

The Domain Name Handbook

Choosing, Registering and Managing Domain Names

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Credits

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Any portion of this ebook may be quoted as long as appropriate measures are taken to properly cite the reference. This may be done via endnotes, footnotes, bibliographic reference or a hyperlink back to the Recommended Web Tools web site:

<http://www.recommendedwebtools.com/index.php/domain-name-handbook>

Introduction

This ebook is written for beginners who desire to gain a presence on the World Wide Web. The intent is to be as practical as possible; showing step by step instructions where necessary.

The purpose is simple: help beginners CHOOSE a domain name, help them REGISTER it so they can create a legitimate presence on the web and teach them some domain MANAGEMENT skills.

There are many benefits to having your own domain name:

- you own it - domain names are virtual real estate with real value
- you control it - you can create whatever kind of website you want with it. You can host it with whatever web hosting service you see fit.
- you can have a real domain (www.mydomainname.com) versus a subdomain (mydomainname.someservice.com)
- professionalize your web presence
- legitimize your web presence

Real domains are rightly perceived as more professional and legitimate. If the purpose of having a website is business related, a real domain name is a must.

Something seemingly simple as domain names can get quite technical with discussions about Domain Name Servers (DNS), TLD's, etc. Such detail and jargon is avoided in this version of the ebook. Those seeking such information can refer to the Domain Name Resources at the back of this ebook.

While various resources are mentioned in this ebook and particular sites are used as examples, I do not receive any compensation for their presence in this ebook. I recommend them because I like them. I use them as an example because I like them. Nothing more, nothing less.

Owning your own domain is *critical* to your website's success.

Choosing a Domain Name

You may already have an idea for a domain name. As you read through this guide, consider the strengths and weaknesses of that name before you actually register it.

There is one main criteria for selecting a name and two modes by which one can go about choosing a name.

The domain name you choose should be a QUALITY domain name. Yes, it seems subjective. What is quality to me might not be quality to you. However, in the domain name world there are certain characteristics the pros look for in selecting domain names. Remember, ALL domain names are property. They have value. They are virtual real estate.

Quality Domain Names

So what makes up a quality domain name?

Virtual Real Estate:

Online property defined by a properly registered domain name either with or without website content

- use real words found in any standard dictionary
- preferably use generic words not esoteric words
- no more than 4 words used in the domain. If 4 words are used, these words should be fairly short (see character length below). Ideally 1-3 words make a better domain name.
- these words should be meaningful in context. For example, fishbirddogcat.com doesn't make much sense. However, petfoodstore.com does.
- abbreviations or three or four letter names (gytr.com or itx.com) should be avoided unless they are indeed meaningful or relate to the name of an actual business
- use typical word sequence. petfoodstore.com not storefoodpet.com
- 21 characters or less in length
- no numeric characters (0-9). Generally avoid www.store4u.com
- no hyphens. Avoid www.store-for-you.com
- no typographical errors (www.stor.com)
- does not infringe upon another company's trademarks or other intellectual property rights.
- use a .COM extension

Of course there are exceptions to almost all of these rules. You can strongly brand a nonsensical word and gain lots of traffic. However, this is a task for someone with experience and not for the beginner. Such advanced topics are not covered here. Remember, domain names are an investment even if you think you are just going to goof around on the web.

Other extensions (.NET, .ORG, etc.) can have quality domains as well. However, the equivalent .COM name will ALWAYS be seen as higher quality and thus more valuable.

How potentially valuable is that domain name?

From Domain Name Wireⁱⁱ:

“Keep in mind that all of these domains were expiring. The owners of these domains let these valuable assets expire.

Jasmin.com \$310,250
MovieRentals.com \$100,249
FreePicks.com \$91,250
Looks.com \$86,650
Favorite.com \$75,805
Scrooge.com \$75,250
CityCenter.com \$72,250
Yonkers.com \$70,750”

These amounts represent what the domains actually sold for at an expiring domain name auction. Amounts the previous owners let slip through their fingers.

Keyword Based Domains

Domains based on keywords are the most common since they typically use words that are typically used in the English (or native) language. My website, Recommended Web Tools is an example of a domain name based on keywords.

What are keywords?

Keywords are the actual words and phrases used by people searching the search engines.

While keyword analysis is beyond the scope of this ebook, finding high traffic keywords (or parts thereof) and using them in you domain name is key.

Also, it is important to consider using one term in your domain name that actually describes what your website is about.

Keep this one little tidbit in mind: search engines do consider the domain name when figuring out the relevancy of a website. So if your website is solely about “hammers” and your domain name is ThingsRUs.com then you are missing out on

some good search engine relevancy. HammersRUs.com would be a much better name.

To further develop the name for a hammer website, HammerStore.com would be an even better choice. It uses a second “real” word and avoids using an abbreviation (the “r”) and does not use any common or meaningless words (the “us”).

So when using keywords in you domain name keep in mind the following:

- 1) use at least ONE term that relates to the actual content of your website
- 2) if possible, use a potentially high traffic term(s). This is not always possible, but ideal.

