



101 Essential Domain Name Resources - 2002 Edition

Introduction

It's sad but true - I have spent most of the last three years surfing the Net, visiting all kinds of sites relating to the domain name industry. Most have been terrible, but some have managed to hold my attention for a while, turning me from a first-time visitor into a repeat visitor. The very best sites have impressed me enough that I have added them to my browser bookmark file.

Rather than just keep these bookmarks to myself, I have decided to publish them in this "101 Essential Domain Name Resources". That way, I hope I can save you some time when looking for a particular type of domain name resource.

Such is the nature of the web, I'm sure there are great domain name resources not on this list. There might even be great domain name resources I have never heard of or visited. However, I hope this list contains just about every type of different domain name resource most people could want or need.

A few of the resources on this list have been created by me, for which I make no apology. Having dedicated most of the last three years to the researching and understanding of this business, it shouldn't be a surprise that I have managed to create a few resources of use to other people. Indeed, it would be rather sad if I hadn't :)

If you feel particularly strongly about any included resources that shouldn't have been, or any resources that should have been included but weren't, please drop a line to me, guru@domainguru.com. I will take all suggestions on board for the 2003 Edition.

Please note, the latest version of this document can be found at:

http://www.domainguru.com/download/101_Essential_Domain_Name_Resources.pdf

Thanks again, Lee Hodgson, [Domain Guru](#)

Add These Resources to your Favorites / BookMark List

If you would like to download these links into a categorized favorites / bookmark file, just follow these instructions for your particular browser:

Internet Explorer 6

1. Start the "Import/Export Wizard" by selecting "File -> Import and Export", then click "Next".

2. Choose the "Import Favorites" action, then click "Next".
3. Paste the following URL into the "Import from a File or Address" box:
<http://www.domainguru.com/download/bookmark.htm>
4. Click "Next"
5. Select the location where you would like to place the Domain Guru bookmarks. Please note all bookmarks are enclosed in a folder entitled "DomainGuru's 101 Essential Domain Resources", so you are safe selecting the root "Favorites" folder.
6. Click "Next" then "Finish".
7. You should now be able to access Domain Guru's 101 most favorite domain resources.

Now, onto the list ...

101 - Unclaimed Domains

Probably the first site to ever publish lists of expired domain names, Unclaimed Domains is the grandfather of expiring domain sites. The format hasn't really changed since launch, however, and this service is now well behind the pack.

100 - Domain Guru's Expiring Domains Tool

A good example of a more modern expiring domains service, this free site allows you to perform keyword-based searches of a database containing millions of on-hold, expiring, and expired domain names. You can restrict searches by domain length, top-level domain, and also expiry date.

99 - All Domains

The second entry into the chart for an ICANN-accredited domain registration service, All Domains allow you to register a wide variety of domain names, including .ac, .ms, .to and .vg. This is one registrar to consider if you are looking to register country code domains, or any other names outside the "usual suspect" domains: .com, .net, .org, .info, and .biz.

98 - .info Domain Registry

For first hand information about any particular top-level domain, you need to locate the web site of the company in charge of the domain registry. For the .info domain, the company is Affilias Inc. and you can learn all about them here.

97 - It's Your Domain

The 2nd-entry for an ICANN-accredited domain registrar, this company makes it because of their affiliate program. If you have a web site and want to add a domain search box to make some money selling domain registrations, take a look at It's Your Domain.

96 - Online NIC

Another ICANN-accredited registrar, Online NIC have positioned themselves as a registrar for resellers. They offer low prices for bulk orders, and also an easily-integrated API. Given that they are based in China, Online NIC are naturally strong players in the International Domain Name ("IDN") market, domains registered using non-ASCII characters.

95 - Domain Notes

One of several domain sites operated by Internet.com, Domain Notes is very much a domain resource site, containing a variety of articles, links and forums. Unfortunately a high percentage of the information presented is outdated.

94 - .biz Domain Registry

The .biz registry has gone through a few crises in its short existence. To keep up with the latest goings on at .biz HQ, head over to the official registry site, operated by NeuLevel Inc.

