

# Domains

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# What is a Domain Name

- A domain name
  - identification label that defines a realm of:
    - administrative autonomy, authority, or control in the Internet,
  - based on the Domain Name System (DNS).

# Types of Domains

- top-level domains
  - highest level of domain names in the root zone
  - country-code top-level domains (ccTLD): Two letter domains established for countries or territories.
  - generic top-level domains (gTLD): Top-level domains with three or more characters
    - .com .edu .gov .gov .info .net

# .com .edu .gov .gov .info .net

- com for commercial organizations, but unrestricted.
- edu for post-secondary educational establishments.
- gov for government entities within the United States at the federal, state, and local levels.
- info for informational sites, but unrestricted.
- net for originally for network infrastructures, now unrestricted.
- org for originally for organizations not clearly falling within the other gTLDs, now unrestricted.

# Importance of a Domain Name

- If you ever change your web host, your domain name goes with you.
  - Your regular visitors or customers who knew your site name as [www.test.com](http://www.test.com) (for example) would not have to be informed about a change of URL. They would simply type your domain name and they'd be brought to your new site.
- A domain name gives you credibility.
  - would be willing to do business with a company with a dubious URL like <http://www.geocities.com/whatever/12345>.
- Branding, think Coke
  - [www.coke.com](http://www.coke.com)

# Registration

- registering the name you want with an organisation called ICANN through a domain name registrar.
- What is ICANN
  - Internet Corporation for Assigned Names and Numbers
  - Responsible for :
    - Internet Protocol (IP) address space allocation
    - Protocol identifier assignment
    - Generic (gTLD) and country code (ccTLD) top-level domain name system management
    - root server system management functions.

# ICANN

- Sorts out Domain fights
  - It tells people you CAN'T
    - Uses UDRP (Uniform Dispute Resolution Policy)
    - a domain registrant must agree to be bound by the UDRP — they cannot get a domain name without agreeing to this.

# UDRP

- A complainant in a UDRP proceeding must establish three elements to succeed:
  - The domain name is identical or confusingly similar to a trademark or service mark in which the complainant has rights
  - The registrant does not have any rights or legitimate interests in the domain name
  - The registrant registered the domain name and is using it in "bad faith."



# More UDRP

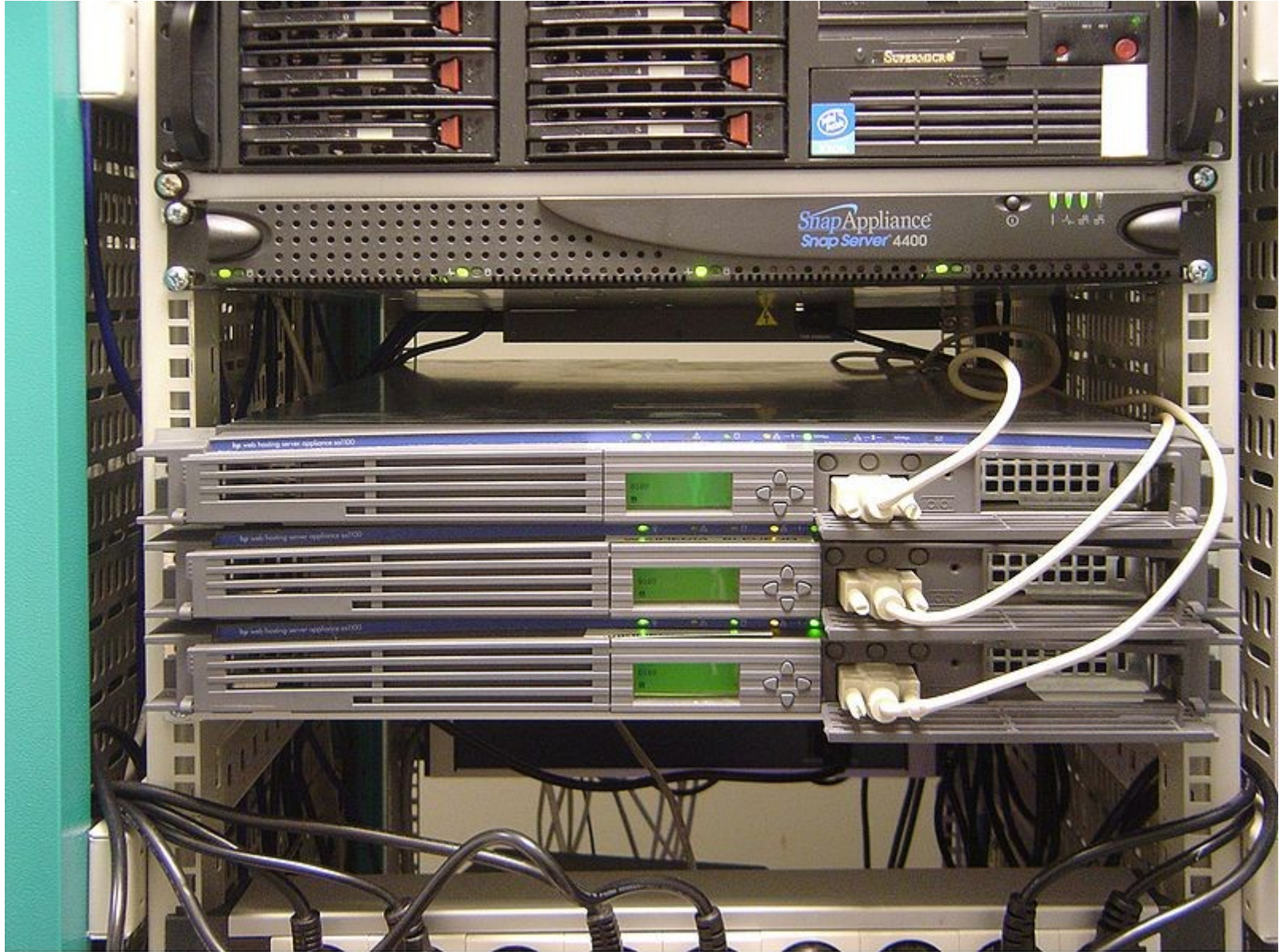
- In a UDRP proceeding, a panel will consider several non-exclusive factors to assess bad faith, such as:
  - Whether the registrant registered the domain name primarily for the purpose of selling, renting, or otherwise transferring the domain name registration to the complainant who is the owner of the trademark or service mark;
  - Whether the registrant registered the domain name to prevent the owner of the trademark or service mark from reflecting the mark in a corresponding domain name, if the domain name owner has engaged in a pattern of such conduct
  - Whether the registrant registered the domain name primarily for the purpose of disrupting the business of a competitor
  - Or Whether by using the domain name, the registrant has intentionally attempted to attract, for commercial gain, internet users to the registrant's website, by creating a likelihood of confusion with the complainant's mark.
    - e.g. Coke.com Coki.com

