

# How To Guides for Domain Names

## "How To" Guides for Domain Names

### Domain Registration, Research and Backordering Guides

#### [Finding and Registering an Available Domain Name](#)

How to search for available domain names and then register one.

#### [Researching and Backordering Domain Names](#)

How to determine the likelihood of domains being released and backordering them.

## Table of Contents

This is an automatically-generated printer-friendly PDF version of the HTML web page at [How To Guides for Domain Names](#) ← CLICK HERE to get the standard HTML version of this document.

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [How To Guides for Domain Names](#) ← CLICK HERE to get the standard HTML version of this document.

## Researching Domains

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [Researching Domain Names](#) ← CLICK HERE to get the standard HTML version of this document.

### Selecting a Domain Name

#### Select a Domain Name

#### Checking for availability of a domain name

#### Register your domain immediately after checking availability of the name

There are a number of whois gateway web sites, which provide web-based interface to the whois command. However, using these sites is NOT recommended because of the possibility that the domain names being queried may be being monitored. A domain name being queried may be registered by someone else within a short period of time so that although it was available at the time of the query, it is no longer available when you go to register it. (See [Whois Hijacking My Domain Research?](#) at eWeek.)

One site that provides a Whois query gateway and does not monitor or hijack individual domain name queries is the [Whois Query](#) web site. (It does however track [availability statistics](#) for the whois services of various registries and registrars.)

To avoid the possibility of your search for a [domain name getting hijacked](#), the best approach is to simply go to the web site of one of the [accredited registrars or affiliates](#), check for the availability of the domain name, and register it immediately if it is available.

### How To Register a Domain Name

#### Choosing a domain name registrar

#### Cost of Domain Names

The cost of registration should be a primary consideration in choosing a registrar since prices vary widely from one to another. For example, domain names under legacy generic top level domains (gTLDs) such as ".com" can cost anywhere from \$8.95 per year (through [A to Z Domains](#), for example) to almost \$30 (through eNom) or \$35 (through Network Solutions) per year for individual domains, depending on the registrar. The cost of registering ".com" domains in larger bulk quantities (50 or more) can be as low as \$6.95 per year apiece.

### Register Your Domain Name Yourself

It is highly recommended to register your domain name yourself, directly with one of the accredited domain name registrars or with a reliable affiliate of one of those registrars. Signing up to register a domain at one of the registrar sites is just as easy as signing up at any other ecommerce web site. Some other recommendations for registering domain names:

Make sure you use an e-mail address that will be reliable for some time to come, to ensure that you will receive any notices sent by the registrar. Don't use an e-mail address under the domain name itself, since you won't get any notices if that domain stops working (worse yet, the next owner of the domain could get access to your entire account by retrieving its password).

If possible, use an e-mail address that can be changed (a free "throwaway" address, for example) and can be forwarded to your mail client. The contact information for domain name registrations is publicly available, so if you

# How To Guides for Domain Names

use the mailbox address configured in the account settings of your mail client it's likely that you will get a lot of spam. By using a different address with forwarding, you can keep your permanent address private and periodically change the e-mail address that appears in the contact information to eliminate the spam from the address that was previously used. If you want to keep all of your contact information (including your mailing address and telephone and fax numbers) private, not just your e-mail address, some registrars will provide a more private registration for an additional fee.

If you change ISPs or your e-mail address changes for any other reason, be sure to update the address on the registrar's web site, or change the forwarding for the address that you are using there.

Registering a domain name through a third party such as an ISP, hosting provider, or web design service is not recommended. The third party is then responsible for notifying the customer, billing for the renewal (often at a premium price), and then renewing the domain name with the appropriate registrar. There have been many cases where web sites were shut down because their domain names were not renewed in time by the third party. Expired domains are not immediately made available for re-registration - they first go into an exclusive auction affiliated with the registrar, then into a redemption period where they can be renewed for \$150 or more, then put up for auction on various expiring domain name sites where many domains are acquired by someone other than the original owner. Since bidders on expired name auctions look for domains that have had some traffic or are listed on the major search engines, it is unlikely that a domain will be released for general registration unless it had not been used for a web site. When faced with having to pay to reacquire the domain from an auction site (for \$60 or more), pay the redemption fee (\$150 or more), or pay the high bidder for the expired name thousands of dollars, or else hoping that no one bids on the domain in the expired name auctions and having the web site shut down for months waiting for the domain name to be released, it usually winds up being necessary to abandon the original domain name and register a brand new name for the site.

