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# Set Up Your Domain

Laura Gibson - 2026-07-24 - [Getting Started](#)

Your **domain name** is your gym's address on the internet. It should be easy to remember, relevant to your brand, and help potential clients find you online.

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## How Do I Choose the Right Domain for My Business?

Here are some tips to choose the right one:

1. **Keep it short and simple**

Avoid long or complicated names. Shorter domains are easier to remember, type, and share.

2. **Use your gym's name**

If possible, include your business name or a recognizable variation of it.

*Example: If your gym is called "Eastside Strength," try eastsidestrength.com.*

3. **Add your location if needed**

If your gym name is already taken, add your city or neighborhood to make it unique and help with local SEO.

*Example: eastsidestrengthjax.com or strengthtrainingharrisburg.com*

4. **Stick to .com**

It's the most trusted and familiar extension. Avoid unusual endings unless absolutely necessary.

5. **Avoid hyphens, numbers, or unusual spellings**

These can confuse people or make it harder for them to find you.

6. **Check for availability**

Use a domain registrar like GoDaddy or Namecheap to check if your desired name is available. Also check if the same name is available on social media platforms.

7. **Claim it early**

Domains go quickly. If you find one you like, register it right away, even if you're not ready to launch your website yet.

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