93 - VeriSign Registrar

Until a couple of years ago, all generic top-level domain names were registered through Network Solutions, now part of VeriSign. Thankfully, ICANN opened up the market late in 1999 and accredited other companies to sponsor domain registrations. You can still register your names with VeriSign, but given their high prices and poor customer service record, you should really try some of the newer registrars instead.

92 - Yahoo! Domain Name News

Given the fast moving nature of the domain name business, keeping up with the latest developments is a time-consuming task. A weekly visit to a domain name news portal is a great way of keeping abreast of recent events, and Yahoo! is a trusted provider of news.

91 - .pro Domain Registry

The .pro domain name was announced by ICANN in 2000 as part of the expansion of the generic top-level domain space. Other domains announced were .biz, .info, .name, .aero, .coop, and .museum. Although the .pro registry has still not yet launched, the promise of a "secure" domain for doctors, lawyers, and other professionals gives this domain an interesting future.

90 - VeriSign International Domain Name Registrations

Thai Script

Used in 6 Southeast-Asian languages, including:
Kuy, Lavna (Lawa), Northeastern Tai, Northern Tai, Pali, Thai.

กบขจคค

Lao Script

Used in the Lao (Laotian) Language (Laos).

ກຂຄງ

Tibetan Script

Used in 4 Asian languages, including:
Dzongkha, Ladakhi, Tibetan, Zangskari.

ཀའཕགས་ལྗང་

Khmer Script

Used in the Khmer (Cambodian) Language (Cambodia).

កខគឃងថ

Although many ICANN registrars now accept registrations for non-ASCII domain names, very few have web sites that make the process straightforward. In fact, registering a non-ASCII domain name can be a nightmare on many sites, often resulting in a wasted registration. VeriSign's site has great 'virtual keyboard' technology, which allows you to type the domain name you want in a huge range of scripts and languages, ensuring you can register international domains whatever keyboard / operating system you are using at the time.

89 - Schlund

Based in Germany, Schlund is an ICANN-accredited registrar that is the first port of call for many German-speaking people when they are looking to register a domain name.

88 - Share A Sale

This site lists affiliate programs you can place on your web site. What's that got to domain names you ask? Simply that most domain owners have one or more "parked" domain names - domains they have registered but not got round to using yet. If that is you, why not put the domain to work and earn some money from it. You won't make a fortune, but if you can find an affiliate program that is a good "fit" for your domain name, you should at least be able to get back the annual domain renewal fees.

87 - Register Fly

One of the more popular registration services around at the moment, they have a good combination of price and features. If they can improve the levels of customer support, they are likely to obtain a much higher position next year.

86 - Buy Domains

Although Buy Domains offer domain registrations and other services, they make an entry in the chart because they are one of the biggest domain resellers around. And when I say "reseller" I mean they actually own many thousands of generic domain names and have them listed for sale on their site.

85 - NameScan Pro

The first entry in the chart for a piece of software, NameScan Pro is a Windows-based tool designed to generate a list of names you might want to register and check their availability across a range of top-level domains.

84 - .us Domain Registry

To find the latest information on .us domain names, including the rules which dictate whether you actually qualify to register them, you need to visit this site. You can also see a list of accredited .us domain registrars here, and find out how to become one!

83 - Easy Space

Based in the UK, Easy Space is an ICANN-accredited registrar that registers a variety of generic and country code domain names. Being UK-based, they are a good place to go if you want to register any of the .uk domains (.org.uk, .co.uk, .me.uk). Interestingly, even though they are based in the UK, all the prices on the web site are in US\$.

82 - .name Domain Registry

This is one domain name that requires quite a bit of explanation. For instance, when registering a .name domain name, you are really registering a "third-level" domain (also known as a "sub-domain"). That is because the .name registry actually reserves all the second-level domains, which are normally known as "domain names". So you can't register smith.name, only pete.smith.name or jane.smith.name. Similar intricacies exist with the set-up for e-mails. Full details can be found on the web site.

81 - Granite Canyon

First entry in the chart for a DNS service, Granite Canyon is one of a number of companies offering free DNS services for domain names. Whilst most domain registrars offer DNS services with their domains, some don't or charge extra. In those cases, you are probably better off getting your DNS services from an external source like Granite Canyon.