Brand Based Domains

Brand based domains are domain names chosen based on a particular name by which that website or product will be known or marketed. These kinds of names are typically not keyword rich.

Almost all current retail brick and mortar stores use their retail name as their domain name. Target, Walmart, etc. are using their “brand” to also promote their website.

It should be noted that no matter the domain name used, all domains are brand based. Every single website is “branded” by its domain name. It is how it is known and referenced. However, some domain name names are chosen simply because of the “brand” and not because of any particular keyword. For example, I could have named my website gigglesnort.com. No one would know what the website was about by simply looking at the name. The key task with such a website is to market the brand. If done successfully, gigglesnort.com could be readily associated with web tools in my market's mind.

Think of some domains that are chosen simply to become a brand. Here is a short list:

- Google
- Yahoo
- del.ico.us
- technorati
- flickr
- Amazon

The purpose of these websites is not readily apparent by their name alone. However, all of us have become familiar with the brand over time and can readily communicate the purpose of each of these websites.

So should you choose a strictly brand based domain name?

If you already have a brand in place with your brick and mortar business, than the answer is yes.

If you are a beginner and looking to develop your first website, I would strongly recommend a keyword based domain. Very few beginners have the marketing skill necessary to truly create a “brand”. Start simple and develop those skills while ensuring some search engine love with a keyword based domain.

Researching Domain Names

For the sake of the following examples, I will demonstrate how to research a domain name for a website about lasagna.

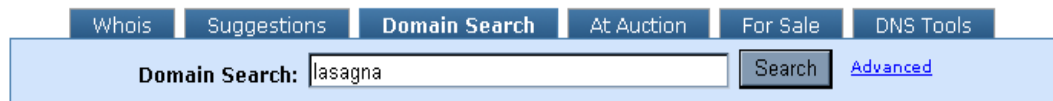
The first step is to do some keyword analysis. While keyword analysis is beyond the scope of this ebook, let's say I find that lasagna plus recipe(s) would make a quality combination. In mulling it over, I determine that I want recipes to be a part of my website and not define (ie brand) my website by recipes alone.

Putting my keyword analysis temporarily to the side, I go to DomainTools.com to do some further research.

Use these tools to help you think creatively! [Domain Tools](#) provides some excellent resources. Domain Tools will be used to first find out what domain names already use the word lasagna in their name and then secondly, seek some suggestions that I may not have thought about.

Domain Research

On the Domain Tools website I click on Domain Search and type "lasagna" in the search box. I want to keep it general at first. I want to see what websites currently use lasagna in their name:



Once I click search, the following list is returned:

Domain	.com	.net	.org	.info	.biz	.us
- lasagna						
1. 1-5004mylasagna						
2. 1-500bestlasagna						
3. 1-500greatlasagna						
4. 1-500lasagna						
5. 1-500superlasagna						
6. 1-500usalasagna						
7. 1-500yourlasagna						
8. 15004mylasagna						
9. 1500bestlasagna						
10. 1500greatlasagna						
11. 1500lasagna						
12. 1500superlasagna						
13. 1500usalasagna						
14. 1500yourlasagna						
15. 1crockpotlasagna						

The list contains domain names to the left and columns for .COM, .NET, .ORG, .INFO, .BIZ and .US suffixes.

The key below tells me whether names are already registered or whether they are available.

Symbol Key

- Available
- Available (Previously registered)
- Registered (Active website)
- Registered (Parked or redirected)
- Registered (No website)
- On-Hold (Generic)
- On-Hold (Redemption Period)
- On-Hold (Pending Delete)
- Monitor
- Preview
- No preview
- Buy this (Available)
- Buy this (Bid at auction)

As I look over the results I notice a list of junky names with numbers and hyphens. Domain Tools will let me clean this list up so that I find what I am looking for.

Advanced search provides me a variety of options to clean up my search:

Query: <input type="text" value="lasagna"/>	Domain Length: <input type="text" value="25"/>	<input type="button" value="Search"/>
Block Numbers: <input type="checkbox"/>	Hyphens: <input type="radio"/> No <input type="radio"/> Yes <input checked="" type="radio"/> Both	
Order: <input type="checkbox"/> Left Anchor <input type="checkbox"/> Right Anchor <input type="checkbox"/> Keep Word Order		
Adult Filter: <input checked="" type="radio"/> On <input type="radio"/> Off	Show: <input type="radio"/> Active only <input type="radio"/> Deleted only <input checked="" type="radio"/> Both	

I determine that I want to block all domain that include a number, eliminated names with hyphens and show active and deleted names. I also want to show names that include the word “lasagna” as the first word of the name. I click the Left Anchor check box on the Order line in order to do this. My Advanced Search box now looks like the following:

Query: <input type="text" value="lasagna"/>	Domain Length: <input type="text" value="25"/>	<input type="button" value="Search"/>
Block Numbers: <input checked="" type="checkbox"/>	Hyphens: <input checked="" type="radio"/> No <input type="radio"/> Yes <input type="radio"/> Both	
Order: <input checked="" type="checkbox"/> Left Anchor <input type="checkbox"/> Right Anchor <input type="checkbox"/> Keep Word Order		
Adult Filter: <input checked="" type="radio"/> On <input type="radio"/> Off	Show: <input type="radio"/> Active only <input type="radio"/> Deleted only <input checked="" type="radio"/> Both	

Now when I click Search, my results look like this:

Search Results

224 results found in 0.002333 seconds.

