The name is on eof the most important keys in making a website. It needs to describe the content you plan to set before the community. For example, if you did name your website sniper-post, and then you go into the website and it is all about, oh lets say, Doom 3, then what kind of website is that? When people use search engines, say they search for "snipers" and it comes up with your website called sniper-post, when they go inside and see that it has nothing to do with snipers, they are disappointed. You are just cahsing people away by having a "fake" name dicsribing content that has nothing to do with the name. The name describes your content, mostly.