80 - VeriSign .com / .net / .org / .edu Domain Registry

VeriSign Inc. is the company responsible for the up-keep of the central database of all domain names registered in the .com, .net, .org, and .edu domains. They took over this responsibility after buying out Networks Solutions. Don't confuse the domain registry with domain registrars. There is only one registry for any one top-level domain, but there can be many different registrars. For example, with .com domains, VeriSign Inc. operates the domain registry but there are about 200 companies accredited by ICANN to be domain registrars.

79 - Domain Name Glossary of Terms

Can't tell your registrar from your registry? Confused what makes a domain transfer different from a nameserver transfer? Still not sure what the difference is between an expiring and an expired domain name? Find out the definition for all these and many more terms using DomainGuru's glossary of domain name terms.

78 - Better Whois

Long regarded as the most reliable Whois tool on the Net, Better Whois is now beginning to show its age. For instance, it works with .com, .net, and .org domains but not .biz or .info. Just as importantly, its popularity is also proving its downfall. VeriSign Inc. is now aggressively blocking access from IP addresses that access their Whois database too many times in one day. Unfortunately Better Whois is so popular that if you attempt to find the contact details for a name registered by the VeriSign registrar, you will probably be out of luck. This is a great tool in need of an upgrade, and also in need of a policy change from the folks at VeriSign.

77 - Direct NIC

Definitely one of the best examples of a "modern" ICANN-accredited domain registrar, Direct NIC provide an attractive multi-lingual web site, competitive prices, and a nice range of features and services that make for an excellent overall package. Definitely worth considering.

76 - Domain Discover

Another ICANN-accredited registrar to make the list, Domain Discover are not in here for their prices! However they do have a great tool on their site. It is a "multi-domain availability-checking tool". Don't be put off by the description, this really is a useful tool. If you have a list of domains that you need to check for availability, simply paste them into the tool and hit "submit". In just a few seconds, you will see which ones are taken and which ones are still available. A great time saver if you have lots of domains to check.

75 - Name Protect

Anyone launching a business online will eventually have to delve in the murky world of trademarks. In particular, before you register a domain name you should check to see if it is already a registered trademark. If so, you might do well to choose a different name. Name Protect is home to a search tool that lets you cross-check your proposed name in a number of different trademark databases.

74 - Register.com

Similar in many ways to VeriSign Registrar, Register.com use their large size and corporate image to attract corporate customers. In turn, this means the prices for retail customers are slightly on the high side. Again, as with VeriSign, the customer support for retail customers tends to oscillate between average and poor.

73 - Target Words

Another way of putting your idle domains to work, Target Words offers a range of services that allow you to make money on a per-click basis. This is a good solution if you have a large number of unemployed domains that don't

have a common theme, and you don't want to spend time looking for affiliate programs to put on them individually.

72 - Domain Name Forum

Reading domain name news is fine, but sometimes you just want to chat with like-minded people about recent events in the domain universe. I don't recommend doing it in your local pub. It's a sure fire way of spending the evening alone. Much better to hit one of the domain name forums to see what everyone is talking about.

71 - Available Domains

Another software tool for Windows users, this one is again used primarily to check a long list of names for availability. It does have some tricks up its sleeves, though. It can create the names for you, based on just a couple of keywords. It can also check for availability in a wide range of top level domains, not just our old favourites such as .com, .net, and .org.

70 - Marks Online

Combining two really useful domain-related tools in one small space, Marks Online has a lot going for it. The first tool allows you to check a word or phrase against the U.S. Federal Trademark database, so you can see if you are in danger of registering a trademarked domain name.

The second tool gives you the opportunity to take a peek into the "zone files" - the huge databases maintained by VeriSign Registry containing every .com, .net, and .org domain name registered that is also listed in the global DNS tables. For instance, by typing "NewYork" into the search box, you could see just how many domain names there are containing the exact text string "NewYork". You can also see who owns the name and visit the web sites. Great fun for a rainy evening, and a thoroughly good research tool.

