

CLIENT TRAINING · REGISTERMYSITE

Own your name online.

Why your business needs its own domain name — and how to find the right one in minutes.

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yourbusiness.com

Your name. Your address. Your front door online.

Sound familiar?



The “coming soon” website



yourbusiness.com

Coming soon...

(and it's been “soon” for two years)

- ⊗ No hours, menu, or booking
- ⊗ Looks closed — or abandoned



Social media only



instagram.com/yourbusiness



- ⊗ Great posts, but hard to find on Google
- ⊗ Hours, links & booking scattered across apps

Either way, customers who are ready to visit hit a dead end.



Your own domain is your storefront online

RENTING

⊗ [instagram.com/yourbusiness](#) ⊗ [yourbusiness.wixsite.com](#)

OWNING

➔ ✓ [yourbusiness.com](#)



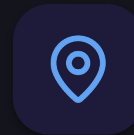
You own it

Social platforms can change the rules, or your reach, any time. Your domain stays yours.



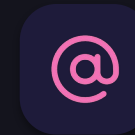
Instant credibility

84% of consumers say a business with a website is more credible than one with only a social page.



Get found locally

Gives your Google Business Profile and Maps listing an official website to point people to.



Professional email

[you@yourbusiness.com](#)
74% would trust a branded email more than a free one.

Apex domain = the main name itself (yourbusiness.com), not a sub-address on someone else's platform. Stats: Verisign 2015 Online Survey (U.S. consumers).



Your domain ties everything together



-  One link in every bio, flyer, and receipt
-  One place for hours, location & booking
-  Update it once, and everything points to it

64% say businesses with many points of online presence are more credible than those with only a few.

Source: 451 Research, commissioned by Verisign, "Websites, Branded Email Remain Key to SMB Internet Services" (2020).

Local searchers are ready to walk in

76%

of people who search on their phone for something nearby visit a business within a day.

28%

of those searches for something nearby result in a purchase.



Search

"bakery near me"



Find you

Maps & your profile



Tap your site

Hours, directions, Book



Walk in

or show up to their booking

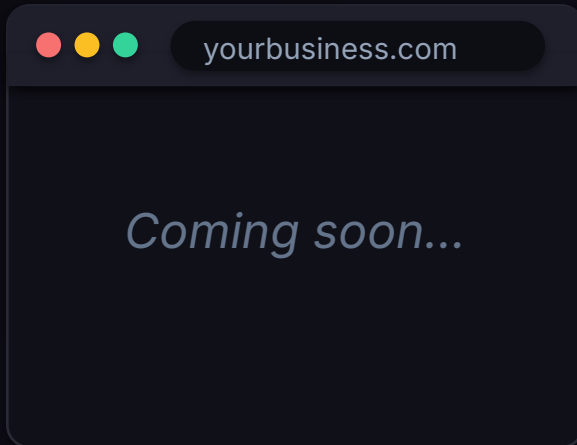
Your domain makes sure that last tap lands on a page **you** control, with a clear "Book" button.

Source: Think with Google, "How Mobile Search Connects Consumers to Stores" (2016).

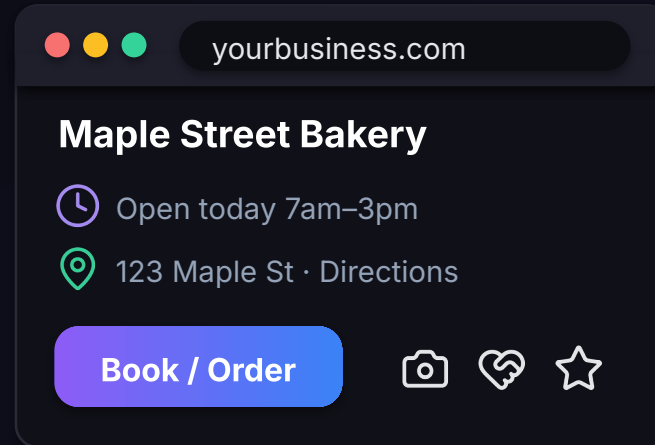


IF YOU HAVE A SITE THAT DOESN'T REALLY WORK

Turn your placeholder into a front door



BEFORE



AFTER



Already own a domain? Great, we build on it. On a free builder address? Claim your own name.



