



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

## Website domains

A project's title can help or hinder efforts to drive discoverability online. This tipsheet will help you assess the effectiveness and availability of the title of your health and wellness project.

### Run a Google search

A simple Google search will reveal other content competing for audience attention:



- What comes up when you search your project's title?
- Are there other videos or films with the same name?
- Is there anything that might confuse audiences or make it difficult for your project to rank well in search results?

When running searches around your project title, take a look at the videos and image results, too.

### Securing your domain

It is increasingly difficult to secure simple .com domains and social media handles, so it's a good idea to get this done as early as possible in the life of your project.



GoDaddy is a popular domain registration and web hosting service that offers a user-friendly search function. It's quick and easy to try variations of a title to see which domains are available. If your domain is available, you can purchase it on GoDaddy or use any of the many other services available.

Canadian producers may be tempted to secure a .ca domain when the .com is unavailable. If your health and wellness project is destined for global audiences, the .com is preferable. The Canadian domain registration, .ca, is not intuitive for international audiences.



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

## Social media handles

### Name taken?

When titles are unavailable as domains or social media handles, producers are sometimes tempted to add additional words such as series or thefilm or documentary. There are pros and cons to this approach.

Qualifying words can help differentiate a title that on its own is either not available or has too much competition. Keep in mind that additional words may make the handle too long for some platforms (e.g. Twitter has a limit of 15 characters per handle).

Referring to your project as themovie may be limiting if the greater vision is to later release a game or book. So consider where you intend to take your project before adding extra words.

### Remember to be consistent

Brands are built once touch point at a time. It is important to be consistent not just in terms of the visual look and feel of your project, but also in terms of the title. The aim is to find the best domain name that is suited for your project and available across multiple platforms. Ideally, the title will be memorable and easy-to-find.

**Securing your project's domain and social handles may seem obvious, but these items are overlooked until it's almost too late.**

**A little planning can help avoid headaches later.**