69 - Yahoo! Domain Name Directory

To view a wide selection of domain sites, take a look at Yahoo!'s domain name category. As with most categories at Yahoo!, the sites listed are a real mixture - worthy entries, unworthy entries, dead links, and a large number of "missing" links - sites that should be included but for reasons best known to Yahoo! were never allowed in.

68 - Escrow.com's Domain Name Escrow

If you have ever bought or sold a domain name in the aftermarket, there is always the thorny problem of how to actually perform the sale transaction. Does the buyer pay 100% up front, 50% up front, or nothing until the domain has been transferred? Wranglings over such questions have torpedoed many a "done deal". If are involved in a domain sale, do yourself and the other party a big favour and use Escrow.com's domain name escrow service. It will save both parties from getting a headache.

67 - Go Daddy

Another ICANN-accredited registrar to make the list, Go Daddy is well known for offering low domain registration prices. However, you should look at the "bigger picture" before deciding that low prices are really the most important thing. For instance, if you ever want to sell a name at Go Daddy, you will be charged a fee for the privilege, and also need to get the sale document notarized. Also, there are no refunds given for failed transfer requests. Given that many transfers seem to fail these days, you are taking a risk by initiating domain transfers into Go Daddy.

66 - Recycled Traffic

This is one of the new breed of expiring domain name web sites. It focuses on a particular niche in the expiring names market - those domain names that have link popularity, and can produce extra traffic for your own site. You can type in a keyword pertaining to your interests, perhaps "hosting", and the recycled traffic engine will return a list of recently expired domain names that have built-in link popularity.

65 - Whois Pilot

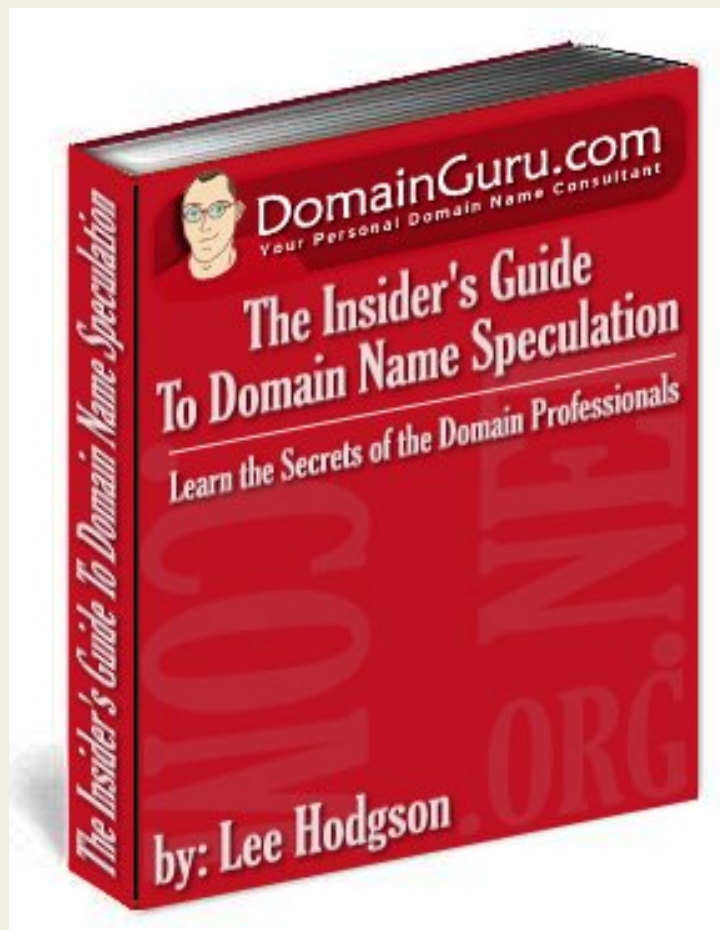
Here is another example of a next-generation expiring domains site. This one is more for the domain speculator, however, as it has lists of on-hold, soon to expire and expired domain names with link popularity. Some of these lists are free, whilst others can be accessed for a fee.