Add the basics: hours, address & map, phone, and a Book or Order button.



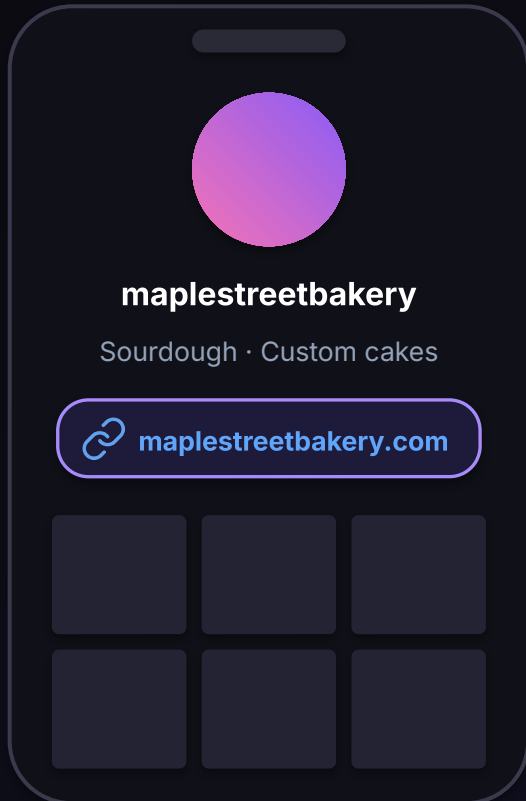
Link every social profile to it, and link back from the site to your socials.

Goal: a customer can answer "Are you open, where are you, and how do I book?" in under 10 seconds.

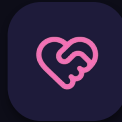


IF YOU'RE SOCIAL-ONLY

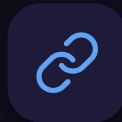
You built the audience. Now give it a home.



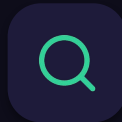
"Link in bio" points to your own name



Keep your followers. Your domain just gives them one place to land.



Put yourbusiness.com in every bio, post, and story.



Show up for people who search Google or Maps, not just Instagram.

92%

prefer to get info from a business's website instead of its social media page.

58%

were more likely to visit a business on Facebook if they could get there using a custom domain name.

Source: Verisign 2015 Online Survey (U.S. consumers).



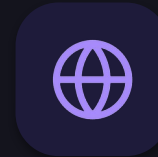
registermysite.com

Four tips for a name that works



Short & easy to say

Could you spell it out loud over the phone without repeating yourself?



Go for .com first

It's the ending most people assume. If it's taken, .net, .org, or .co can work too.



Skip hyphens & numbers

Names like bak3ry or maple-street-bakery are easy to mistype and hard to say.