## How to register domain names in bulk

### How to register domain names in bulk

If you need to register or renew many domain names, there is a trick to getting the cheapest prices, which is to sign up as a domain name reseller.

Sign up with an accredited registrar or affiliate for a domain reseller account that allows you to set the prices, such as [Registration Services](#).

Use the reseller control panel to set the prices to the lowest possible cost.

Use your reseller account to register the domain names.

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [Select a Domain Name](#) ← CLICK HERE to get the standard HTML version of this document.

## Generic Top Level Domain (gTLD) Registries

### Generic Top Level Domain (gTLD) Registries

#### dotMobi (.mobi) Registry

#### Requirements for .mobi Web Sites

### Requirements for .mobi web sites

Any web site using a ".mobi" domain must adhere to three "Mandatory Registrant Rules" published by the dotMobi registry:

The response to an [HTTP](#) request for the default document on port 80, such as:

<http://Sample.mobi/>

<http://www.Sample.mobi/>

must be a valid [XHTML](#)-Mobile Profile document. To determine if a site satisfies this requirement, go to the [W3C Markup Validation Service](#) and enter the URL for the domain, both with and without the "www" as shown for "Sample.mobi" above, to validate the default page on the site (do not include a subdirectory or file path). The results from the validation of both URLs should include this: This Page Is Valid -//WAPFORUM//DTD XHTML Mobile 1.0//EN/ To determine if a specific web page is in compliance with the [XHTML](#)-Mobile Profile, make sure it uses this DOCTYPE:

```
<!DOCTYPE html PUBLIC "-//WAPFORUM//DTD XHTML Mobile 1.0//EN"
```

```
"http://www.wapforum.org/DTD/xhtml-mobile10.dtd">
```

then submit the page to the [W3C Markup Validation Service](#).

To reduce typing on devices with limited keyboard capabilities, sites must allow access using the second level domain (<http://Sample.mobi>) as well as the third level domain (<http://www.Sample.mobi>).

Frames should be avoided.

One way to easily provide content that both satisfies these requirements for mobile devices and can also be displayed in traditional web browsers without having to create duplicate files for different devices is using [XSL templates](#).

# How To Guides for Domain Names

## Caveats and Issues

### **.mobi sites in Internet Explorer**

It seems that for some strange reason, IE (versions 6 and 7 at least) treats ".mobi" as a file name extension rather than a top level domain. For example, if you used IE to access a site such as <http://Example.mobi>, it displays a dialog box where you can save the ".mobi" file with a default file name of "Example". This happens even if you include [www](http://www.Example.mobi/) and a final /, as in <http://www.Example.mobi/>.

Other browsers such as FireFox recognize the name between <http://> and the next / as the domain name, not a file name, and therefore properly treat a ".mobi" domain the same as any other top level domain.

What is really strange is that if you include the server's default page name in the URL in the browser, as in <http://www.Sample.mobi/index.xml> IE displays the page properly. IE is acting differently in these two cases even though only the request is different and the server is delivering the same headers and content in the [HTTP](#) response. Therefore, there is no way to modify the response from the server to correct the problem unless without coercing the browser to modify the [HTTP](#) request, which requires a conditional redirect. <http://www.Sample.mobi/> uses a conditional [HTTP](#) redirect in its [.htaccess file](#) to automatically redirect requests from Internet Explorer to the server's default DirectoryIndex page.

### **Country Code Top Level Domain (ccTLD) Registries**

### **Country Code Top Level Domain (ccTLD) Registries**

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [Top Level Domain \(TLD\) Registries](#) ← [CLICK HERE](#) to get the standard HTML version of this document.

