Domain Name Basics
Suggestions, Splitting, Spinning

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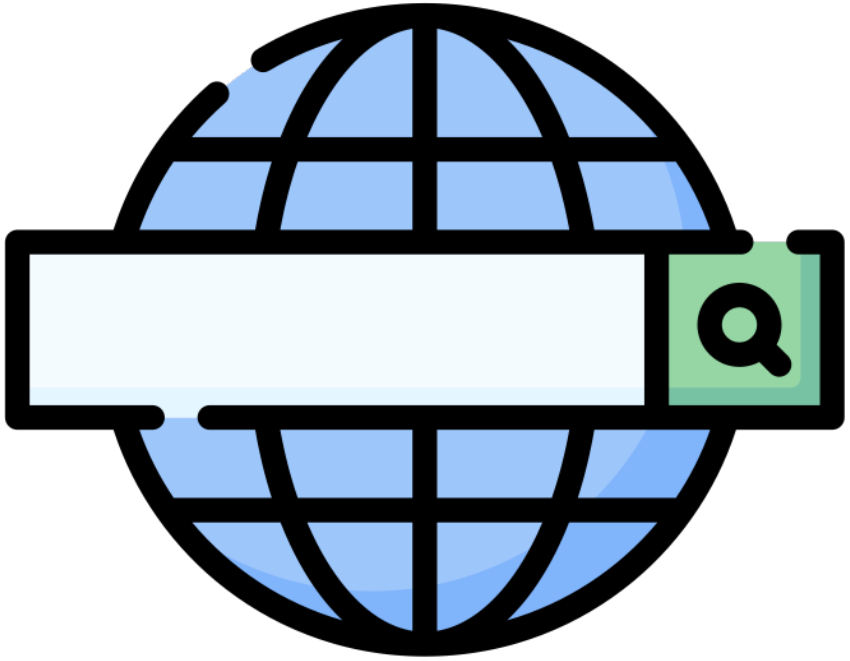
Suggestions, Splitting, and Spinning

Searching for a free domain is a complex matter. It is not only about the availability; it is also about potential alternatives to provide the best possible user experience.

Usually, it can be differentiated between suggestions, splitting, and spinning. However, those are not mutually exclusive; you can combine those technics. In addition, though, it can also be extended by using aftermarket providers to broaden the availability of the found strings.



What is Domain Suggestion?

By entering a search term, domain suggestion is a technic to recommend similar keywords.

There are three types of different possible suggestions:

1. Finding Synonyms
2. Adding Prefix / Suffix
3. Pluralizing Words

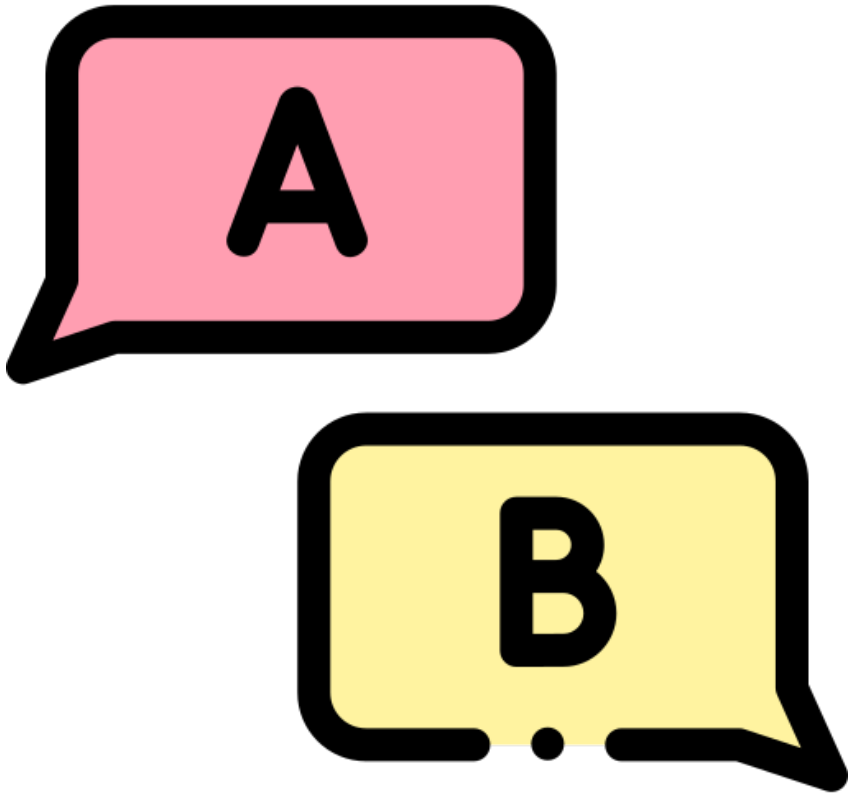
Finding Synonyms

A synonym is a word that means exactly or nearly the same as another word. But because words are often ambiguous, synonymy exists more precisely between a particular reading of a word and other readings.

