

Chapter 10

Going Public

DOMAIN NAME BASICS

Understanding URLs

This chapter details registration and domain name basics such as registering a domain name, pointing to the Web Manager support-assigned IP address, as well as more advanced topics such as URLs, IP addresses, 'A' records, the *WHOIS* directory, and transfer of a domain. Although **familiarity with these issues is not required to utilize Web Manager**, this chapter provides a basic overview for the Web administrator's understanding of typical terms and actions used when working with third-party domain registrars and managing a domain.

Uniform Resource Locator (URL)

A *Uniform Resource Locator* or **URL** is a common Web address or way to locate a Web site home page or other page, file, image, or other object by specifying a unique place within a Web site.

For example, www.webmanager.com would resolve to the home page or 'index' of the Web Manager Web site.

Or www.webmanager.com/images/artsystems.jpg could locate and open to a specific image file named 'artsystems.jpg.'

An URL quite simply is an easy address to remember rather than having to know the exact IP and file location on a Web site server.

IP Address

Every device connected to the public Internet is assigned a unique number known as an *Internet Protocol (IP)* address. IP addresses consist of four numbers separated by periods (also called a 'dotted-quad') and look something like 68.100.100.101.

URLs can be mapped to ip addresses and vice versa through the Domain Name System (DNS). This makes URLs very useful as an URL web address is much easier to remember than a lot of numbered IP addresses.

Domain Name System (DNS)

The *Domain Name System* usually referred to by the acronym **DNS** is an internet naming system in place to organize and define the resolution of domain names or emails to a computer's IP address. An IP address is the numbered address assigned to a domain for hosting on a server or on a computer for email delivery. For example, www.webmanager.com might be pointed at or assigned to 68.172.55.18 or any other ip

designated. The DNS is responsible for resolving the URL www.webmanager.com to the assigned IP address.

This allows easier name recognition by using common names (URLs) as web addresses and emails rather than having to remember thousands of numbered IP addresses.

Domain Name Registrars

An end-user cannot directly register and manage their domain name information with **ICANN** (*Internet Council on Names and Numbers*). A designated registrar must be chosen to have one's domain names registered and managed with the appropriate directories.

A *domain name registrar* is an accredited institution with ICANN that maintains an end user's registered web domain name and information regarding the end user's account and in addition sends that information to ICANN which manages all top level domain names (ie. - .com, .net, .org, .gov, etc.)

Only one designated registrar may modify or delete information about a domain name with ICANN. You need to select a designated registrar to register a domain name before any DNS information can be entered. Remember it is the DNS information that allows the computer to know which server hosts your Web site.

Domain Name Registration

There are many registrars from which to choose. Each registrar charges fees for registering and maintaining the domain account information. Some commonly used registrars are:

Register.com

Yahoo

GoDaddy

Network Solutions

- On the registrar's Web site, first check to see if a desired domain name is available. If not, request the domain name, purchase, and secure for a period of time from one or more years.
- If unavailable, select another URL or domain name until one that is available is found.

Managing A Domain

- Purchase a domain name from a registrar to host your domain.
- Setup a username and password to allow access to your account.

Once the domain is purchased, the domain is yours to do with as you please. If unsatisfied with the support or performance of a domain registrar, you can take your service, and your domain, elsewhere. See 'Transferring a Domain'.

Contact Information

- Sign in to your registrar account to manage your domain using the Domain Control Panel.

- Register your domain name in your own name and/or company name, not someone else's.
- If planning to use Artsystems e-commerce services on your Web site, you should have the Administrative Contact record match your company incorporation records **exactly**. This is necessary for validation of any SSL certificates installed on the Web site to encrypt data sent to the e-commerce gateway.

There are three contact records associated with a domain name account:

Administrative, Technical, and Billing. Of the three, the most important is the Administrative, as the Administrative contact controls the domain and has authority to change Technical and Billing contacts. In most cases, there is no reason to have anyone but the acting Administrator as contact for all three records. Exceptions might be a Network Technician or the Web Hosting Support technician as Technical and someone from your Accounting Department as Billing.

Bottom line is the Administrative contact is sent information requesting authorization any time important changes to a domain are made such as a transfer to another registrar.

Pointing Your Domain

'A' records (also known as host records) are the central records of DNS. It is the A record that must point to the Artsystems assigned IP address.

- Edit the A record(s) to point to the Artsystems assigned IP address.

An example of how this may look in a domain control panel is below:

Type:	Source:	Destination:	Actions:
A Record	artsystems1.com	64.124.30.123	Edit Delete
A Record	www.artsystems1.com	64.124.30.123	Edit Delete

WHO IS?

WHOIS allows you to search across multiple registrar databases to find registration information on millions of domain names, regardless of where they are registered. The WHOIS website is located at <http://www.whois.org>.

Unless you have chosen with your domain registrar to keep this information private, WHOIS will display information on your domain name or URL to anyone who requests this information including Administrative and Technical contact records.

- Check this information periodically to be sure it is up to date and accurate.

Renewing A Domain

Generally the domain registrar will notify the Administrative contact on record when a domain name is near to expiring. This is one reason it is important to keep tabs on the

Administrative contact info to be sure something as simple as an email address change has been recorded with the Registrar.

- Renew the term with the registrar before the expiration date or the URL will become available to the public again.

Transferring A Domain

The steps below show the actions that must take place when transferring a domain from one registrar to another. Consult your old and new registrar for any particulars in their process.

- Purchase a domain transfer with new registrar.
- Log into current registrar account and unlock the domain so it is available for transfer.
- Retrieve an *Authorization code* from the current registrar, which is needed to initiate the transfer with the gaining registrar. **Note:** The *Authorization code* will be sent only to the email address on the Administrative record of current registrar.
- The new registrar sends an email with an ID number, key code, and a link to confirm the transfer to email address on Administrative record with the new registrar.
- Confirm the transfer with the ID number and key code by clicking on the link provided in the email. If the transferred domain requires an *Authorization Code* from 'losing' registrar, this will also need to be entered in the form provided in the link.
- New registrar will now send email to the old registrar to transfer the domain.
- Old registrar will send email with link to confirm the release of the domain.
- Click on the link in the email to confirm the release of the domain.
- Old registrar will send an email to new registrar confirming the release of the domain.
- New registrar will then send an email to the customer letting you know the transfer is successful and the domain can now be found in your account.
- You will now have control over your domain at the new registrar.
- Log in to your account and set the A record in the Domain Control Panel to point to your Artsystems assigned IP address.

Note: The new DNS information may take from 24 to 72 hours to propagate throughout the internet and allow the URL (domain name to resolve.)