

Short vs. Meaningful: What Makes a Name Valuable

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One of the first things people pick up in domaining is that short names usually punch above their weight. A two-letter .com, a crisp one-word dictionary name, even a clean four-letter string — they stand out. They're easier to say, faster to type, and they signal a kind of authority.

But here's the catch: shorter doesn't always mean better, and it definitely doesn't always mean more valuable.

Why Short Names Stick With Us

We're living in a time where attention spans are about as long as a TikTok clip. Short domains cut through that. You don't have to spell them twice, and you don't risk someone typing in a competitor by accident. Think of brands like Uber, Zoom, Nike — quick, simple, and instantly memorable.

There's also the bragging rights factor. Owning a short .com is like owning a prime corner lot in the middle of the city. Everyone knows there aren't many left, and just having one makes your business look more credible.

The "Short at All Costs" Trap

Here's where I've seen a lot of people (myself included at times) get it wrong. A short domain isn't valuable just because it's short. I've passed on plenty of four-letter "chips" over the years because they just didn't make sense. They were technically short, but unpronounceable and forgettable.

The human brain wants patterns. If a name doesn't roll off the tongue or connect to an idea, it won't stick. "XZPQ.com" might look rare, but who's actually going to build a brand on it? Compare that to something a little longer but meaningful, like "Cloudify.com." One has four letters and no obvious use. The other has eight letters and a clear story.

It's the Story That Counts

Founders I've interviewed rarely talk about character count. What they talk about is meaning. Does the name fit their product? Does it resonate with their audience? Does it feel like *them*?

That's why I always remind myself: end users aren't buying domains as trophies. They're buying them to put a stake in the ground. If a short domain helps them tell their story, then yes, it's worth a premium. If not, it's just a short string collecting dust.

Short [domains](#) will always hold value, and the psychology behind that is real: less friction, more prestige. But shorter isn't automatically better. I'd take a strong two-word .com with real meaning over a random four-letter jumble any day.

Would I love to own an LLL.com? Of course. In fact, I was a co-owner of a two-letter dot com. But the domains that actually move businesses forward are usually the ones that balance brevity with brand power. That's where the lasting value is.