One example for the search term '*begin*':

1. start.com
2. commence.com
3. initiate.com

Finding synonyms in other languages can be pretty tricky because you need to determine the language of the search term first.

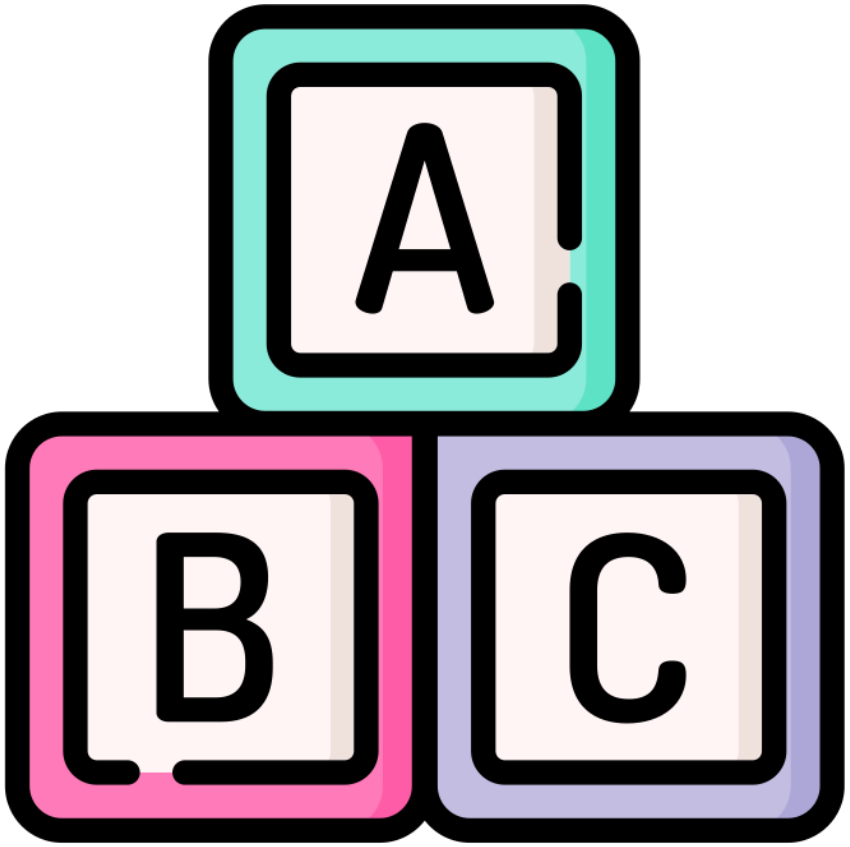


Adding Prefix / Suffix

By adding a prefix or suffix to a search term, new words can be created. However, it can be tricky to do so because you need to determine the string's language first and make sure it is grammatically correct.

English example for the word '*bike*':

1. mybike.com
2. bike24.com
3. biketour.com
4. nycbike.com



Pluralizing Words

If a search term is singular, you can pluralize it and vice versa. As with the other suggestions, the following also applies here; you should know the language of the search term; otherwise, the plural or singular does not make sense.

Examples:

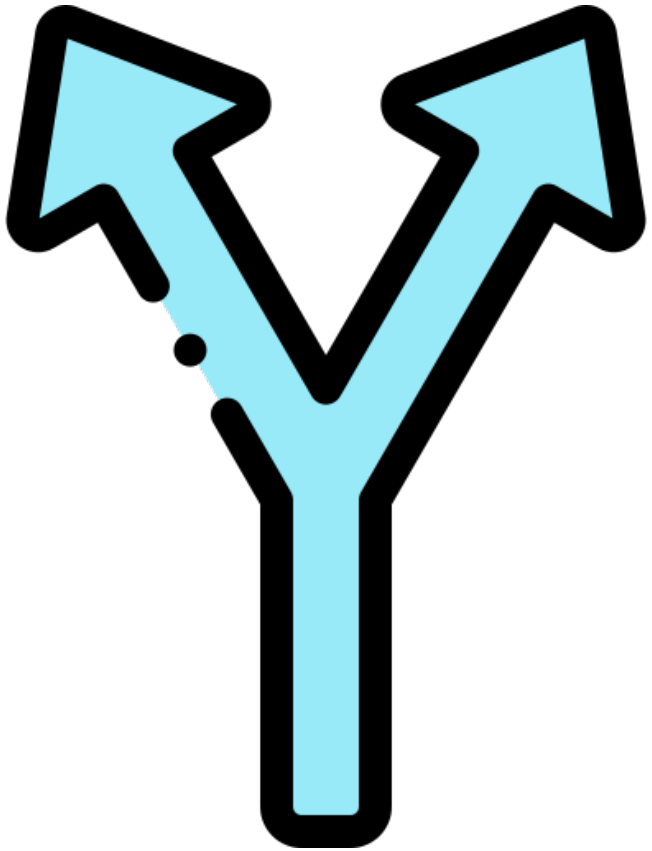
1. car → cars
2. mouse → mice
3. appendix → appendices

What is Domain Splitting?

