

**Get known, stay known.**

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## Shortcut / URL Tool



Trying to run a business off of the web without a custom domain name is a lot like meeting someone for the first time and not giving them your first or last name. Without a unique domain name, people are less likely to differentiate you from the online crowd and, if they can, may not remember you for very long. Luckily for you and your business, iBoomerang offers custom shortcuts/URLs for your site, making you easily accessible to all of your current and potential clients.

You can even set up a direct link to your Web Conference Tool to allow clients to instantly join you in your web conference. With a simple and memorable domain, larger groups will be able to login to your web conference with greater ease, letting you get down to business in no time.

Here are some tips for creating a good domain name:

- Try to pick a domain name that is easy to remember and spell

- Try an alternate TLD such as .com, .net, .us, .biz, or .info

- Try using your initials for all or part of your name

- Consider adding a word that describes you or your business

**888-370-3609**

See all our business profit tools at:

**[www.iBoomerang.com](http://www.iBoomerang.com)**