

ISM BEST WESTERN CENTRALIZED ADVERTISING WEBSITE PROGRAM

How To Register A Domain Name

The process of registering a domain name that will eventually be used as the primary part of your property's Internet website address has actually become a lot easier over the last few years, and a lot less expensive. Typically there are three major steps involved. The following is a discussion of each step in the order in which they are followed:

1. The Registrar

After a domain name is selected (see, *Selecting A Good Domain Name*) and determined that it is available, you then must decide which Internet-based Registrar you are going to use to register your domain name. You should be familiar with at least one Registrar, from the domain name selection process, **Network Solutions**. Network Solutions (www.networksolutions.com) is the first and largest registrar of domain names that offers a full range of Web-related services, including domain names, websites and e-mail. **Register.com** (www.register.com) is another popular organization with similar services.

There are other Registrars—to find them, simply do a search for “domain name registrars” in any Internet search engine. It does not matter which one you use, the important thing is that each one of the aforementioned registrars offers you the ability to manage your domain name account remotely over the Internet via a web browser. This will become important later on when the site is ready to be launched (or go live).

2. Placing The Order

This is a pretty straightforward step. Each Registrar has their own preferred method to go about doing this, but all of them contain common elements. They are:

- A field to input your chosen available domain name.
- Select the Top-Level domain you want: “dot-COM,” “dot-NET,” “dot-ORG” for example.
- Billing information (which usually asks for a major credit card as the preferred form of payment).
- Selection of a Username and Password to access the account.
- Verification of the order/payment (usually via email).

The entire ordering process can be done over the Internet via your web browser. There is also the option to telephone the Registrar's toll-free sales number (usually found on their websites) and place the order with a sales representative. The advantage of doing it over the Internet is that your order is processed almost immediately, and you can be managing the account right after that.

3. Managing The Account

This step is more an afterthought that you do not need to immediately implement. The things to note here are as follows:

- ▶ You can include other people into your account management team who can update and make changes to your domain name's account. This can include an Administrative Contact and a Technical Contact. Please refer to the following that describes what the different roles are.

The Primary Contact has full authority to make changes to the account. This individual can assign Administrative and Technical Contacts to the Account, purchase additional products and services, configure all services, and approve all transfer requests. (When the Account Holder is an individual, the Primary Contact = the Account Holder. When the Account Holder is an Organization, the Primary Contact has full authority to act on behalf of the Account Holder.)

The Account Administrative Contact can assign other Administrative and Technical contacts, purchase additional products and/or services and configure DNS services.

The Account Technical Contact can configure all domains and services.

Account Management Privileges	Account Holder /Primary Contact	Account Administrative Contact	Account Technical Contact
Assign Account Contacts	Yes	Yes	No
Approve Domain Name Transfers into Account	Yes	Yes	No
Approve Domain Name Transfers out of Account	Yes	No	No
Purchase Additional Services	Yes	Yes	No
Configure Domain Name Servers (DNS)	Yes	Yes	Yes
Turn On/ Off Domain Protect	Yes	No	No

- ▶ You can also perform the ever so vital operation of DNS changes. Without this ability you could never point your domain name to the Internet web server that will host your property's website. Please refer to the following for a brief description of what is DNS.

All servers connected to the Internet are assigned a unique IP address so they can be properly located. The Domain Name System, or DNS, is a network of databases spread throughout the Internet that is responsible for routing easy-to-remember text-based domain names to their corresponding numeric IP Addresses, for example www.networksolutions.com routes to 216.168.224.69.

And that's pretty much it. Your only other decision is to determine whether or not you should have retain ownership of your domain name or have the ISM webmaster register and own it for you as described in the *Overview Of The Website Creation Process* document provided in your **Welcome Kit**.

If you have any further questions or would like to be "walked" through the process, please contact ISM webmaster at (617) 353-1822, x.189.