**RESTAURANT**

 **DOMAIN NAME CHECKLIST**

It is essential to always keep in mind the usage and importance of the Internet upon starting or expanding one’s restaurant business, even if such is not one which is web-based. The Web can serve as a very effective advertising medium for products/services and has potential to reach more customers than any other medium.

The following must be observed in order to arrive at a [SPECIFIC DESCRIPTION OF THE DOMAIN THE OWNER WANT TO ACHIEVE] domain which can help in the restaurant’s [SPECIFY HOW A GOOD DOMAIN CAN HELP THE RESTAURANT]. These include:

|  |  |  |  |
| --- | --- | --- | --- |
| **POINTS TO REMEMBER** | **YES** | **NO** | **PURPOSE OR REASON AS TO CHOICE** |
| Closer to actual name of the restaurant | ☐ | ☐ | [SPECIFY REASON AS TO ITS IMPORTANCE] |
| Product or service descriptor | ☐ | ☐ | [PROVIDE REASON WHY DESCRIPTOR IS HELPFUL] |
| Registered using accredited registration service | ☐ | ☐ | [SPECIFY THE REASON WHY DOMAIN NAME MUST BE REGISTERED] |
| The name is a unique one | ☐ | ☐ | [REASON WHY A DOMAIN NAME MUST BE UNIQUE] |
| Register both the business and product or service descriptor | ☐ | ☐ | [PROVIDE REASON WHY REGISTERING BOTH IS NEEDED] |
| Simplify the domain name | ☐ | ☐ | [SPECIFY WHY THE DOMAIN MUST BE SIMPLE] |
| Register multiple names if possible | ☐ | ☐ | [GIVE POSSIBLE OUTCOMES WHEN MULTIPLE NAMES ARE TO BE REGISTERED] |
| End with a suffix of “.com” rather than “.net” | ☐ | ☐ | [PROVIDE REASON AS TO WHY .COM IS PREFERRED] |



|  |  |  |  |
| --- | --- | --- | --- |
| Attractive and memorable | ☐ | ☐ | [WHY MUST THE DOMAIN NAME BE ATTRACTIVE AND MEMORABLE] |
| Short and simple | ☐ | ☐ | [SPECIFY REASON WHY IT MUST BE SHORT AND SIMPLE] |

|  |  |  |  |
| --- | --- | --- | --- |
| Easy to type | ☐ | ☐ | [SPECIFY THE IMPORTANCE OF MAKING THE DOMAIN EASY] |
| Numbers, hyphens and other symbols in your domain | ☐ | ☐ | [SPECIFY WHETHER THESE ARE IMPORTANT OR NOT]  |
| Infringe on another business’ rights | ☐ | ☐ | [SPECIFY WHAT INFRINGEMENT IS ABOUT] |
| Whether anyone is using the mark | ☐ | ☐ | [SPECIFY AND PROVIDE REASON AS TO WHY IT IS NECESSARY TO CHECK THE USAGE] |
| Trademark search on the name | ☐ | ☐ | [SPECIFY WHY THE SAME MUST BE COMPLIED] |
| Names that may make sense internationally | ☐ | ☐ | [SPECIFY WHY INTERNATIONAL NAMES ARE PREFERRED] |
| Buy all extensions | ☐ | ☐ | [SPECIFY WHY EXTENSIONS ARE IMPORTANT] |
| A catchy name or a name that will instantly let the reader know what kind of site it is | ☐ | ☐ | [SPECIFY WHAT IS PREFERABLE AND WHY] |
| Name that will represent the full scope of business or products you may offer in the future | ☐ | ☐ | [SPECIFY IF THIS IS NECESSARY AND WHY] |
| Translated to another language | ☐ | ☐ | [SPECIFY WHETHER THIS POINT IS IMPORTANT AND WHY] |
| Geographic identifiers | ☐ | ☐ | [SPECIFY WHAT ARE GEOGRAPHIC IDENTIFIER AND HOW WILL IT AFFECT] |
| Keyword searches | ☐ | ☐ | [SPECIFY IF KEYWORD SEARCHES ARE HELPFUL AND WHY] |
| Renewal of domain | ☐ | ☐ | [SPECIFY IF RENEWAL IS NECESSARY] |
| Mobile-responsive design | ☐ | ☐ | [SPECIFY IF THE SAME IS NEEDED AND WHY] |
| Analytics | ☐ | ☐ | [SPECIFY WHAT ANALYTICS IS AND HOW WILL IT AFFECT THE DOMAIN] |
| Domain name for all business communications | ☐ | ☐ | [SPECIFY THE IMPORTANCE OR PURPOSE OF WHICH] |
| Trend names | ☐ | ☐ | [SPECIFY WHETHER TREND NAMES ARE IMPORTANT] |
| Spaces and symbols | ☐ | ☐ | [SPECIFY WHETHER THE SAME SHOULD BE PRESENT] |
| Issued to one person | ☐ | ☐ | [SPECIFY IF DOMAINS MUST BE ISSUED TO ONE OR MORE PERSONS AND WHY IS IT IMPORTANT] |