	Domain	.com	.net	.org	.info	.biz	.us
-	lasagna						
1.	lasagnaa						
2.	lasagnaallasiciliana						
3.	lasagnaandzuchinnirecipe						
4.	lasagnabechamel						
5.	lasagnabechemel						
6.	lasagnabeefturkeychicken						
7.	lasagnabelmonte						
8.	lasagnabolognaiserecipe						
9.	lasagnabolognese						
10.	lasagnabolonese						
11.	lasagnabrands						
12.	lasagnabravoleawoodrecipe						
13.	lasagnabyweirdal						
14.	lasagnacake						
15.	lasagnacalorie						
16.	lasagnacanyon						
17.	lasagnacasserole						
18.	lasagnacasserolerecipe						
19.	lasagnacat						
20.	lasagnachicken						
21.	lasagnachildren						
22.	lasagnachildrens						
23.	lasagnachip						
24.	lasagnachips						
25.	lasagnaclipart						
26.	lasagnaco						
27.	lasagnacom						
28.	lasagnacooker						
29.	lasagnacookware						
30.	lasagnacostume						
31.	lasagnadairyfree						
32.	lasagnadepollo						

This list is much easier to read and gives me a better idea of what quality names already exist and those which were registered at one time but are now deleted (some interesting stuff!).

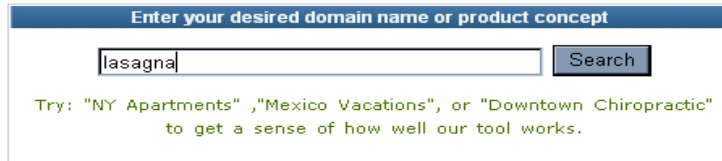
As I browse the list I make notes on a few ideas. Now I turn to Domain Suggestions.

Domain Suggestions

I click on the domain suggestions tab of Domain Tools and bring up the Domain Suggestions search screen. The Domain Suggestions tools will provide a list of unregistered (mostly quality) domain names. This list is a brainstorming tool as opposed to domain search which searched names already (or were once) in existence.

Entering “lasagna” in the search box and clicking search...

Domain Suggestions



Enter your desired domain name or product concept

lasagna Search

Try: "NY Apartments", "Mexico Vacations", or "Downtown Chiropractic" to get a sense of how well our tool works.

yield the following results:

Suggestion Results

Domain	.com	.net	.org	.info	.biz	.us
- Lasagna	●	●	●	●	●	●
1. LasagnaSite	○	○	○	○	○	○
2. BestLasagna	○	○	○	○	○	○
3. LasagnaWorld	○	○	○	○	○	○
4. TheLasagna	○	○	○	○	○	○
5. YourLasagna	○	○	○	○	○	○
6. TheLasagnaClub	○	○	○	○	○	○
7. WhiteLasagnaSauce	○	○	○	○	○	○
8. SuperLasagnaPan	○	○	○	○	○	○
9. OliveGardenLasagna	○	○	○	○	○	○
10. TheLasagnaHouse	○	○	○	○	○	○
11. CheapLasagnaRecipe	○	○	○	○	○	○
12. GreatLasagnaPan	○	○	○	○	○	○
13. WhiteLasagnaSauces	○	○	○	○	○	○
14. BestLasagnaOlive	○	○	○	○	○	○
15. BakedLasagnaRecipe	○	○	○	○	○	○
16. TheLasagnaRecipe	○	○	○	○	○	○
17. BargainLasagnaRecipe	○	○	○	○	○	○
18. EasyLasagnaGuide	○	○	○	○	○	○
19. MexicanLasagnaRecipe	○	○	○	○	○	○
20. GardenLasagnaSite	○	○	○	○	○	○

Again, I see a chart similar to the one provided by Domain Search. The domain names returned tend to be quality domains based upon some of the criteria mentioned at the beginning of this ebook. As I browse the list I find a name that I like more than any of the other ideas on my list: “lasagnaworld”. I can begin the process of registering the name right from Domain Tools if I choose. However, I prefer using other domain registrars.

Registering Domain Names



One of my favorite domain registrars is [Moniker](#). Feel free to use your own registrar of choice. I will be using screen shots from Moniker as examples.

On the Moniker website, I enter my desired domain name in their Advanced Domain Search window.

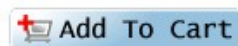
Clicking search now returns all the possible registrations available for “lasagnaworld”. Each registrar will behave a little differently. Moniker automatically checks all the available names. Also, before checking or unchecking any of the domain names, make sure the service has finished searching all available names. Once it is complete, then move forward with selecting/deselecting.

For my “lasagnaworld” name I unchecked all the other suffixes and left the .COM version checked.