### **Buying Domains through Domain Name Auctions**

### **Domain Name Auction Sites**

There are a number of aftermarket auction sites where some domain names may be purchased from their current owners.

### **Making an offer to purchase a specific domain name**

If you are looking for a specific domain name, the best way to determine if it might be for sale is simply to try to visit the web site at that domain. If the domain is for sale, there is a good chance there will be a link at the top of the page which takes you to the listing for that domain, wherever it may be.

If the domain name is not listed for sale, you can try to make an unsolicited offer on the domain. This is a special option provided by only a few of the aftermarket auction sites, such as [Afternic](#).

### **Searching for domain names that are for sale**

There are a couple of good sites to search for domains that may be for sale:

#### [Afternic](#)

The Afternic site is very easy to use, but also has advanced search capabilities. Searching for domain names is free, but there is a \$1 per year for name buyers. It is also the best site for [selling domain names](#).

There used to be three other pretty decent domain name auction sites, but NameWinner has discontinued their auctions and the other two have discontinued their affiliate programs.

### **"Backordering" a specific domain name**

If the domain name that you are interested in is not listed for sale, another option is to monitor it and/or backorder it. With monitoring, you will be notified whenever the status of the domain name changes, such as if the domain name goes past its expiration date, or into "pending delete" status. With a backorder, a registrar will attempt to acquire the domain name if it ever gets released.

Some places where you can place a request to monitor or backorder domain names include:

#### [A to Z Domains](#)

To go to the page where domain names can be backordered, click on the link that says "[Domain Monitoring / Backordering](#)".

### **Transferring a domain from seller to buyer**

Most domain name auction sites will provide a safe way to transfer a purchased domain name from the seller to the buyer through an escrow process.

### **Escrow process for purchasing a domain name**

# How To Guides for Domain Names

You should send the money for the purchase of the domain to the escrow service. Do not send the money directly to the seller. If the escrow service is provided by the auction site themselves, then the escrow fees will be included in the selling price of the domain, and will be deducted before being dispursed to the seller. If the buyer and seller agree to use a different escrow service, then the fees can be paid by either party, or split between them. The [escrow service](#) provided by Afternic is a good one to use because the escrow fees are only 1.5% to each party if they are split between buyer and seller.

Once the escrow service has cleared your payment, they will authorize the seller to transfer the domain. There are two ways that this can be accomplished:

the seller provides an account and password for the control panel on the current registrar's web site

the buyer initiates a request to transfer the domain to an account they have at their own registrar

Do not mark the escrow transaction as complete until you are sure that the transfer has been completed (see below).

## If the seller provides an account with the current registrar

The seller should provide you with the URL to the registrar's web site, the username for the account, and the password. Enter the URL into your web browser, and log into the account with the given username and password.

First, change the information for all of the contacts associated with the domain to your own contact information. If the seller had already made the changes, make sure the information is correct, especially the e-mail address. If the e-mail address is not yours, then whoever that address belongs to may be able to retrieve the account password and access the domain.

After the changes to the contact information have gone through, update the password on the account.

Once the seller no longer knows the password on the account and cannot retrieve it through a "lost password" form you can now mark the transfer as complete to finish the escrow transaction.

If you want, you can transfer the domain to your own registrar by continuing to follow the procedure below.

## Transferring the domain to your own registrar

If you don't have any other domain names registered, sign up for a free account at one of the accredited registrars or an affiliate such as [A to Z Domains](#). Since you will need to pay to extend the term of the domain and prices range from under US\$10 to as much as US\$30 per year, you may want to check out the prices before signing up.

Verify that the contact information on the domain has already been changed, especially the e-mail address for the administrative contact. This is where the confirmation of the transfer will be sent. The contact information can be verified using a [Whois Query](#).

Verify that the domain is not "locked" to protect it from being transferred. The Whois Query should show that the domain status is ACTIVE. If the status is REGISTRAR LOCK, then the domain must be unlocked before you will be able to transfer it.

