

What's in a name?

'Selecting and managing domain names for non-profits'



Darrell Burkey

President

**What is a
domain
name?**

**How do
domain names
work?**

What's in a name?

Everything!

**How to
choose a
domain
name**

**Registering
a domain
name**

**Avoiding
the big
mistakes**

What is Domain Name ?

Wikipedia, defines a domain name as:

‘The most basic functionality of a domain name is to provide symbolic representations, i.e recognizable names, to mostly numerically addressed Internet resources.’

How does a domain name work?

- Domain Name Servers do all the complicated work. When registering your domain name you will need to associate a DNS server with your name.
- Think of telephone directories. You look up a name to find the phone number from one of many phone books
- For the whole story see the site [How Stuff Works](#)

How to choose a domain name

- Make it relevant to current use policy
- Try to make it short or even an acronym
- Is it easily remembered or even better, can it be guessed?
- Select the correct domain name space and country
- Do you need multiple names?

How to Register a Name

- Select a registrar – see [What's in a Name](#) for a comparison of all registrars. Keep in mind that this list may not be up to date.
- Review the policies to ensure your selection is appropriate – see the [Australian Domain Administrator \(auDA\)](#) web site for complete information
- Check for availability
- Know in advance what DNS servers will provide information about your name or just 'park' the name until you are ready to use it
- Let's register one now in the .id.au space as an example

Avoiding the Traps

- Do you know the user name and password to manage your domain name via your registrar's web site?
- Do you know the password or registry key required to access and modify your domain name details?
- Do you know when your domain name expires?
- Beware of fake email messages and letters asking you to re-register or to provide information
- Check the details of your domain name using 'whois' from any registrar web site or at [AusRegistry](#)

Questions?

Thank You!