To check additional names available for sale [click here](#)

Domains To Register		
<input checked="" type="checkbox"/>	LASAGNAWORLD.COM	\$9.95
<input type="checkbox"/>	LASAGNAWORLD.NET	\$5.49
<input type="checkbox"/>	LASAGNAWORLD.ORG	\$9.95
<input type="checkbox"/>	LASAGNAWORLD.INFO	\$4.49
<input type="checkbox"/>	LASAGNAWORLD.MOBI	\$12.95
<input type="checkbox"/>	LASAGNAWORLD.BIZ	\$9.95

Once all the desired domains have been selected, click add to cart



Moniker brings up another page of options. Most registrars do this in some form. They are either trying to sell other services (like web hosting) or addon features to your domain name. The only option worth considering is Domain Privacy. Moniker's price of \$4 for a private domain registration is relatively inexpensive compared to other registrars.

<input checked="" type="checkbox"/> Domain Privacy	Price	Years
By adding Domain Privacy, you can keep your personal information private to the public and still abide by ICANN's WhoIs accuracy guidelines. Moniker Privacy Services registers your domain in its name and becomes the Registrant of record. Even though Moniker Privacy Services is the Registrant, you still control the domain and retain the full benefits of domain name registration. Read More...	\$4.00/Yr	1

Choose Domain Privacy by checking the check box. Clicking Add Cart will lead you to a screen with more services. Click the continue button until you get to the final shopping cart screen which will look like this:

Select	Product Description [sort]	Name [sort]	Quantity (Terms)	Your Price	Total Amt
<input type="checkbox"/>	Domain Transfer		1	\$9.95	\$9.95
<input type="checkbox"/>	Domain Privacy		1	\$4.00	\$4.00
SubTotal:					\$13.95
Discount:					\$0.00
Total:					\$13.95

From here the process is like a normal ecommerce transaction. Once complete you will have your own domain name!

Locking a Domain Name

It seems weird that you need to take measures to keep your domain name from being stolen, but you do!

Registrars like Moniker automatically lock your domain for you. Other registrars, however, you have to manually lock the domain yourself. Typically all that is involved is clicking a check box and applying the change. Some registrars also offer the ability to put a password on your domain name. Take advantage of this as well. If you have any questions, consult your registrar's help files.

Transferring Domain Names

Transferring domain names refers to the process of switching domain name registrars. Transferring domain names has nothing to do with the process of transferring ownership. The transfer of ownership is typically referred to in terms of buying and selling.

Why would you want to transfer a domain name from one registrar to another?

It simply comes down to three things:

- 1) Where do you like to shop
- 2) Customer Service
- 3) Services

You may decide that Registrar X has a better user interface than Registrar Y. Registrar X may have policies that you disagree with or has lousy customer service. Registrar X may have a better price than Registrar Y, but Registrar Y does not make it a hassle to manage your domains. The reasons for switching domain registrars are similar to switching grocery stores. This is a business and domain name registrars need to treat you as a valued customer.

Transferring a domain name is a two step process. First, unlock your domain at the registrar you are transferring from. Second, authorize the transfer at the registrar you are transferring to.

Unlocking A Domain

Unlocking a domain can be a very simple two step process. Some registrars have a “lock” or “unlock” option when the domain name is viewed within their management tool. Choose the unlock option. Second, set the domain password. This password will be used later as an authorization code.

The example that follows below is a little more sophisticated. It is similar, but involves a few other steps.

Login to your account with the registrar you want to transfer from.

Typically, clicking on the domain name will bring up options for that domain name. In this case, one of the options is Domain Protect:



Domain Protect: On [Turn off or Request Authorization Code](#)

The option is currently set to “On” (this is the same as “locked”). We now have the option to “Turn off or Request Authorization Code”. Clicking that link provides the following options:

We want to turn domain protection off as well as request an authorization code. So checking the appropriate radio buttons and check boxes produces:

Domain Protect: Off [Turn on or Request Authorization Code](#)

Leave Domain Protect on

Turn Domain Protect off

Request [Authorization Code](#) (Please note: only check this box if you need to obtain an authorization code to transfer a domain name.)

[Cancel](#) [Save](#)

Clicking save at this point sets the domain to an unprotected or unlocked status. It also, with this registrar, generates the production of an email with an authorization code. This code will be needed to complete the transfer process at the other registrar. The email will look something like this:

```
We received your authorization code request on 12/28/2006 for your domain name

Your authorization code is: 04GGYwk6L
```

At this point, all the information needed to begin the process at the new registrar has been gathered.

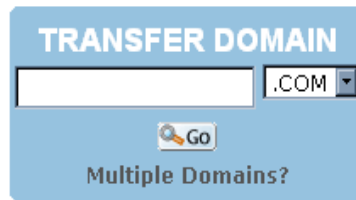
Completing the Transfer Process

For this portion of the example, Moniker will be used as the new registrar. Remember, this process is similar at most registrars though certain elements may be different. Consult the help pages of your registrar of choice if you get stuck.