# Famous UDRP Cases

- Bruce Springsteen -v- Jeff Burgar and Bruce Springsteen Club (bruce lost but won after appeal)
  - Case No. D2000-1532
  - <http://www.wipo.int/amc/en/domains/decisions/html/2000/d2000-1532.html>
- Bebo.ie, which was registered in bad faith, was handed back to its rightful owners last year.
- airfrance-suck.com (lost to airfrance, he/she never used it)
  - The salient points being:
  - The "suck" suffix can be a legitimate defence
  - A lot of "suck" or "sucks" related WIPO cases end up being ruled in favour of the trademark holder
  - If you're going to register a "brandnamesucks.com" type domain you need to actually use it

# Hosting

- What is hosting
  - Hosting is your computer on the internet
  - Hosting gives you an computer connected to the internet 24 hours of the day, 7 days a week





# What type of hosting

- Dedicated hosting
  - This is your own machine physically in a server room
  - You have your own machine, this means that:
    - You rent the server
    - You rent access to the internet
    - You can do anything on the server
    - You can install what you want
    - technical knowledge and expertise needed

# Hosting Continued

- Shared hosting
  - This is buying a peice of a server
  - There is less flexablity in this type of hosting
  - You only have a directory on the webserver
  - You cannot control the webserver
  - The web server remains the responsibility of the hosting provider

# More Hosting terms

- Free web hosting service
  - Supported by advertisements, and often limited when compared to paid hosting.
- Virtual Dedicated Server
  - Divides server resources into virtual servers, where resources can be allocated in a way that does not directly reflect the underlying hardware.
- Colocation web hosting service
  - User owns the colo server.
  - The hosting company provides physical space that the server takes up and takes care of the server.



# Even More Hosting terms

- Cloud Hosting
  - Hosting based on clustered load-balanced servers and utility billing
  - Pay for each cpu cycle
- Clustered hosting
  - multiple servers hosting the same content for better resource utilization
  - Clustered Servers are a perfect solution for high-availability dedicated hosting

# Hosting configuration

- What software do you get
  - Database server software.
  - Scripting software.
  - Operating system.



# Hosting Operating systems (Linux)

- Linux server operating system
  - Flavours include
    - Ubuntu, Redhat, Suse
- Also Known as the LAMP platform
  - Linux (operating system)
  - Apache (web server)
  - MySQL (Database)
  - PHP/Perl/Python (Programming language)



Getting Started

- Windows Media Center
- Calculator
- Sticky Notes
- Snipping Tool
- Paint
- Remote Desktop Connection
- Magnifier
- Solitaire

All Programs

Search programs and files

Shut down

- al
- Documents
- Pictures
- Music
- Games
- Computer
- Control Panel
- Devices and Printers
- Default Programs
- Help and Support



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# Hosting Operating systems (Windows)

- Windows operating system as the hosting platform.
- The customer still can choose from
  - PHP, Perl, and Python
  - **May also use ASP .Net or Classic ASP.**

# Web Content Management systems

- Web Content Management systems
  - Also known as CMS
- Used for creating and managing HTML content
- Allow users with little knowledge of programming languages or markup languages to create and manage content with relative ease.
- allows non-technical users to make changes to a website with little training.

# CMS

- Some of the more popular CMS are
  - Drupal (Open-Source)
  - Joomla! (Open-Source)
  - DotNetNuke (ASP - Microsoft)
  - SharePoint Server (ASP - Microsoft)



# OVER TO YOU

## The Challenge

1

Get a Domain Name, look for one and get a price

2

Buy the best value web hosting for the budget given to you.

(Dont buy it, just give me the price)