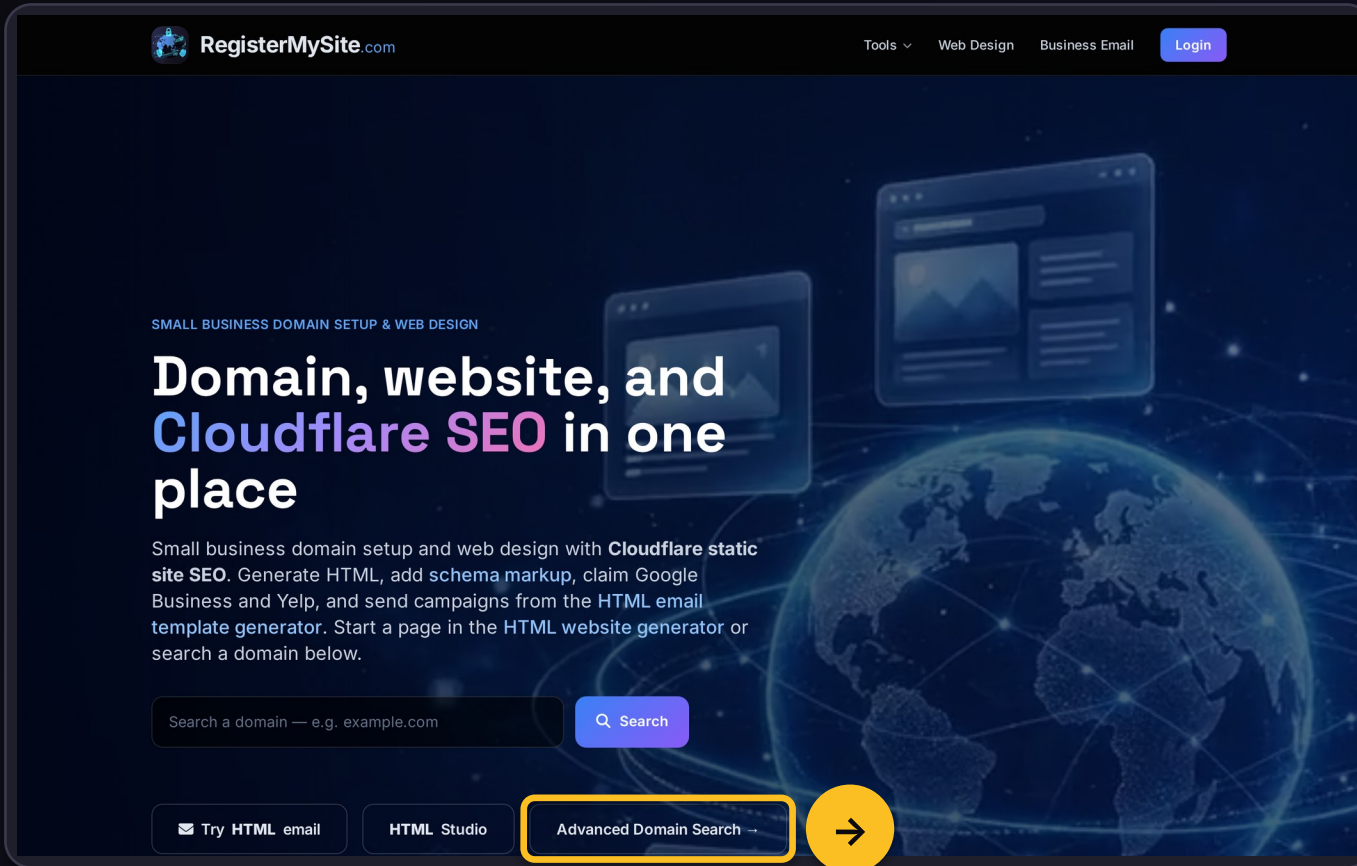
Add your town or specialty

If your exact name is taken, try combos like longbeachbakehouse or sourdoughco.

Bonus: grab matching social handles if you can, so your name is the same everywhere.



Your one-stop shop to get online



registermysite.com homepage (captured Sept 2026)



Domain & DNS setup



Websites & templates



@yourbusiness.com email



Google Business & Yelp listings

Start here: registermysite.com → click "Advanced Domain Search"



Type a keyword, see what's open

- 1 Go to **advanced-domain-search.registermysite.com**
- 2 Type just a keyword, like **bakery**
- 3 Click **Check Availability**
- 4 Scan the **Available** list: names, yearly price & a Purchase button

It checks .com, .net, .org, .io and more, and suggests name ideas built around your keyword.

The screenshot shows a web interface titled "Find Available Domains". At the top, there is a search bar containing the keyword "bakery" (callout 2) and a blue button labeled "Check Availability" (callout 3). Below the search bar, it says "Checks .com .net .org .io .ai .dev .app and more via Cloudflare Registrar". There is a section for AI suggestions: "Describe your business / brand / idea (AI)". Below that, it shows "Available 29 Taken 0" and a green dot icon labeled "AVAILABLE" (callout 4). A list of available domains is shown, with the first one, "bakerysupply.uk", highlighted by a yellow box (callout 4). Each domain entry includes the domain name, the price "\$5.30/yr", and a green "Purchase" button.

Domain	Price	Action
bakerysupply.uk	\$5.30/yr	Purchase
sweetbakery.uk	\$5.30/yr	Purchase
bakerycafe.uk	\$5.30/yr	Purchase
luxurybakery.uk	\$5.30/yr	Purchase

Real search for "bakery", Sept 24, 2026. Results & prices change as names get registered.

Have a name in mind? Check it exactly.

