

## Case Study – Choosing a Domain Name

Jane Palfreyman is a counsellor based in Leeds. She used to specialise in hypnotherapy, and advertised herself as Hyperion Therapy, but after training in Transactional Analysis (a branch of psychotherapy), now does very little hypnotherapy, and sometimes thinks about dropping it completely. Her therapy rooms are in central Leeds, but she is considering taking a room one day a week in Halifax. She's engaged to be married, and is considering changing her surname, but currently intends to keep Palfreyman for her professional work.

### Brainstormed list of names

Candidate Domain Name	Risk of Change	Ease of spelling and memory	Search Engine Factors
janepalfreyman.co.uk	Low	Poor	Weak
janecounselling.co.uk	Very Low	Excellent	Good
janepsychotherapy.co.uk*	Very Low	Poor	Moderate
hypnocounselling.co.uk	Moderate	Good	Good
counsellingleeds.co.uk	Moderate	Excellent	Very Good
jpcounselling.co.uk	Low	Excellent	Good
counsellingandhypnotherapy.co.uk	Moderate	Moderate	Good
palfreymancounselling.co.uk	Low	Poor	Good
hyperiontherapy.co.uk	High	Poor	Poor

\* Jane only included the one option that included psychotherapy, as WebHealer advised that people search for counselling more than psychotherapy, and it is also a more difficult word to spell

### Ranked according to suitability factors

The next step was for Jane to reorder the candidates. She listed the ones with very low risk of change at the top, increasing to High risk. Then prioritised on ease of spelling, and then on search engine factors.

Candidate Domain Name	Risk of Change Most Important	Ease of spelling and memory Important	Search Engine Factors Least Important
janecounselling.co.uk	Very Low	Excellent	Good
janepsychotherapy.co.uk	Very Low	Poor	Moderate
jpcounselling.co.uk	Low	Excellent	Good
palfreymancounselling.co.uk	Low	Poor	Good
janepalfreyman.co.uk	Low	Poor	Weak
counsellingleeds.co.uk	Moderate	Excellent	Very Good
hypnocounselling.co.uk	Moderate	Good	Good
counsellingandhypnotherapy.co.uk	Moderate	Moderate	Good
hyperiontherapy.co.uk	High	Poor	Poor

After ranking the options, Jane decided her preference was jpcounselling.co.uk, as she felt that janecounselling.co.uk or janepsychotherapy.co.uk didn't sound professional enough. Also she felt that even if she did decide after marriage to change her name for professional purposes, she would still be happy to keep a website address of jpcounselling.co.uk.

### Final Decision

After checking the availability of names with WebHealer, it emerged that jpcounselling.co.uk was already taken, and so WebHealer suggested jpcounselling.org.uk or jp-counselling.co.uk. Jane's preference was to use the more common .co.uk name and went for jp-counselling.co.uk.