Domain splitting is a relatively simple technic to split words, but it works better if you understand the given language of the search term to determine where it makes sense to split a search term correctly.

Example for '*MyCarFactory*':

1. car.com
2. mycar.com
3. carfactory.com
4. my-car-factory.com
5. my-car.com
6. car-factory.com

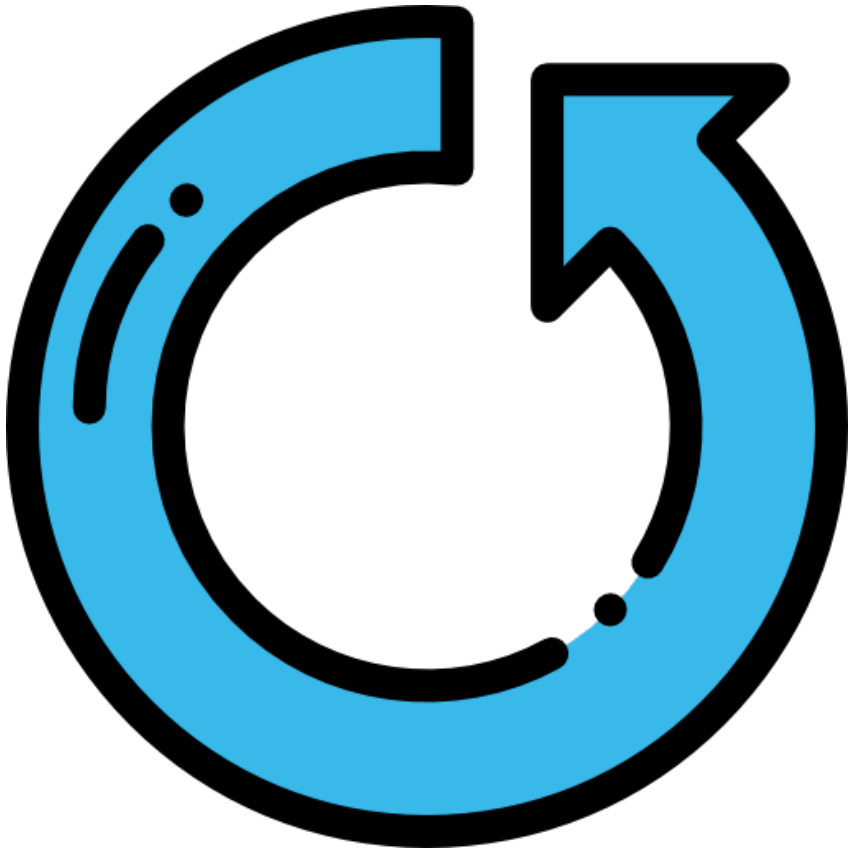


What is Domain Spinning?

Domain spinning usually means a change of the TLD, which is one of the easier technics. With the expansion of the gTLD space, a lot more possibilities have been created.

There are three types of spinning:

1. Different TLDs
2. Domain Hacks
3. Geo Location

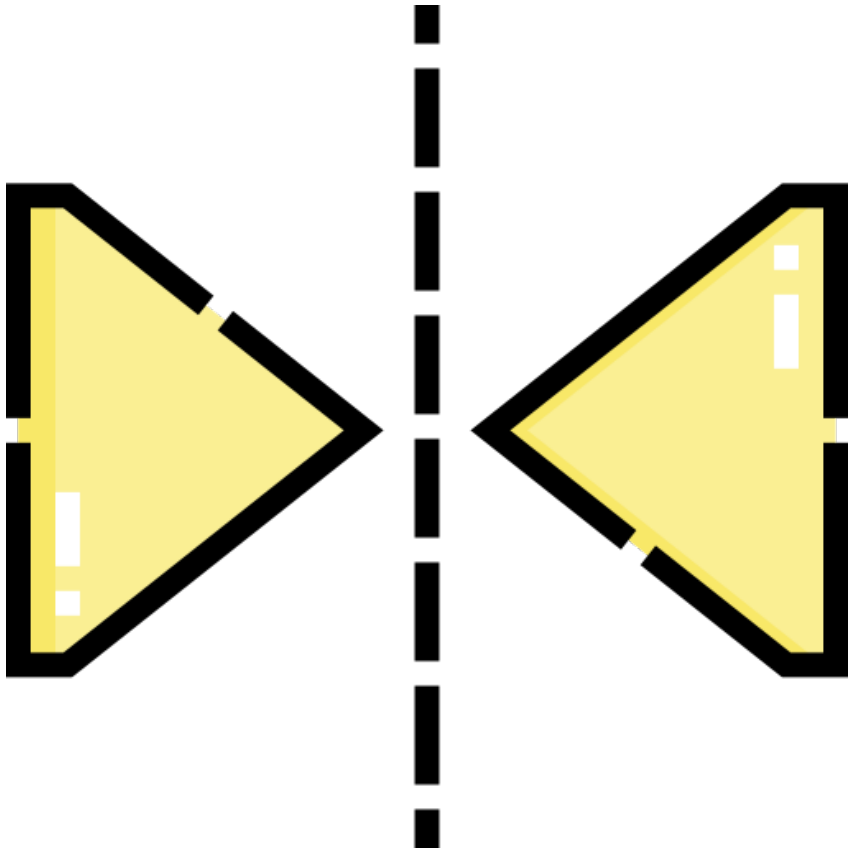


Different TLDs

That is similar to find a synonym for the search term by spinning the TLD with other possible TLDs, which became more popular with the new gTLDs.

For example, a user searches for '*super.car*':

1. super.cars
2. super.auto
3. super.autos



Domain Hacks

Changing the search term to include the TLD is called a domain hack. That usually works best with ccTLDs.

Some examples that are already in use:

1. google → goo.gl
2. youtube → youtu.be
3. instagram → instagr.am
4. blogs → blo.gs
5. spotify → spoti.fi

One widespread use case is to use it as an URL shortener.

Geo Location

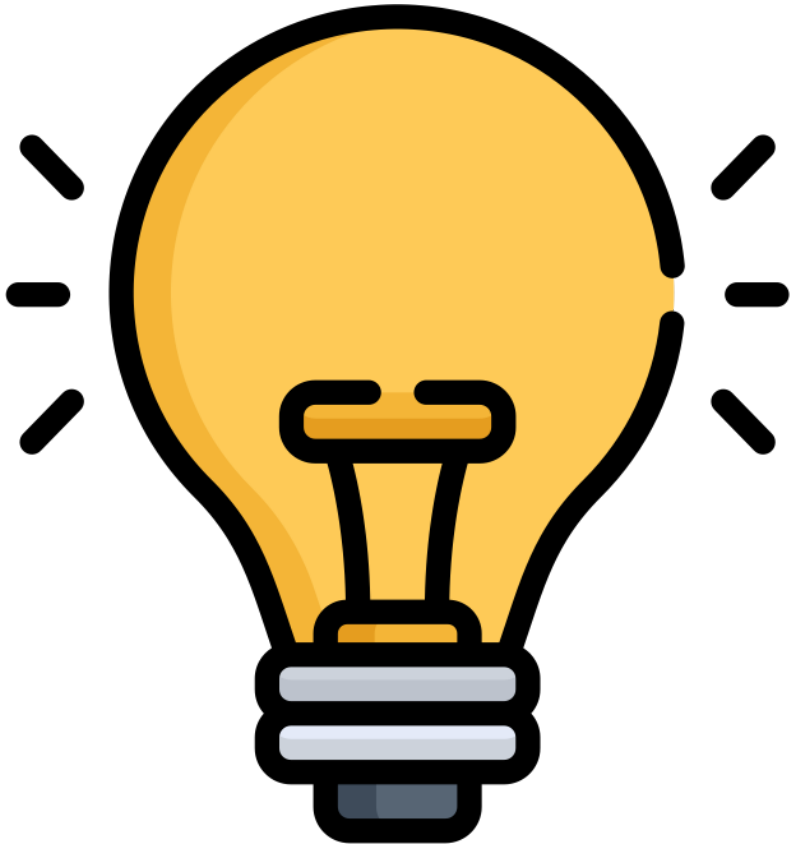
Knowing where the search comes from or for which target market the domain is needed allows to come up with different domain names.

The user is based from the London area and looks for '*pizzalondon.com*':

1. pizza.uk
2. pizza.eu
3. pizza.london

Take Away

1. There are multiple ways to modify a search term to find alternatives.
2. Those can be combined and extended with aftermarket providers.
3. Most technics work better if you do understand the language of the search term.



Thank you!

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