- 1 Type the full name *with* the ending, like **maplestreetbakery.com**
- 2 See instantly if it's **Available** or **Taken**
- 3 Browse alternatives: other endings (.net, .org, .co, .cafe) and variations
- 4 Compare the first-year and renewal price before you decide

The screenshot shows a web interface for finding available domains. At the top, a search bar contains 'maplestreetbakery.com' (callout 1) and a 'Check Availability' button. Below the search bar, it says 'Checks .com .net .org .io .ai .dev .app and more via Cloudflare Registrar'. A section titled 'Describe your business / brand / idea (AI)' follows. Below that, a summary bar shows 'Available 14' in green and 'Taken 1' in red (callout 2). A list of suggestions is shown below, with 'maplestreetbakery.online' highlighted (callout 3). To the right of this suggestion, the price '\$4.99/yr' and 'renew \$27.70/yr' are shown, along with a green 'Purchase' button (callout 4). At the bottom, a section titled 'NOT AVAILABLE' shows 'maplestreetbakery.com' with a 'Taken' status.

↑ Further down the same results page. Made-up example business; real results, Sept 24, 2026.

Describe your business, get name ideas

- 1 Click **"Describe your business / brand / idea (AI)"**
- 2 Tell it who you are, what you sell & where
- 3 Click **Generate Domain Ideas & Check Availability**
- 4 Review the keyword ideas and the available names it found

Look for this button under the search box:

 Describe your business / brand / idea (AI)

2

3

4

Describe Your Idea

A family-owned neighborhood bakery in Long Beach, California known for sourdough bread and custom birthday cakes. We take pickup orders and serve weekend brunch.

Generate Domain Ideas & Check Availability

Available 40 Taken 0

Keywords: loaflove beachyloaves sourdoughco birthdaybakeshop coastalcrust familyhearth loafhouse beachbites

● AVAILABLE

loaflove.online	\$4.99/yr renew \$27.70/yr	Purchase
loaflove.site	\$4.99/yr renew \$27.70/yr	Purchase
beachyloaves.site	\$4.99/yr renew \$27.70/yr	Purchase

On the site this is the "Describe Your Idea" panel. Real run, Sept 24, 2026.

Brainstorm names in a conversation

Or chat with the AI about domain ideas

Hi! Describe a business or brand and I'll suggest strong domain keywords. You can also use the search bar above for instant availability checks.

1 I run a family bakery in Long Beach known for sourdough and custom cakes. What are some good domain name ideas?

2 That sounds delicious! A bakery with a personal touch is always a winner. For a family bakery like yours, I'd suggest the following domain keywords and suggestions:

```
{
  "keywords": [
    "sourdoughbakehouse",
    "longbeachbakes",
    "familyoven",
    "cakeparlor",
    "breadwinner",
    "beachbakeshop",
    "homemadecakes",
    "loaflove"
  ],
  "suggestions": [
    "breadwinnerhq",
    "loafloveco",
    "beachbakeshoppe",
    "sourdoughsociety",
    "homemadecakery",
    "cakecraftco",
    "familyovenbakehouse",
    "beachykeks"
  ]
}
```

I hope these suggestions help you find the perfect name for your bakery!

Ask about domain ideas... Send

Real chat reply, Sept 24, 2026 (chat window expanded to show the full reply).



Scroll to "Or chat with the AI about domain ideas" and ask in plain English



Ask follow-ups: "Shorter?" "Include Long Beach?" "Something playful?"



Copy any idea you like into the search bar to check if it's available

Chat gives ideas; the search bar confirms availability & price.



Make your domain the hub



1

Connect it

Point it to a simple site with hours, location & a Book button. We can set this up for you.



2

Update every bio

Instagram, Facebook, TikTok, Yelp, your email signature, flyers, and receipts.



3

Google Business Profile

Add your website, hours & address. Complete, accurate info helps you show up locally.



4

Use pro email

Send bookings, quotes & receipts from your own address, like hi@yourshop.com.

Google Business Profile Help, "Tips to improve your local ranking on Google": businesses with complete and accurate info are more likely to show up in local results.



What we covered today

WHY



Own your name instead of renting space on social platforms



Look credible and get found on Google & Maps



One link that leads to walk-ins & bookings

HOW



Keyword search: ideas across many endings



Exact search: check a name & see alternatives



AI Copilot: describe your business, get ideas

YOUR NEXT STEP

Let's claim your name.

registermysite.com

Search free: advanced-domain-search.registermysite.com



(562) 751-4597



info@registermysite.com



In person across LA &
Orange County

