

# making a name for Yourself...



■ ■ what is a domain name?

■ ■ why should I have one?

■ ■ where do I get one?

■ ■ what sort can I have?



# making your name - staking your claim

This brochure is all about securing your own unique name as your email and website address. Clearly explained are the benefits, and there are many, of having a domain name and address, and the different types of domain name you could consider. You'll also discover how to go about registering your domain name and what goes on behind the scenes to ensure that the whole process runs smoothly and that you, the registrant, are protected.


## ■ what is a domain name ?

- A domain name is a name you can use to define your unique presence on the internet - for example **internetnz.net.nz**. In the same way that your street address enables anyone in the world to send a letter to your house your domain name is a way by which people can find your website, if you have one, and your mailbox.
- Computers communicate using numbers to find each other, called IP numbers. Numbers aren't easy or natural for us to remember so the Internet uses names, called domain names, to help us rather like some 0800 numbers which use words to make them memorable.

## ■ what type of domain name can I have ?

- There are two varieties of domain names available - those finishing with country initials like .nz; .uk; .au; these are called 'Country Code Top Level Domains' [ccTLD] – for a full list, take a look at **www.iana.org**.
- Then there are the domain names which end in, for example .com; .biz; .net; .org; and these are known as 'Generic Top Level Domains' [gTLD].
- If you are a New Zealand business, have a business targeted at New Zealanders, or have strong connections with New Zealand, then a .nz domain name is the obvious choice.

## ■ how do I get a .nz domain name ?

- To register a .nz domain name you first need to contact a .nz authorised registrar.
- A registrar is an organisation authorised to register and manage domain names on behalf of registrants such as you. In other words a registrar holds the right to register a domain name
- Authorisation to be a registrar is granted by the Office of the Domain Name Commissioner (DNC) after strict criteria have been met. An authorised .nz registrar can be identified by the presence of a green and white authorised .nz registrar logo on their website. 
- There is a wide range of registrars to choose from and you should carefully consider their terms and conditions, prices, customer support, the services they have available and the registration periods they offer. When registering a domain name you will be required to agree to your registrar's terms and conditions agreement.
- If you already have a relationship with a web site design company or IT company, they may offer to register your name for you. Remember though that the domain name should always be registered in your name, and that you are bound by the Terms and Conditions of the registrar that was used.

## ■ why you should get a domain name NOW !

- Every domain name on the .nz register of domain names has to be unique. Domain name requests are dealt with on a first come first served basis and as more and more businesses and individuals register domain names, it will become harder to find one that isn't already taken. So even if you're not thinking of putting up a website today, it's worth registering your domain name to secure it for the future.



## ■ the benefits

- Having got your domain name, just take a look at how useful it can be:
- **Total portability:** If you decide to change your Internet Service Provider (ISP) you won't have to change your email or website address.
- **You move, it moves:** If you change your business address your ISP may not be able to get email to you at your new location – if you have your own domain name this isn't an issue.
- **It says you're serious:** Any business that has an email address that reads for example, **richardsmith@yourcompany.co.nz** is demonstrating that it is serious, it's here for the long haul.
- **Easily remembered:** Try it for yourself, which organisation would you be more likely to remember - **yourcompany@isp.co.nz** or **richardsmith@yourcompany.co.nz**? Your own domain name will make it easier for people to remember your email address and website – even if they don't know it, they may well guess it as **yourname@yourcompany.co.nz** whereas it's much harder to guess which ISP you use (as in **yourcompany@isp.co.nz**).
- **It provides more information...** Notice too that 'yourcompany' with a registered domain name is no longer providing free advertising for your ISP, instead it is able to give a contact name (Richard Smith).

## ■ second level domains

- Second Level Domains (2LD) allow .nz registrants to communicate extra information about themselves in their domain name. Unlike "**yourcompany.com**", with .nz there is always a group of letters in between (most widely used are **yourcompany.co.nz**). So with the domain name for The Internet Society of New Zealand Incorporated, **internetnz.net.nz**, '**net**' is at the second level.
- Generally, businesses and private individuals use **.co.nz** however a not-for-profit organisation might use **.org.nz**, or a Maori group could have their domain name finishing with **.maori.nz**.
- There is a range of Second Level Domains available and you should choose one which best describes your business/organisation.
- Many Second Level Domains are 'unmoderated' which means that they can be registered by anyone. However with some 2LDs, applicants need to meet specific additional criteria to establish their entitlement to its use (**.govt.nz** for instance). Second Level Domains requiring permission to register are called 'moderated' second level domains.

For a list of all current Second Level Domains available, as well as further information on how to apply for a moderated domain name, please go to **www.dnc.org.nz**

## getting your .nz domain name organised

- 1 Think of a name!** First you need to decide on a name as well as deciding which Second Level Domain is most appropriate to your operation.
- 2 Check its availability.** Go to [www.dnc.org.nz](#) and in the box labelled 'domain search' type your desired domain name and select the second level domain you want from the drop down box below (this is known as a WHOIS search and will scan the entire register of names). The search takes seconds and will tell you that your proposed name is either available or that it is currently being used. If it is being used, think about abbreviations in your domain name or maybe letters, numbers or hyphens – just like car number plates, a bit of creativity can often solve the problem!
- 3 Make it yours.** Register your domain name with a .nz registrar. You'll find a list of authorised .nz registrars and their contact details at the [www.dnc.org.nz](http://www.dnc.org.nz) site. Don't forget you will be required to accept their terms and conditions; check these carefully along with pricing and services available.

It's that simple! The only other thing to remember is that you don't own your domain name, you simply register the right to use it for a period of time. So when that period expires, remember to renew!

## and now that I've got a domain name ?

- You can use it for your email, develop a website or both. InternetNZ doesn't get involved in what a domain name is used for, but you'll find plenty of information available about these services on the internet – try [www.netguide.co.nz/shopping/directory/](http://www.netguide.co.nz/shopping/directory/) or look in the Yellow Pages for the services you require. Alternatively, ask your registrar for advice.

There is more information about .nz domain names available in another InternetNZ publication titled ".nz – A Ready Reference for Registrants" which covers a wide variety of .nz issues relevant to registrants.

## ■ internetNZ

- InternetNZ is a non-profit organisation fostering coordinated and cooperative development of the Internet in New Zealand. Its mission is to promote and protect the Internet, ensuring that it operates in an open and uncapturable environment. The Society's membership includes Internet service providers, web designers, academia, public information groups and Internet users. They are the voice of their members providing commentary and advice to politicians, industry influencers and the media. They also represent New Zealand on global Internet organisations, having the responsibility for the .nz Country Code Top Level Domain.

## ■ the Domain Name Commissioner

- InternetNZ has an operational office known as the Office of the Domain Name Commissioner (DNC), which oversees the management of the .nz Domain Name space.

The DNC is responsible for the day-to-day running of the New Zealand (.nz) domain name space. This entails the authorisation of .nz registrars; the development of policies and procedures; making sure all parties comply with the rules and that their rights and relationships are protected; and the ongoing development and monitoring of the environment for the registration and management of .nz domain names.

For further information on .nz domain names, .nz policies and procedures, registrant rights and so on, the place to go is **[www.dnc.org.nz](http://www.dnc.org.nz)**

And if you have issues that can't be resolved with your registrar; if you have any suggestions regarding the .nz domain name space, or if you have a query you can't find answers to, email the DNC at **[info@dnc.org.nz](mailto:info@dnc.org.nz)**

## glossary

- Registrant:** The person or organisation who has registered a domain name.
- Registrar:** The business authorised by the Domain Name Commissioner to register domain names.
- Domain Name** Every website on the internet has a numeric address (IP address). To make these addresses easy to remember, a domain name uses words rather than numbers and each is unique
- Whois Search:** A Whois Search is the search you do to check the availability of a domain name.
- DNC:** The Office of the Domain Name Commissioner
- InternetNZ:** The Internet Society of New Zealand Incorporated is the organisation which manages the .nz domain name space. InternetNZ established the Office of the Domain Name Commissioner to oversee the management of the .nz domain name space.
- Second Level Domain (2LD):** A name at the second level of the .nz domain name hierarchy. e.g. in ,"**www.internet.net.nz**" 'net' is at the second level.

## contacts and further information :

**InternetNZ**  
PO Box 11881  
Wellington  
Website: [www.internetnz.net.nz](http://www.internetnz.net.nz)  
Contact: [info@internetnz.net.nz](mailto:info@internetnz.net.nz)



For more information on .nz domains  
**Office of the Domain Name Commissioner**  
Website: [www.dnc.org.nz](http://www.dnc.org.nz)  
Contact: [info@dnc.org.nz](mailto:info@dnc.org.nz)

