

Domain Name Essentials

The Domain Name Essentials are just that: products that every domain registrant should have in order to immediately leverage his/her domain registration. The following overview will acquaint you with the available offerings in the Domain Name Essentials product family.

The Domain Name Essentials product family includes the following offerings:

- Domain name forwarding.
- Domain name masking.
- Starter and “parked” pages.
- Business registration.
- Certified domains.
- Domain appraisals
- Email accounts.

Domain Name Forwarding

Product Overview

Domain name forwarding, which can be applied to any domain, is a service that instantly redirects all domain traffic to a predetermined Web address.

Customer Benefits

- Allows any domain name to redirect visitors to a difficult-to-remember Web address.
- Funnels Web traffic from multiple domains to a single destination.

How it Works

When a visitor lands on a forwarded domain, he/she is immediately redirected to a designated Web address.

Figure 1 – Domain name forwarding redirection



Domain Name Masking

Product Overview

Domain name masking – used in conjunction with domain forwarding – ensures that that URL in a Web browser's address bar remains the one that was typed in, even after the Internet user has been redirected to the destination address. This functionality serves to conceal – or “mask” – the fact that a domain has been forwarded.

Customer Benefits

- Prevents visitors from detecting that they have been redirected.

How it Works

Masking works along with domain forwarding to redirect Web traffic to a new location while disguising the fact that forwarding has occurred.

Figure 1 – Domain name forwarding with masking



Starter and “Parked” Pages

Product Overview

A “parked” page provide an easy, cost-effective means for your customers to promote a message on the Web without having to build an actual Web site. You can offer your customers the following options:

1. One-page starter Web sites leverage a library of design templates that allow users to individualize site layout, copy and images.
2. Standard parked pages inform visitors that a Web site is “coming soon.”
3. Eye-catching “For Sale” pages let interested buyers know that a domain is for sale and informs them how to contact the seller.

Note that your business name will appear on your customers' parked pages.

Customer Benefits

- Establishes a professional, attractive Web presence in minutes.
- For speculators, actively advertises that the domain is for sale and solicits offers from interested parties.

How it Works

Attractive one-page Web sites can be created and published to the Internet in minutes. “For Sale” pages are even easier to use.

Figure 1 – Starter Web page setup wizard

The screenshot shows a wizard interface with a progress bar at the top containing four steps: 1. INTRODUCTION, 2. CATEGORY, 3. TEMPLATE, and 4. The current step is highlighted. Below the progress bar, the domain name 'DOMAINNAMEGOESHERE.INFO' is displayed. A yellow banner reads 'Step 2: Choose Your Page Type'. Below this, a text prompt says 'Choose one of the four categories of web sites below and then click next.' At the bottom, there are two buttons: 'PREVIEW' and 'MAKE IT LIVE'.

Figure 2 – Parked page setup interface

The screenshot shows a 'Build Your Domain For Sale Page' interface. It includes a 'View Example' link, a heading 'Follow these steps to setup your web site.', and two steps. Step 1 is 'Select the Domain Name:' with a dropdown menu showing 'DOMAINNAMEGOESHERE.NET'. A note below states: 'Note: This service requires specific name servers (TESTPARKDNS02.SDL1.SECURESERVER.NET). Setting up domain if needed and may, in rare circumstances, affect e here to contact our customer support.' Step 2 is 'Assign Email Address where you would like inquiries for the purchase of this domain name sent.' with a text input field containing 'name@domainnamegoeshere.name'. At the bottom are 'SAVE SETTINGS' and 'CANCEL' buttons.

Figure 1 – Business Registration landing page



Product Overview

Business Registration is your customer's complete online listing – including Web site, phone number, and more – and is instantly available to everyone who searches for their domain name in the Whois database.

Customer Benefits

- Provides shoppers with all your registrant's vital information in just one click.
- Give potential customers a special message or offer.
- Help visitors locate your customer's place of business with a detailed online map (international mapping available for 67 countries).
- Includes FREE Online Business Card Web site.
- Can show visitors what their domain name is worth.

