

# Domain Name Evaluation Worksheet

[www.tightwadmarketing.com](http://www.tightwadmarketing.com)

©John Kuraoka. May not be copied or distributed without permission and credit.

**Domain name:** \_\_\_\_\_

**Descriptiveness of content** (rate from 1 to 10 with ten being best) \_\_\_\_\_

**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:*  $22 - \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$

*Subtract the number of words from 4:*  $4 - \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$

**Clarity when spoken/heard** (rate from 1 to 10 with ten being best) \_\_\_\_\_

*Subtract the number of other variants from 2:*  $2 - \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$   
(result may be negative) ∇  
**then, multiply the difference by two** ∇  
(result may be negative): **x 2 =** \_\_\_\_\_

**Dot-value bonus** (.com = 3, anything else = 0) \_\_\_\_\_

**Keyword bonus** (1 keyword = 3 points, 2+ keywords = 5 points) \_\_\_\_\_

**TOTAL (far right column only)** \_\_\_\_\_

**Notes:** \_\_\_\_\_

---

---

---