

## Welcome to Name Builder!

Our goal is to help you build your name! It all starts with your great idea, then you will need to name your product, service, project, or business. Before you pick a name there is some important information you will need to consider. Lets start with explaining the three different 'types' of names we build.

- 1) [Brandable Names](#)- These are invented 'made-up' non dictionary words. These names are used to create a unique identity. These names are easy to 'Brand' and protect if you choose to get a TradeMark. For over 20 years .com has been the 1st choice for businesses and customers, thats why our 'brandable' names only come in the .com extension.
- 2) [Keyword Names](#)- These are common dictionary words that we all know and understand. These names are used to help customers find you. These names are harder to 'brand' but the trade off is more customers finding you when they search for your 'keywords' These 'keyword names' are also only available in the .com extension.
- 3) [New Extensions](#)- These are a new breed of names that are a mix of Brandable and Keyword. However, these names are so new, they can be confusing for customers. Instead of YourName.com, you could choose YourName.GURU or YourName.CLUB or YourName.LAWYER or YouName.PLUMBER or YourName.NYC. Because all the great names in .com are already taken, these names allow you to get a more modern name with a descriptive extension. The trade off is that you will have to educate your customers, and web surfers will not be 'randomly' finding you(as much).

To Learn more about choosing a name, you can visit our [Resources](#) Section. And dont forget to subscribe to our [Newsletter](#)!