Moniker has Transfer Domains as menu item on their navigation bar:

[TRANSFER DOMAINS](#)

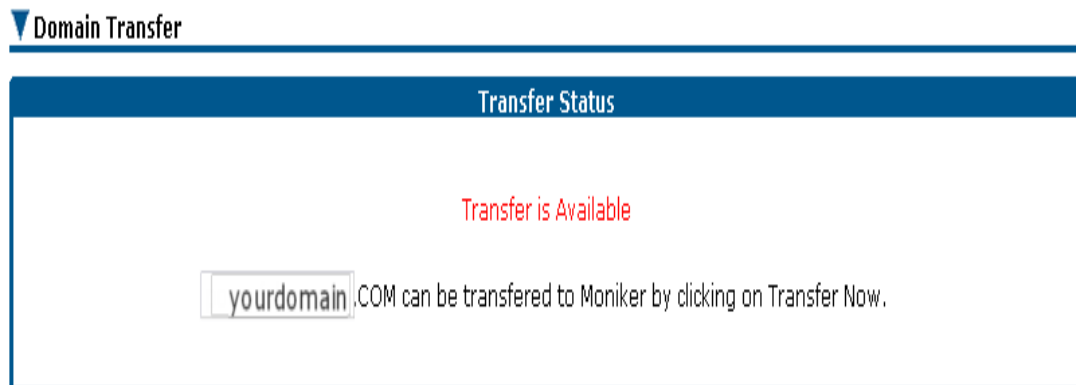
Clicking “Transfer Domains” leads to a page with the following box:



A blue rectangular box with the title "TRANSFER DOMAIN" at the top. Below the title is a text input field followed by a dropdown menu showing ".COM". Below these is a "Go" button with a magnifying glass icon. At the bottom of the box, it says "Multiple Domains?"

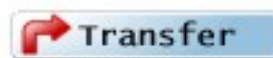
Enter the domain you desire to transfer and click the GO button.

The registrar then determines if this domain is available to be transferred:

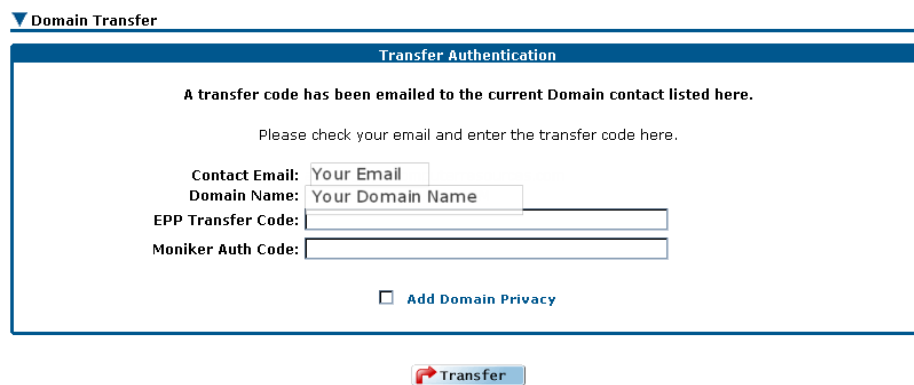


A blue header bar with a dropdown arrow and the text "Domain Transfer". Below it is a white box with a blue border and a blue header bar that says "Transfer Status". In the center of the white box, the text "Transfer is Available" is displayed in red. Below that, a text input field contains "yourdomain" followed by ".COM can be transfered to Moniker by clicking on Transfer Now."

If the domain is eligible to be transferred, click the Transfer button:



At this point an authorization screen is displayed:



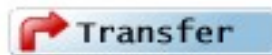
A blue header bar with a dropdown arrow and the text "Domain Transfer". Below it is a white box with a blue border and a blue header bar that says "Transfer Authentication". Inside the white box, the text "A transfer code has been emailed to the current Domain contact listed here." is displayed. Below that, the text "Please check your email and enter the transfer code here." is shown. There are four input fields: "Contact Email:" with "Your Email" entered, "Domain Name:" with "Your Domain Name" entered, "EPP Transfer Code:" (empty), and "Moniker Auth Code:" (empty). Below the input fields is a checkbox labeled "Add Domain Privacy". Below the white box is a blue button with a red arrow pointing right and the word "Transfer" in white text.

This screen requires two inputs: an EPP Transfer Code and the Moniker Authorization Code. The latter is generated by Moniker and is sent out via email. Copy and paste this code from the email. This email is usually generated and sent immediately upon arriving at this screen.

The EPP Transfer Code can be one of two things. First, it can be the authorization code sent from the registrar you want to transfer from. Our little demo fits this case. From the email above, the authorization code should be copied and pasted into the EPP Transfer Code line. Second, if the registrar does not send out an authorization code, the password used to protect the domain should be entered here. If no password is set, set one now and then enter that password into this field.

Once the codes are entered, click Transfer again. The user is then taken to the shopping cart to checkout.

The registrar then determines if this domain is available to be transferred. If the domain is eligible to be transferred, click the Transfer button:



At this point an authorization screen is displayed:

▼ Domain Transfer

Transfer Authentication

A transfer code has been emailed to the current Domain contact listed here.

Please check your email and enter the transfer code here.

Contact Email:

Domain Name:

EPP Transfer Code:

Moniker Auth Code:

Add Domain Privacy

A blue button with a red arrow icon pointing right and the word "Transfer" in white text.