64 - Yah Tool

Our two most recent entries were web-based expiring names tools. This one performs a similar task but is a Windows executable. Yah Tool is a relatively straightforward program that concentrates on doing one task well. The task is processing lists of domain names to see which ones have listings in the Yahoo! search engine. A good tool that does what it sets out to do.

63 - The Insider's Guide To Domain Name Speculation

During the very short history of domain names, only a few domain name books have been penned. Most have been written for people interested in the relationship between trademarks and domain names, and targeted lawyers and others dealing with intellectual property for a living. This book looks at the industry from the other side of the fence - from the point of view of the domain speculator, and is an excellent guide for anyone interested in profiting from the "virtual real estate" of the 21st Century. There is also plenty in here if you just want to secure an expiring domain name for a new web site.



62 - Stargate

Any ICANN-accredited registrar that can combine low prices with good services and customer support is bound to do well. Stargate do a better job than most of the low cost registrars around and are deserving of their place in the chart. The Stargate registration system has a number of nice features, most notably the ability to register a group of domain names quickly and with the minimum of fuss. Great for grabbing names during domain drops.

61 - Nic Genie

Once upon a time, the public had no clue about "domain drops" or "deleting domains" and hence there was no need for services like Nic Genie. To put it simply, Nic Genie is an auction service that allows you to bid on expired domain names that are being deleted in the next few days. For all names that secure bids, Nic Genie use their ICANN-accredited partner, Parava Networks, to try and register the names as they drop. The minimum bid is \$20 and you only pay if the name is secured on your behalf, so there is no risk.

60 - Melbourne IT

Competing with registrars such as Register.com and VeriSign, Melbourne IT do a good job of focusing on the corporate market whilst also providing decent services and support for individuals. They earn a higher chart place than both of their rivals because their customer support is noticeably superior.

59 - ClickBank

One of the better companies on the web, ClickBank manages to combine payment processing with affiliate marketing in one easy to understand and easy to use service which has proved extremely popular. If you buy an e-book or expiring names list from one of the sites in this chart, chances are the payment will be processed by ClickBank.

If you own a domain name web site and want to make extra cash by recommending domain-related products, just visit the ClickBank Marketplace and you will see dozens of relevant products and services you can offer to your site visitors, with affiliates being paid up to 50%.

58 - Web Explode

As an example of a domain site using ClickBank for payment processing and affiliate sales, take a look at Web Explode. They sell a range of domain lists, including off-beat ones like "Available German language dictionary domains".

57 - Names Beyond

An ICANN-accredited registrar that focuses on a niche market, Names Beyond has chosen to concentrate on helping their customers register internationalized domain names (IDNs). IDNs were previously known as multi-lingual domain names and introduced as a test-bed by VeriSign late in November 2000. They work by allowing Unicode-based registrations in character sets outside the current limited range of a-z, 0-9, and the '-' character. Given that the technology is based on Unicode, the range of world languages and scripts supported is fabulous. Unfortunately, the technology is still stuck in the test-bed stage, and it's anybody's guess exactly when the world will be able to access web sites and e-mail addresses that don't rely on ASCII.

56 - Sedo

Whilst there are many domain "trading" sites around, Sedo make the list because they have a network of multi-lingual sites that support trading in a variety of top-level domains. For instance, German visitors will see mostly .de domains on the home page, whilst UK visitors will see .uk names listed for sale. Sedo also promotes "active marketing" which is supposed to increase your chances of selling a particular name.



55 - [Zaygo](#)

One of the best ways to make money from domain names is to offer domain registrations on your own site. Don't just join an affiliate program from one of the big ICANN registrars and send your customers to them. Actually take the registrations on your own site. That way, you get to keep the customer, and get recurring revenues from domain renewals. The quickest way to integrate domain registration services into your own site and have nifty features such as shopping carts included is to get the plug-ins from Zaygo Inc. Well worth a look!

54 - [Echo Arts](#)

Renowned as the best domain appraisers in the business, Echo Arts have been putting values on domain names for years and years. If you are thinking of buying or selling a domain and would like an independent 3rd-party valuation, you will get a fair idea of the name's worth from this company.

