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The Domain *Decision Checklist*

A small purchase with a long tail. Check it before you buy,
and check it again before you announce it.

ON THE HOUSE. NO EMAIL REQUIRED.

Print it. Mark it up. Keep the evidence with the property.



01

Define the job

- ☐ What will the address do in the next 12 months?
- ☐ Is it a publication, company home, product, store, campaign, redirect, or property marker?
- ☐ What is the one action a visitor should be able to take there?
- ☐ Does the name still make sense if the first campaign ends?

02

Test the name in the real world

- ☐ Say it aloud once. Can another person type it correctly?
- ☐ Is the spelling obvious?
- ☐ Does it contain punctuation, doubled letters, or words people commonly confuse?
- ☐ Is it easy to read in a social bio and on a mobile screen?
- ☐ Does it sound credible in an email address?
- ☐ Does it leave room for the business to grow?



03

Check ownership and conflict

- ☐ Is the exact domain available from a reputable registrar?
- ☐ Are confusingly similar domains already being used by an established business?
- ☐ Does a basic trademark search reveal an obvious conflict?
- ☐ Are the matching social names available or already controlled?
- ☐ Who will legally own and administer the registration?

Practical screening, not legal advice. Meaningful commercial risk deserves legal review.

04

Record the purchase

- ☐ Save the registrar receipt.
- ☐ Record the exact domain, purchase date, renewal date, term, and account owner.
- ☐ Confirm that renewal notices go to a monitored address.
- ☐ Turn on appropriate account security.
- ☐ Record who can change DNS, billing, and contact information.



05

Verify the technical state

Do not let the word "secured" do too much work. Verify every state separately.

- ☐ Purchased
- ☐ Nameservers or DNS configured
- ☐ Website connected
- ☐ Secure connection working
- ☐ Preferred version redirects correctly
- ☐ Mobile and desktop pages load
- ☐ Contact or signup action works
- ☐ Analytics or campaign tracking works, if claimed
- ☐ Branded email works, if claimed

Evidence beats assumptions.

Record what you verified, when you verified it, and where the proof lives.



06

Check commercial readiness

- ☐ Is the page consistent with the promise that brought the visitor there?
- ☐ Is there a clear next action?
- ☐ Are affiliate relationships disclosed?
- ☐ Are privacy and contact information present where needed?
- ☐ Can downstream vendors or stores be replaced without abandoning the domain?
- ☐ Is the destination useful even before a sale occurs?

07

Run the announcement test

Before publishing the name, write one sentence:

This domain exists to _____ for _____.

If the sentence is vague, the site will probably be vague too.

Then wait a day, read the sentence again, and verify the live address from a device or connection that is not already logged into the hosting account.

FINAL RECORD

Keep the evidence with the property.

Complete this page after the purchase and again after the live-behavior check.

DOMAIN _____

JOB _____

OWNER _____

REGISTRAR _____

PURCHASE VERIFIED ON _____

LIVE BEHAVIOR VERIFIED ON _____

RENEWAL DATE _____

PRIMARY VISITOR ACTION _____

EVIDENCE LOCATION _____

NEXT REVIEW DATE _____

No Lies. No Stealing.

Keep the receipt. Keep the verification. Keep control of the address.