This screen requires two inputs: an EPP Transfer Code and the Moniker Authorization Code. The latter is generated by Moniker and is sent out via email. Copy and paste this code from the email. This email is usually generated and sent immediately upon arriving at this screen.

The EPP Transfer Code can be one of two things. First, it can be the authorization code sent from the registrar you want to transfer from. Our little demo fits this case. From the email above, the authorization code should be copied and pasted into the EPP Transfer Code line. Second, if the registrar does not send out an authorization code, the password used to protect the domain should be entered here. If no password is set, set one now and then enter that password into this field.

Once the codes are entered, click Transfer again. The user is then taken to the shopping cart to checkout.

Select	Product Description [sort]	Name [sort]	Quantity (Terms)	Your Price	Total Amt
<input type="checkbox"/>	✂ Domain Transfer		1	\$9.95	\$9.95
<input type="checkbox"/>	✂ Domain Privacy		1	\$4.00	\$4.00
SubTotal:					\$13.95
Discount:					\$0.00
Total:					\$13.95

Domain Transfers typically cost a little more than a new domain registration or renewal. However, the new registration time is added to the domain. For example, a domain with an expiration of 04-01-2007 is transferred on 10-01-2006. It is transferred to the new registrar with a one year registration. The new expiration date is not 10-01-2007, but rather 04-01-2008.

Domain Name Parking

Once a domain is created, it has no Internet home. You can, of course, sign up for web hosting and point the domain to your web host of choice.

But what if you were not yet ready to create a website for that domain name?

You have a great idea for a website so you register the domain. Domain parking allows you the time to develop the site.

What if you never intend to create a website for that domain name?

You may want to hold onto the name as a domain asset or create a stream of income from the domain name without the need for full fledged web hosting.

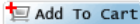
Both of these scenarios can be resolved with domain name parking.

Basic Domain Parking

All registrars offer some form of basic domain name parking. Some offer a choice in the type of page that is displayed.

[Free Domain Parking Order Form](#)

Domains (One Per Line)	
Max: 500 Domains	<input type="text"/>
correct: name1.com	
incorrect: http://www.name1.com www.name1.com	
First Name	<input type="text"/>
Last Name	<input type="text"/>
Billing Address	<input type="text"/>
City	<input type="text"/>
State or Province	<input type="text" value="- Select US State -"/>
Zip	<input type="text"/>
Country	<input type="text" value="- select -"/>
Phone Intl. Prefix	<input type="text" value="intl prefix"/>
Phone	<input type="text"/>
E-mail	<input type="text"/>
Comments	<input type="text"/>
Parking Type	<input checked="" type="radio"/> Coming Soon Page <input type="radio"/> Domain For Sale



The above form (from Moniker) is one example of adding domain name parking to your domains. Besides the usual name/address information, Moniker requires to know which domains you desire to park and what kind of parking is desired (Coming Soon page or Domain for Sale page).

With other registrars, domain parking is as simply as clicking a radio button:

Change domain to point to: Under Construction Page

Can't get much simpler than that! Check with your own registrar's support/help pages to find out how to park your domain.

Domain Parking Monetization

How does domain parking monetization work?

The page presented by the domain name parking service is optimized with links from various partners. These links are monetized by a PPC (Pay Per Click) system. Every time a visitor clicks on a link, the link advertiser is charged and the link displayer (you) makes money!

The fundamental issue in making money with domain name parking is traffic. Typically, traffic does not come from the search engines. A lot of domains receive a fair share of type-in or expired domain traffic.

There are several services that offer the ability to monetize the parking of your domain name. I have found [Parked](#) to be extremely user friendly especially for the beginner. The user interface is easy to use and there is plenty of reporting capability. Adding domains to Parked is a cinch too!

The process in short:

- 1) Sign up with Parked
- 2) Add your domains
- 3) Change your domain servers with your registrar to point to Park

Once signed up with Parked, navigate to Portfolios > Add Domain Names.

Enter a domain or domains into the text box provided:

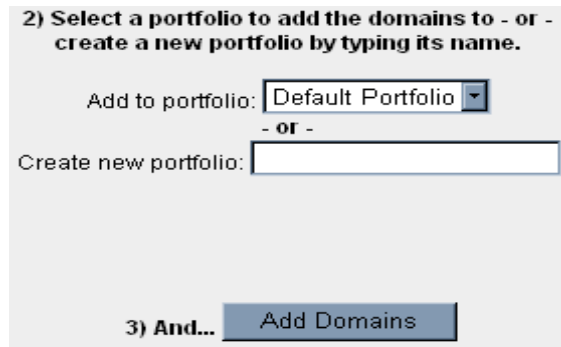
1) Paste a list of one or more domains in the text box below - or select a text (.TXT) file list to upload. ^

- or -

Select file to upload:

*We currently do not support IDN domains.

Next, choose the portfolio. Portfolios in Parked are a means of organizing your domains. Think of them as folders.



2) Select a portfolio to add the domains to - or - create a new portfolio by typing its name.

