Domain Name Evaluation Worksheet

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Descriptiveness of content (rate from 1 to 10 with ten being best)	Domain name:	
Uniqueness/Catchiness (rate from 1 to 10 with ten being best) Length (without the www or dot-extension) Subtract the number of characters from 22: 22 = Subtract the number of words from 4: 4 = Clarity when spoken/heard (rate from 1 to 10 with ten being best) Subtract the number of other variants from 2: 2 = (result may be negative) V then, multiply the difference by two V (result may be negative): x 2 = Dot-value bonus (.com = 3, anything else = 0) Length Keyword bonus (1 keyword = 3 points, 2+ keywords = 5 points) Length TOTAL (far right column only) Length		
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Notes:	TOTAL (far right column only)	I
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