For any of the generic top-level domains (gTLDs), you will need an authorization code from the previous registrar. In some cases, the seller (or you yourself if you have access to the account) can get this through the current registrar's control panel.

Initiate the transfer through the new registrar's control panel.

Watch for e-mail(s) being sent to the administrative contact. If the e-mail indicates that the transfer needs to be confirmed, use the link and other information provided to approve the transfer.

Once the domain has been successfully transferred, make sure it gets locked at the new registrar to protect it from being transferred away by someone else.

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [Domain Name Auctions](#) ← CLICK HERE to get the standard HTML version of this document.

## Selling Domain Names

### Selling domain names through Afternic while earning money through advertising

#### Advantages of selling domain names through Afternic

For owners of domain names interested in selling their names in either a "buy now" or auction format, [Afternic](#) is the best of the domain name aftermarket sites for a number of reasons:

You can enter any domain names that you own into your "portfolio", and then easily pick and choose which domains you want to offer for sale.

The seller has some control over whether or not a listed domain enters a binding auction period.

While waiting for offers, domain names can be earning income from targeted pay-per-click (PPC) advertising. Domain names in your portfolio can be hosted at no additional charge by your choice of various parking partners, which pay up to 100% of the revenue generated by the PPC advertising on the site.

Afternic also pays commissions for referrals from the parked pages, listing pages and other links. If a domain is sold to someone who was referred by one of your domains or links, the commission is at least \$15. For domains that were sold for more than \$600, the commission is 25% of the sales fee, which is 10% of the domain sale price (that is, 2.5%, or \$25 for each \$1,000 of the domain sale price).

Domain names with offers meeting the reserve price are featured on the Afternic home page under "Closing Soon" for up to 7 days. Such prominent exposure provides the best opportunity for increasing bids before an auction ends. This is a big advantage, especially for lower priced domains. The normal cost to have a domain name featured on the Afternic home page is \$50 per month, which is really suitable only for higher value names.

# How To Guides for Domain Names

A good variety of statistics are provided, including number of visits to the advertising and listing pages, click-throughs, earnings per click (EPC), revenue per thousand impressions (RPM), total PPC earnings and other commissions.

## Adding domain name listings to Afternic

When you add a domain name to your Afternic portfolio:

Although multiple domain names can be entered in the "listing tool", they will all get the same description, listing status, and prices, so it's better to add listings for individual domains one at a time.

Set the minimum bid price pretty low. You can increase it later based on various factors provided by the reports, including the number of visits to the advertising page and/or listing page, click-throughs, or revenue generated.

If you enter a reserve price or asking price, a binding auction or sale will be started automatically if one of these two prices is met by a buyer. Entering only a minimum offer amount gives the seller more control over any binding actions, allowing time to review the statistics and consider other factors before accepting an offer.

## Responding to offers for listed domains

When an offer meeting the minimum bid price has been received on a domain name that is listed with no reserve or asking price:

Look at the PPC earnings reports to determine the level of income being provided by the domain.

If you don't want to sell the domain name for the amount offered, simply increase the asking price and wait for a better offer on that domain.

Make sure the domain name has been registered for at least 60 days and has not been transferred to a different registrar within the past 60 days. A domain that has recently been registered or transferred will not be able to be transferred to the buyer, resulting in a significant problem with the sale.

You can set an asking price that is quite a bit higher than the offer amount, to encourage buyers to purchase the domain immediately at your price and avoid a last-minute bidding war. Setting the asking price must be done separately BEFORE setting the reserve price; once the reserve price has been met the asking price can no longer be changed.

To start an auction, set both the minimum offer and the reserve price to match the amount of the offer on the domain. The domain name will be listed under "Closing Soon" on the Afternic home page. Be careful to avoid setting the asking price to match the amount of the offer or accepting the current offer because the sale will be closed immediately. The asking price should be greater than the reserve price, unless you want to make the sale immediately, rather than selling the domain through an auction.

This is an automatically-generated printer-friendly PDF version of the HTML web pages at [Selling Domain Names through Afternic](#) ← CLICK HERE to get the standard HTML version of this document.