53 - [Great Domains](#)

One of the "big two" domain trading platforms, Great Domains was an independent company until it was bought out by VeriSign Inc. in October 2000. Originally, they were very much into brokering sales of headline generic domain names, such as loans.com. However, since the takeover and the burst of the dot com bubble, they now concentrate on being the aftermarket arm of VeriSign's domain registration business. You can still list your names for sale here, but be very surprised if you get any (decent) offers ;)

52 - [Cool Whois](#)

Everyone needs a domain Whois tool at one time or other, even if it is just to find out when your domain expires. If you do Whois lookups on a daily basis, however, then Cool Whois might be the one for you. They have produced a nice little tool that can be dragged onto the Internet Explorer browser bar - cool!

51 - ICANN Watch

ICANN is the most important organization on the Internet today. Through articles and user contributions, ICANN Watch set out to report on what ICANN are doing, how they are doing it, and just importantly, what they aren't doing. This is a great site that focuses on a important subject and does it very well.

50 - Domain Surfer

This site has a "zone file" tool very similar to the Marks Online one featured earlier in the chart. The idea is to type any text string into the search box and Domain Surfer will display a list of generic top-level domain names that contain the string in question. One nice feature is that you can "anchor" the search so that only domain names beginning with the text string are returned. An excellent domain research tool.

49 - Name Stalker

Whilst most programs in this list are Windows-based, this one works on the Mac, hurray! Name Stalker is a piece of software designed to help with domain name management. What you do is tell it all the domain names you own. It then goes away and performs Whois look-ups on your domain portfolio at regular intervals and store this information in a database. So you can see at a glance which domains are coming up for renewal etc. A great tool if you are a Mac-owner with a large number of domains to manage.

48 - Find A Register

This site attempts to answer the question "which company provides the best domain registration services?" It does so by inviting feedback from users as to the pros and cons of each registrar. So before taking the plunge and registering domains somewhere, be sure to head over to Find A Register and check out what other users have made of their services. Some of the feedback will undoubtedly have come from sources close to the registrars themselves ("cough"), but most entries look genuine enough. There should be more sites like this. My only gripe is this site should really be called Find A Registrar rather than Find a Register :)

47 - Google Domain Names Directory

This directory is produced by the DMOZ Open Directory project, but Google have added a welcome twist by sorting the sites according to their "PageRank" system. Not fool-proof, but certainly a better way to order web sites than Yahoo!'s out-dated alphabetical sort. This directory also ranks higher than Yahoo! because of the larger number of sites on offer, and the finer categorization. It's far from perfect, however. Many sub-categories don't have editors or have editors that don't seem to respond to requests to add good sites.

46 - Zone Edit

This is the second entry in the chart for a DNS service. I have personally used their services for a couple of years now and have found them to be ultra-reliable. What's more, for up to five domain names (or zones as they describe them), their standard DNS services are absolutely free of charge. Beat that for an offer!

45 - TuCows Race Convertor

This tool is very specialized, and is only useful if you are interested in internationalized domain names. What it does is convert back and forth between native-language domains and their "RACE" encodings. These are how native-language domains are encoded into standard ASCII domains. It can also accept domains in Unicode and convert these to RACE. If all of this means nothing to you, it's probably not the tool for you. But if you are into IDNs - take a look, it might be just what you have been looking for. Particularly useful if you need to find the RACE encoding for an IDN in order to transfer it from one registrar to another.

44 - DNSO

Correctly known as the "Domain Name Support Organization", this is a group which advises the ICANN board with respect to policy issues relating to the Domain Name System. It's commendable that much of their work is done in public. For instance, they have a "General Assembly" mailing list where contribute to domain name discussions.

43 - Commission Junction

For the widest selection of affiliate programs on the web, head over to Commission Junction. Here you will find a huge range of well-categorized merchants looking to tempt you into advertising their goods and services. A great service to check out if you have some underemployed domain names that could be put to use, but be warned, the site can appear quite complex on first glance.

42 - DynDNS

Dynamic DNS services are all the rage at the moment. They serve the growing band of people who want to run some kind of server across the Net but don't have a static IP address. Currently one of the most popular dynamic DNS services is DynDNS. Like other DNS services featured in this chart, DynDNS offer basic dynamic DNS services free of charge, and only charge for more advanced functionality.

