

Choosing a memorable name

This is the all-important decision: A name. You have probably already noticed that many blogs have unusual names, often one or two words that usually aren't used together or a humorous phrase. Some bloggers simply use their own name as their blog name. Some of the best-known blogs on the Web are InstaPundit (www.instapundit.com), shown in Figure 3-1, and Talking Points Memo (www.talkingpointsmemo.com). Both have unusual and memorable names that are also easy to spell or find with a search engine.

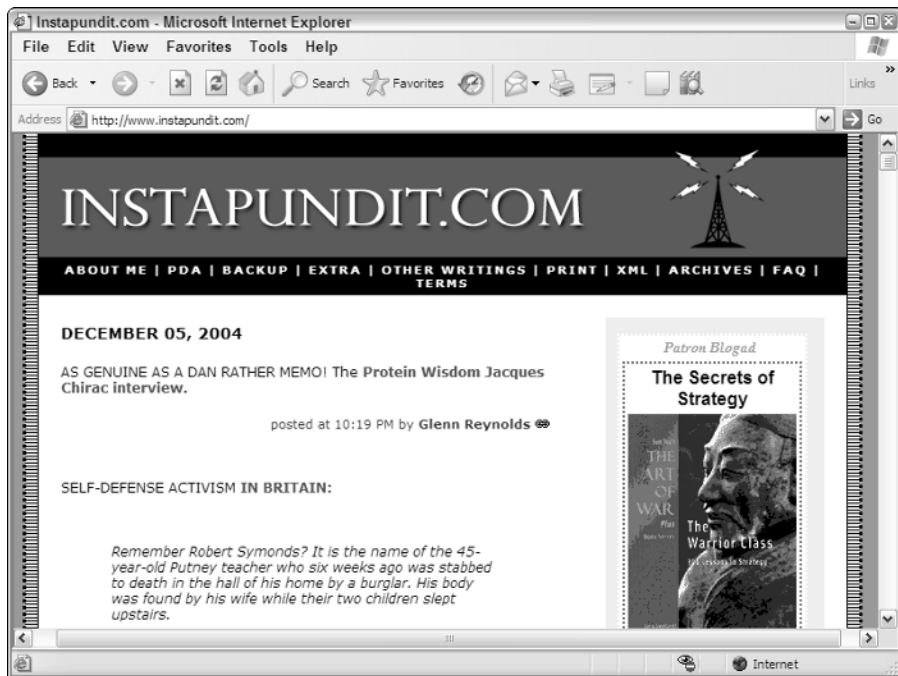


Figure 3-1:
The name
of the
InstaPundit
blog is
unusual and
memorable.

The point is to find a name that is easily remembered and one that won't be confused with other blogs and Web sites. You may find that incorporating some form of your company's name into the blog name is useful. Fast Company, for example, maintains a blog called FC Now (blog.fastcompany.com).

For a company, it's probably not a great idea to brand your blog with the name of your blogger — should he or she ever leave your company, the name of the blog won't make sense anymore. Look for inspiration in internal jokes, catch phrases, or mottoes. Does the product or service you're focusing on have a nickname you can use? If you create an informational blog, look for a name that establishes your blog as an industrywide resource. Use these tips to make your decisions as you brainstorm: