



# Monarch Productions®



## Domain Search Tutorial

A domain name is the address people type into a browser to reach a site. Much like a fingerprint, each domain name is unique to a specific website and cannot be shared or duplicated with other web pages.

Domains were created as a human-friendly way to access the Internet Protocol (IP), which stands for a website's online locator. An IP address is a string of numbers assigned to every computer, consisting of four decimal numbers ranging from 0 to 255 separated by periods. While these random series of numbers are great for computers, it is much easier for humans to use words they can remember. And like saving a number on your phone, domain names allow us to save 172.217.3.196 as google.com (as an example).

All domain name registrations are overseen by the Internet Corporation for Assigned Names and Numbers ([ICANN](#)), which allocates and assigns IP addresses, runs accreditation systems for domain registrars and keeps a centralized database of all domain names and their IPs. As we will see in more detail later in this guide, the ICANN also has the authority to approve new domain extensions (also known as TLDs), manage them and shut them down if they do not follow the determined rules.

It is important to keep in mind that, while domain names are commonly referred to as URL (Universal Resource Locator) or web address, they are just a part of it (albeit a crucial one). The basic form of a domain name consists of two elements: name and extension. In our case, "monarch-productions" is the name and ".net" is the extension. However, if you look at your browser's address bar, you will notice there are a lot more parts to it, all of which come together to make up this page's web address.

### How Do Domains Work?

The internet is a massive worldwide network of computers connected to each other through a global submarine grid of cables. Each of these computers, regardless of whether they work as personal devices or servers, is found by an IP address that allows them to communicate with each other to send, find and retrieve web data.

Domain names are simply user-friendly versions of these IP addresses, connected to specific websites. For computers to be able to find the right web pages, however, the random word strings must be converted back to numbers. This is where the domain name system comes in.



Also known simply as DNS, the domain name system translates any domain name entered in a browser into a computer-readable IP. The system is overseen by ICANN and is commonly compared to old-school phone books where you would search for anyone's name to find their number. If you are too young to understand that reference, think of it as a smartphone contact list that holds numbers with which you have never interacted.

When you enter a domain name into a web browser, a request is sent to DNS servers who search for the name servers connected to that specific domain and send your request to them. The web hosting provider manages these name servers, and after finding the relevant IP, they will send the request to the web server where the website files are stored. The web server uses the IP to find all files associated with it and send all the data back to the browser. All of which happens in under 3 seconds.

## **Different Types of Domains**

### Top-level domains (TLD)

A top-level domain, referred to as TLD or domain extension, is the rightmost segment of a domain name, found after the last dot and serves to recognize certain characteristics of a website address such as location and purpose.

There are currently 1,503 TLDs available for registration, the majority of which have been added in the last decade, distributed across several types of TLDs. Let us look at the most popular categorizations:

### **Generic Top-Level Domains (gTLD)**

Commonly known simply as gTLDs, generic top-level domains are made of three or more characters and are open for registration by anyone. gTLDs account for most domain extension options, with more than a thousand added in recent years through ICANN's [New gTLDs program](#). Available options range from the traditional *.org*, *.com* and *.net* to rising options such as *.icu*, *.app* and *.wyz*.

### **Sponsored Top-Level Domains (sTLD)**

As the name implies, sponsored top-level domains are those supported and supervised by private organizations. There is a small, limited number of sTLDs available, and all registrations must be approved by the agencies or businesses in charge of them and follow a series of predefined community theme concepts.

### **Country Code Top-Level Domains (ccTLD)**

There are 312 country code top-level domains set up for specific countries or territories, identifying them with a two-letter string.

While country code top-level domains were originally intended for business and individuals operating in specific geographical areas, there is also a considerable number of website owners who register ccTLDs for branding purposes or to take advantage of certain benefits. This is the case with extensions such as *.ai* (Anguilla), which is particularly popular within companies in the artificial intelligence industry, and *.gg* (Bailiwick of Guernsey), which has seen a significant popularity rise in the gaming sphere

### **Selecting Your Domain**

In 2022 the choice of registration companies is never-ending. Popular registrars like GoDaddy®, BlueHost®, Network Solutions, and HostGator®, are all excellent companies to choose from, however, there are hundreds of others as well.

Keep in mind, these companies may all have your desired domain name available, but their costs are high. In fact, any registrar you choose has access to the same global database of available domains as smaller companies, and ALL must follow the same regulations set by ICANN.

## **The question becomes: why pay more for something when it is not necessary?**

Our contractual registrar is Idotz. Using them for all domain registrations guarantees our clients the lowest pricing available, per year. We recommend registering your chosen domain for a minimum of 1 to 2 years, and not more than 5 years in advance.

There are a few key factors we recommend in making your choice of a domain.

1. Keep it as simple as possible.
  - a. For a business named Piper's Quick Plumbing, we would suggest PQPlumbing.com or PQP.com
2. Uniqueness is key
  - a. The above sample helps keep it short and simple, and easy for people to remember. The more unique the domain, the more it stands out for people. Plus, it increases the chances of the domain being available to be registered on your behalf.
3. Another fantastic way to find out what kinds of website names work well is to look at the most popular sites in your niche.
  - a. Certain keywords and phrases are likely to be more popular than others. While you do not want to copy those website names, they can help to at least give you a basic idea of how long it should be and what kinds of words you might want to use.
4. You can make a business name catchy in a couple of ways. Words that rhyme is an excellent example.
  - a. The same applies to an industry-relevant pun (while this one may be difficult to conceptualize, it is an absolute winner most of the time!). You want people to instantly remember your brand when they are looking for such products and services.

## **Personal Domains**

Much of what applies to finding the right business domain, can be used for a personal domain. Your choice should be specific and as short as possible.

While doing your research, keep at least three variations of what you want in mind. This way if your top choice is not available, other variations may be.

Thanks for taking the time to read this tutorial. Now that you are ready to get started with your project, please click on the FORMS link at the bottom of this page and fill out the Domain Registration and send it to us.