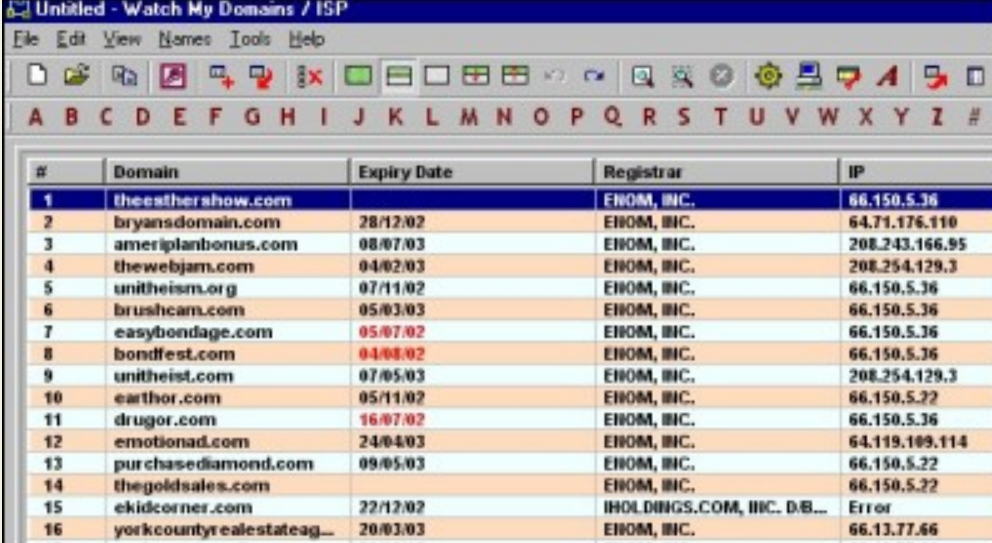
41 - Watch My Domains ISP

Anyone with more than a dozen or so domain names under their control will gradually find a new phrase, "domain management", entering their vocabulary. If you are in charge of hundreds of domain names, it's very easy to get totally swamped by the administrative functions that just have to be done. For a start, you need to ensure all names are renewed before the expiry date, have secure passwords, up to date Whois information for all contacts, and are actually doing what you want them to do.

That's why a new range of timesaving domain management programs have entered the market place. We

featured a Mac program earlier in the chart and now it's turn for the Windows platform. Watch My Domains comes in two editions - the Pro edition (which is featured later on), and this version, the ISP edition.

The ISP version is the heavyweight of the two. It can help you manage an almost unlimited number of domain names because all data is read from and written to an Access database. So if you are managing hundreds of names for your organization and still doing it without the aid of management software, do yourself a favour and download a free trial version. Before the week is out you will undoubtedly be working out how to persuade the boss to buy the full package :)



The screenshot shows a software window titled "Untitled - Watch My Domains / ISP". The window has a menu bar with "File", "Edit", "View", "Names", "Tools", and "Help". Below the menu bar is a toolbar with various icons. A keyboard layout is visible at the top, with letters A through Z and a hash symbol. The main area contains a table with the following data:

#	Domain	Expiry Date	Registrar	IP
1	theethershaw.com		ENOM, INC.	66.150.5.36
2	bryansdomain.com	28/12/02	ENOM, INC.	64.71.176.110
3	ameriplanbonus.com	08/07/03	ENOM, INC.	208.243.166.95
4	thewebjam.com	04/02/03	ENOM, INC.	208.254.129.3
5	unitheism.org	07/11/02	ENOM, INC.	66.150.5.36
6	brushcam.com	05/03/03	ENOM, INC.	66.150.5.36
7	easybondage.com	05/07/02	ENOM, INC.	66.150.5.36
8	bondfest.com	04/08/02	ENOM, INC.	66.150.5.36
9	unitheist.com	07/05/03	ENOM, INC.	208.254.129.3
10	earthor.com	05/11/02	ENOM, INC.	66.150.5.22
11	drugor.com	16/07/02	ENOM, INC.	66.150.5.36
12	emotionad.com	24/04/03	ENOM, INC.	64.119.169.114
13	purchasediamond.com	09/05/03	ENOM, INC.	66.150.5.22
14	thegoldsales.com		ENOM, INC.	66.150.5.22
15	ekidcorner.com	22/12/02	IHOLDINGS.COM, INC. D.B...	Error
16	yorkcountyrealestateag...	20/03/03	ENOM, INC.	66.13.77.66