Add to portfolio:

- or -

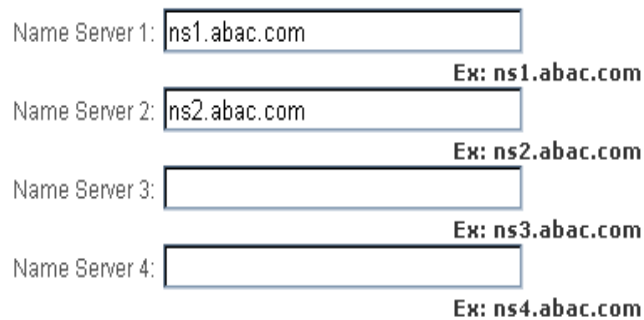
Create new portfolio:

3) And...

Click “Add Domains” when finished.

The final step is changing your DNS names with your registrar.

Login to your domain name registrar. Select your domain name. Find a button/link that says “Edit DNS”. This will differ with each registrar. A screen similar to the one below will appear:



Name Server 1: Ex: ns1.abac.com

Name Server 2: Ex: ns2.abac.com

Name Server 3: Ex: ns3.abac.com

Name Server 4: Ex: ns4.abac.com

Change the Name Server fields to reflect the ones provided by Parked:



Name Server 1: Ex: ns1.abac.com

Name Server 2: Ex: ns2.abac.com

Name Server 3: Ex: ns3.abac.com

Name Server 4: Ex: ns4.abac.com

Save the changes.

Once saved, it will take 24-48 hours for Parked to recognize the change of DNS names. Check the url to your domain name from time to time. Hopefully in a day or two you will have a monetized parked page!

A Word About Cybersquatting

Many believe anyone who buys a domain name without the intent purpose of developing a website on that domain name, who simply purchases it to resell it later or monetizes that domain via domain name parking to be a cybersquatter.

The main item I have stressed in this ebook is the concept of domain name as asset. Domains are property. They can be bought, sold, auctioned and traded just like any commodity.

Anyone can purchase a domain name. However, it is considered highly unethical to purchase domains that infringe upon trademarked or copyrighted material.

A cybersquatter is technically someone who purchases a domain name that contains a trademarked name with the hopes of selling it to the trademark owners at a premium price.

An example will help.

Lets say the name “shoes.com” is available for purchase (it isn't by the way). Since “shoes” is a generic term and not trademarked by anyone, it is up for grabs to the market at large. This would not be considered cybersquatting. While I may hope to sell it to some shoe company some day, the term is not trademarked, nor is a company immediately implied in the domain name.

Now, let's say “brownshoe.com” is available. While it SEEMS generic, it is not. It is the trademarked name of an actual shoe company. Purchasing this name in hopes of selling it to the actual Brown Shoe company is considered cybersquatting.

Now, in this case, Brown Shoe owns both of the above domain names. A very smart move on their part to own “shoes.com”.

Many definitions of cybersquatting would include our example of the generic name “shoes.com”. The key, again, is the infringement on another persons rights.

Let's say I want to sell brand name handbags. I can purchase the handbags from the original source and then resell them to my market. There is no problem with that. It is how commerce works. However, I could decide to create a cheap knockoff of the brand name handbags and pass them off as the real thing. This infringes upon the good name of the brand name handbags and is unethical and illegal.

So it is with domain names. I can buy domains and resell them if I choose to as long as I don't infringe on the legal rights of others with the content of the name.

Domain Name Resources

Domain Name Registrars

There are a ton of domain name registrars on the Net. The only one I currently use is:

[Moniker](#)

Moniker provides more robust tools for managing multiple domain names. Recommended once your domain portfolio begins to grow.

Domain Parking

[Parked](#)

Parked is distinguished by offering payments twice a month. In addition, Parked's parking pages are a step above the traditional sanitized and boring looking parked page.

Domain Name News

[Domain Name Wire](#)

A blog about domain names that is accessible to the beginner. Provides commentary, news and helpful insight into the domain name industry.

[DN Journal](#)

DN Journal is a domain industry news magazine. Find valuable information on the domain name market.

[DN Forum](#)

Forum for all things about domain names. I recommend that beginners read and learn for a while. Forums of any type are a great place to learn sound information as well as a place to be misled. So visit, read, learn and be patient to apply anything until confirmed by other sources.

Other Resources

[Name Intelligence](#) (the company behind Domain Tools) holds an annual awards ceremony for the domain name industry. This [list](#) provides a number of excellent resources not only for finding other domain name registrars but other valuable domain name resources.

[Name Newbie](#) is the beginner's guide to making money with domain names. A great overview to the domain name business.

Resources on the Recommended Web Tools website:

[Domain Names](#)

[Domain Names Registrars](#)

[Private Domain Name Registration](#)

[Domain Name Auctions](#)

[Buying and Selling Domain Names](#)

[Domain Name Blog Post Archive](#)

Glossary

.aero - gTLD that is reserved for members of the members of the aviation industry and is sponsored by ([SITA](#)).

Administrative Contact - When a domain is registered an administrative contact is named. Typically, this is the individual who is purchasing the domain. However, in a company setting, this could be a named employee.