How it Works

During the domain name registration process, your customers will select their registration type, where they may choose Business Registration. Once purchased, they will set up their Business Registration information by logging into My Account after purchase. Upon a Whois search, the following Business Registration format will display:

Figure 1 – Business Registration display

Business Registration

Search Results for:
BEST-WIDGETS.COM

Search again

Enter a domain name: .com

Business Information

[Registrant](#)
[Administrative](#)
[Technical](#)
[Domain Servers](#)

BEST-WIDGETS, INC.

(123) 456-7890 phone
(123) 456-7890 fax

1234 Jones St.
Anywhere, Anystate 12345

www.best-widgets.com
bb@widgets@best-widgets.com

Business Type: Financial
Headquarters: Anywhere, Anystate
Operating Hours: Monday: 8:00AM to 5:00PM; Tuesday: 8:00AM to 5:00PM; Wednesday: 8:00AM to 5:00PM; Thursday: 8:00AM to 5:00PM; Friday: 8:00AM to 5:00PM

Description: At Best-Widgets, Inc., we have widgets for every need - residential, commercial, industrial and specialty. You can shop online anytime, day or night - and with our express shipping option, we'll have your widgets to your front door in no time. Call us today and hear about our hot deal on the fastest chopping widget you can find!

Additional Business Information

Best Catering Supplier 2005
recognizes the area caterer offering the highest quality, reliability and service to its customers.

The BBBOnline Reliability Seal confirms that Best Widgets is a member of the local Better Business Bureau.

SAVE 10% TODAY!
Simply enter code **XYZ** in your shopping cart when you order at Best-Widgets.com

Chopper Widget
The fastest chopping widget on the market.
List Price: \$49.99

Company Links
[View Privacy Policy](#) [View Financials](#) [View Press Relations](#)

BEST-WIDGETS.COM




For Sale Information

This Domain has a **CERTIFIED DOMAIN NAME APPRAISAL**

Certified Appraisal
Name: BEST-WIDGETS.COM
Value: \$50,000 - \$100,000
Certification Date: October 17, 2005

This domain was appraised by Domain Name Appraisals. The certified estimate of the value of this domain was based on multiple characteristics, including scores for Commercial Use; Brand Recognition; Name Length; Top Level Domain Value; Hyphens; Numerics; Word Count; Comparable Listings; Search Frequency; Search Engine Friendliness; and Human Verification.

Alexa Trend



Current Traffic Rank: 28333
Online Since: 02-May-2000

Traffic Trend



Look for the Quick Help icon for fast answers and tips.

Please note, except solely in connection with our Company's validation, the data contained in our Company's WHOIS database, while believed by the company to be reliable, is provided "as is" with no guarantee, representations or warranties regarding its accuracy, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose or non-infringement, as well as about the accuracy of the information in the Deluxe Business Registration. Our Company is not responsible for any images or information contained in the Deluxe Business Registration. Our Company's validation relates solely to the verification of such domain name owner's contact email address(es) and to no other information. The information in the Deluxe Business Registration is provided for the sole purpose of assisting you in obtaining information about domain name registration records. Any use of this data for any other purpose is expressly forbidden without the prior written permission of our Company, Inc. By submitting an inquiry, you agree to these terms of usage and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam. You further agree not to use this data to enable high volume, automated or robotic electronic processes designed to collect or compile this data for any purpose, including mining this data for your own personal or commercial purposes. In the event you feel there is an issue or problem with the information or images, please do not hesitate to contact us at abuse@suriosper.com

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Figure 1 – Certified Domain landing page



Product Overview

The Certified Domain process inspires confidence in visitors by verifying origination of a domain, as well as the identity of the domain originator.

To acquire Certified Domain accreditation, domain originators undergo a credentials check that confirms the contact information provided with their registration. Once the credentials have been authenticated, a non-transferable Certified Domain seal is electronically issued that your customers can load to their Web site and Whois display.

Customer Benefits

- Helps your customers prove that they're the 'real deal.'
- Quick certification.
- Keeping sites certified is easy.
- Certified Domain seal is dynamic.

How it Works

After purchase, customers submit a certified domain application. The verification process begins immediately and generally can be completed in ten minutes, with the Certified Domain seal issued to their site within one business day.

