

DOMAIN NAMES

BEST PRACTICE

Your domain is your address on the internet, usually your website can be found at your domain, and you can also setup your email at your domain. This best practice guide covers what you should look at when registering a new domain, and what you should check on any existing domains.

CHOOSING A DOMAIN

TYPES OF DOMAIN

There are a couple of TLDs (Top-level domains) to choose from. These make up the last bit of your domain. .com .net .org are all international TLDs, and in the UK we also have the .uk TLD.

.COM

Most widely used TLD, instantly recognised

.ORG

Instills trust and credibility because of its strong associations with charities.

.NET

One of the oldest TLDs available. Short, memorable and familiar.

.UK

Used by websites originating from the UK

There are other geographic and sector domain TLDs available, but it doesn't usually make sense for a UK school to use a domain intended for use by another country or sector.

.UK DOMAINS

.uk domains include all domains ending in .uk. Most commonly these are .co.uk, .org.uk, and .uk. These .uk domains are regulated by Nominet - the registry in charge of UK domains.

.CO.UK

.ORG.UK

.UK

.SCH.UK DOMAINS

As well as the other more commonly seen .uk domains there is a special .sch.uk domain exclusively available for UK schools.

Your school may already have this domain and be using it, but consider this domain first before registering another one.



.SCH.UK

If you don't want to use your school domain because it's too long or doesn't mean anything to school then you could consider changing it through Nominet. It would still need to follow the standard format though - school-name.area.sch.uk.

AVOID CONFUSION

Make sure your domain makes sense to visitors, it should also be short and memorable.

You also need to think about how it will read to others! Your eyes may see it differently.

teacherstalking.org

Not a website about stalking teachers, but where teaching resources for modern foreign languages can be found.

childrenswear.co.uk

Not a website for foul mouthed children, but for children's clothing.

speedofart.com

Not a website for flatulent swimmers instead for art lovers.

choosespain.com

Not a website anything to do with pain, but holidaying abroad in Spain.



Use - to indicate a SPACE

YOUR DOMAIN DETAILS

DOMAIN REGISTRARS

A domain name must be registered with a registrar. A registrar is the company responsible for registering your domain name with the registry and providing options to manage your domain name.

Whichever registrar you pick make sure they can register the domain TLD you want, and can offer the support that you need.

Alternatively you can appoint another company to manage your domain for you, and they will appoint a registrar to manage your domain.



YOUR DETAILS

Regardless if you're managing your domain yourself or if you've appointed another company to do it on your behalf, the details on the domain should be correct.

There are 2 main sets of contact details that need adding to your domain.

REGISTRANT

The registered owner of the domain, this should be the name of the school.

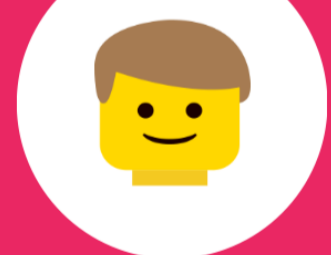
If it's a .uk domain it should be registered as a UK school.



ADMIN

The contact responsible for administering your domain.

Either someone internal or the external company (if appointed to manage your domain)



If your registrant details are not your school then the school does not, especially if it, and if something goes wrong it may not be possible to recover your domain, especially if it is managed externally.

For .uk domains registrant details should be changed through Nominet (a small fee applies). For other TLDs this can usually be changed within the your domain admin.

CONTROLLING YOUR DOMAIN

NAME SERVERS & DNS

DNS settings allow you to control what happens when someone puts your web address in a browser, or sends an email to someone@yourdomain.TLD.

You can add different types of records including A Records (Used to direct traffic to a website) and MX Records (Used to direct emails)



Your domain will use the DNS settings set by the name server for the domain. Usually a domain can use the name servers provided by the registrar, but that's not always the case.

DON'T FORGET

If you've setup a new domain your existing domain won't automatically disappear.

The best thing is to re-direct your old domain to your new domain. Then anyone who visits your old domain will be re-directed to your new domain.

Use these tips to make sure your domain name is being used and managed correctly. Domain management is a service Schudio can offer, but with these tips you should be able to successfully manage your domain yourself.

If you'd like more details on domains, domain management or any of the other services we offer, please get in touch.

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