Billing Contact - When a domain is registered a billing contact is named. A billing contact is the person designated to receive the invoice for domain name registration and renewal fees. The billing contact should be in a position to ensure prompt payment of fees.

.biz - gTLD that is restricted to businesses. The domain must be used for business or commercial purpose. This gTLD is operated by [NeuLevel, Inc.](#)

.cat - gTLD that is reserved for the Catalan linguistic and cultural community.

ccTLD - [country code Top Level Domain Names](http://www.iana.org/root-whois/index.html) Examples: .us, .de, .es.

.com - gTLD that is open to all individuals and businesses. It is the most popular TLD available. It is operated by [VeriSign Global Registry Services](#).

.coop - gTLD that is reserved for various kinds of cooperative associations and is sponsored by [Dot Cooperation LLC](#).

DNS - Domain Name System - The system by which domain names are translated into IP Addresses.

Domain Name - The registered domain name with the attached protocol:
www.example.com

Domain Name Appraisal - The process of evaluating a domain name's worth and market value.

Domain Name Parking - Domain registration services offer the ability to temporarily place a newly purchased name on their servers until a hosting plan is purchased. This is known as parking. Other services offer the capability of monetizing domain parking pages.

Domain Registrar - a company that registers domain names for individual users.

Escrow - A third party service that will essentially hold on to the buyer's payment when selling a domain name, thereby protecting both the buyer and seller.

.edu - gTLD that is reserved for postsecondary institutions accredited by an agency on the U.S. Department of Education's list of [Nationally Recognized Accrediting Agencies](#) and is registered only through [Educause](#).

Fully-Qualified Domain Name (FQDN) - A fully-qualified domain name includes all parts of a domain: the hostname or subdomain, the domain name, and the top-level domain. They are often seen in the URLs for Web sites (e.g. "http://www.example.com").

gTLD - [generic top level domain names](#) - those TLD's that are non-country specific.

.gov - gTLD that is reserved exclusively for the United States Government. It is operated by the [Educause](#).

ICANN - Internet Corporation for Assigned Names and Numbers. This regulatory organization manages the DNS.

IP Address - a number representing the "address" of a particular computer or server. IP addresses are comprised of four numbers between 0 and 255, separated by periods (e.g. 216.168.224.69).

Internet - The collective whole of networked computers across the globe. This includes the World Wide Web, email, FTP and other protocols.

.info - gTLD that is open to all individuals and businesses. It is operated by [Afilias Limited](#).

.int - gTLD that is used only for registering organizations established by international treaties between governments. It is operated by the IANA .int Domain Registry.

HTTP - HyperText transfer protocol. The protocol of the World Wide Web.

.jobs - gTLD that is reserved for human resource companies and human resource personnel. It is sponsored by [Employ Media LLC](#).

.mil - gTLD that is reserved exclusively for the United States Military. It is operated by the [US DoD Network Information Center](#).

.mobi - gTLD that that is reserved for consumers and providers of mobile products and services and is sponsored by [Employ Media LLC](#)

.museum - gTLD that is is reserved for museums and those in the museum profession. It is sponsored by the [Museum Domain Management Association](#).

.name - gTLD that is reserved for personal, individual usage and is operated by [Global Name Registry](#). .name email addresses are listed as firstname@lastname.name or lastname@firstname.name, while Web sites are listed as www.firstname.lastname.name

.net - gTLD that is operated by [VeriSign Global Registry Services](#). Anyone can register a .NET domain.

.org - gTLD that is operated by [Public Interest Registry](#). While its purpose is to serve the non-profit community, all are eligible to register with .org.

.pro - gTLKD that is restricted to credentialed professionals (doctors, lawyers, accountants) and related entities and is operated by [RegistryPro](#).

Propagation - The process where domain names are updated/added/deleted from the DNS. Once a domain name is registered it usually takes 2-3 days for it to be available on the Internet.

Registered Domain Name - the second level and top level domain put together:
example.com

Registrant - The individual or organization that registers a specific domain name.

Second level domains - the name portion of a domain. In example.com, .com is the top level domain and "example" is the second level domain.

Subdomains - These could be called third level domain names. They are attached as prefixes to the second level domain. In news.example.com, "news" is the subdomain.

Technical Contact - The person responsible for handling the technical aspects of a domain. If a corporation is the registrar of the domain, this person might be an employee within the companies IT department.

Top Level Domains (TLD) - term referring to all the suffixes on the end of the domain name proper: .COM, .NET, .ORG, .BIZ, .US, etc.

.travel - gTLD that is reserved for the travel industry and is sponsored by [Tralliance Corporation](#).

URL - Universal/Uniform Resource locator - this is the complete unique address of a website on the World Wide Web. It is made up of three components: the protocol, the host name and the domain name. HTTP:// is the protocol. WWW is the host name. example.com is the domain name. Put them together to get: <http://www.example.com>

WHOIS - A central database which tracks all domain name/IP registrations. Each domain name registrar typically maintains its own version of a WHOIS database.

World Wide Web - a portion of the Internet where websites reside. It is graphically capable and is supported by such languages as HTML and CSS.

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