Once the distinctive Certified Domain seal is authorized to display on your customer's Web site and Whois page, it remains there until it expires or until a change in their domain contact information makes it necessary for them to reapply for accreditation.

Figure 1 – Domain Appraisals landing page



Domain Appraisals

Product Overview

A domain appraisal reviews the market value of a given domain name. Two types of appraisals are available: Express Appraisals and Certified Domain Appraisal. An Express Appraisal is an automated process that incorporates such factors as the domain's brand recognition, length, top-level domain, and word count. Certified Appraisals use the same metrics as Express Appraisals but add a human review by an industry expert to further determine the domain's value.

Customer Benefits


- Provides a quick and qualified evaluation of a domain's current market value.
- Express Appraisals are completed in two hours or less; Certified Domain Appraisals are completed in two business days or less.
- Certified Domain Appraisals include a Certified Domain Appraisal seal.

How it Works

The user selects the desired appraisal type, then enters the applicable domain. Depending on appraisal type, results are available within two hours or two business days.

Figure 1 – Domain appraisals interface

Choose the appraisal that works best for you: **Add Express Appraisal**

- Based on 5 critical factors 
- Results in 2 hours or less
- Appraisal displayed via a secure Web page

 Add Certified Domain Appraisal


- Review by industry experts
- Results in 2 business days or less
- Includes a Certified logo/certification indicator 
- Appraisal displayed via a secure Web page



Figure 1 – Email Account landing page



Email Accounts

Product Overview

Email accounts enable the creation and management of personalized email addresses, which can correspond to any domain name the customer has registered, regardless of where the domain is registered or hosted.

Email plan overview:

- Complete Plan – 1 mailbox, 25MB storage space.
- Deluxe Plan – 5 mailboxes, 1000MB storage space.
- Premium Plan – 100 mailboxes, 2000MB storage space.

All email accounts include free Web-Based Email, our smooth, advanced Internet-based email client that incorporates spam-filtering technology and SMTP (Simple Mail Transfer Protocol) relay. Advanced add-ons, including Online File Folder, Online Group Calendar, and Fax Thru Email, are seamlessly integrated with the Web-Based Email interface.

Customer Benefits

- A central element in establishing a Web presence.
- Email address can be set to correspond to any of the user's registered domains.
- Generous storage space.
- Instant notification of new messages in Web-based Email for up to five separate email accounts with the Desktop Notifier.
- Dedicated outbound email resources with SMTP relay.

- 256-bit encryption keeps email contents and attachments private, and personal information protected.

How it Works

Web-Based Email is one of the most versatile and powerful Internet-based email clients available. The client is richly-featured, streamlined and intuitive.

Figure 1 – Web-Based Email inbox interface

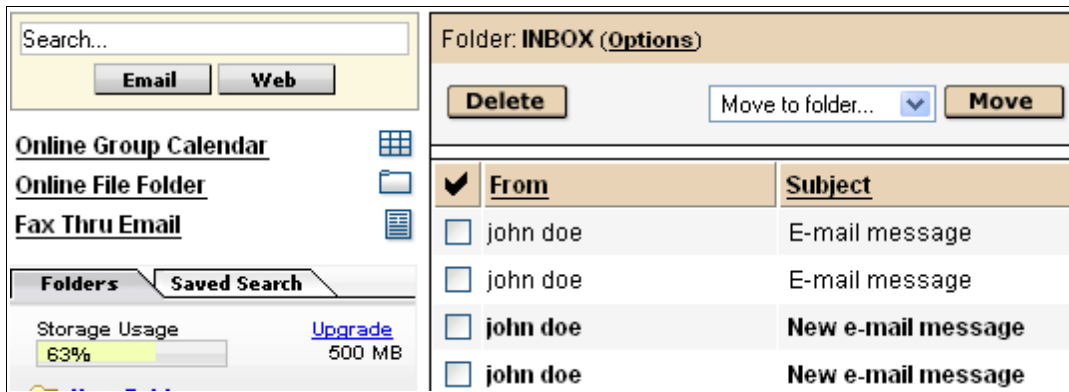


Figure 2 – Web-Based Email mail-composition interface

