not difficult to find small businesses competing effectively on Google's search pages with big industrial sites by using keyword-inspired domain names in niche categories. For example a search for *special education news* shows www.educationnews.com and www.specialednews.com rising above powerhouses BBC, CNN, USNews, and others which have special education sections in their mammoth sites. Of course, it takes optimization in all ways, not just in the domain name, to crack the top ten.



Google recommends against registering domains containing misspellings of popular Web destinations, such as goggle.com, ebray.com, or yagoo.com. In fact, Google threatens expulsion from the index for attempting to lure visitors in this manner.



Just about any domain registrar can report the availability of names, but some are faster and more flexible than others. Network Solutions (www.networksolutions.com) allows you to search multiple domain names simultaneously (see Figure 4-8).

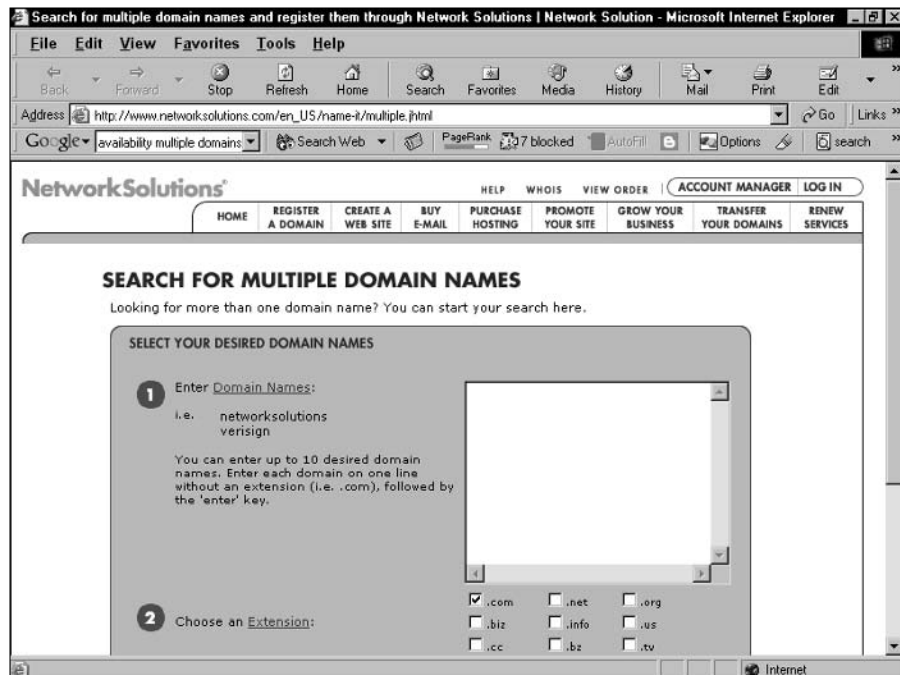


Figure 4-8: Network Solutions, a domain registrar, lets you search for multiple domains.