40 - Traffic Support

For argument's sake, let's say you have one hundred domain names that are just parked doing nothing. You could of course use a site like Commission Junction to put up affiliate programs. But that's going to take time, perhaps more time than it's worth. That's where a site like Traffic Support comes in. After signing up, you can simply switch your domains to the Traffic Support nameservers. Within two days, your domains will automatically have pay-per-click search engines on them, and you get to share the profits from all the clicks generated. A real easy way to find out whether your names are generating any valuable amounts of traffic.

39 - UDRP

The "Uniform Domain Name Dispute Resolution Policy" is perhaps the most important document relating to domain names in existence. As it implies, the UDRP describes a set procedure for how disputes concerning the ownership of domain names can be resolved. The policy was introduced by ICANN in August 1999 as a way of standardizing how domain disputes could be handled - directing them away from time-consuming and expensive court proceedings towards dispute resolution through a small number of approved arbitration services. The policy is very much concerned with protecting the rights of trademark holders and it is estimated that 80% of cases brought before the most popular arbitration service, WIPO, result in the name being transferred to the trademark holder.

38 - WIPO

The "World Intellectual Property Organization" is one of the organizations approved by ICANN to handle UDRP

cases described just above. It is fair to say that WIPO is now the dominant dispute resolution service, as practically all UDRP cases end up going to them. Cynics say this is because WIPO have historically favoured trademark holders, more so than other dispute resolution providers, and it is trademark holders that get the choice where to initiate the dispute. Whatever the reason, if you enter into a dispute regarding the ownership of a domain name, it is likely to be ruled on by arbiters at WIPO.

37 - Fallen Domains

The second entry in the chart for a site that helps you find expiring domain names with traffic attached, Fallen Domains concentrates on locating domains with listings in the major directories such as Yahoo!, DMOZ, and LookSmart. They even have a nifty service called KeyMail that allows you to specify a list of keywords you are interested in, and receive daily e-mails listing expiring domains with directory placements containing those keywords.

What's Fresh?

"Everyday thousands of highly visible domain names are literally slipping through your fingers"

Domain names that for some reason the owners forgot to renew, closed the business, or just plain lost interest in them.

This means that valuable instant targeted traffic is **being wasted** and forced to go to another site. Yeah, you know the one, your competitor. You need the edge, get sizzling hot expired names instantly available to register and stay ahead of your competition.

Domains that are already listed in the in major search engines like Yahoo, Looksmart, dmoz and inktomi. So before you pay for your website to be submitted to a top Search Engine save yourself some time, money and get educated.

Current System Stats	
Todays Expired	18374
Archived Expired	313130
Soon to Expire	127
Dmoz Expireds	5947
Hotbot Expireds	5295
Looksmart Expireds	6
Yahoo Expireds	401

36 - SitePoint Domain Forums

To discuss any topic relating to domain names, check out the domain name forum at SitePoint. There is a community of people here ready and able to answer any questions you might have. Apart from the dedicated domain name forum, SitePoint also hosts a wide range of other forums under their "Master The Web" umbrella. Everything is here from PHP coding to search engine placement, affiliate programs to graphic design.

35 - State of the Domain

Hard data about the domain name industry is not easy to come by. The "State of the Domain" reports by SnapNames Inc. have quickly developed into the research tool of choice for anyone wanting to know current and future trends in the domain name industry. Not only do the SnapNames team provide well-researched, accurate data - they also offer thought-provoking analysis of that data. Essential stuff for anyone involved or interested in the domain name industry.

34 - Market Leap

Ever since the runaway success of the Google search engine, "link popularity" has become one of the major buzzwords in the search engine marketing industry. To get an idea of the link popularity of any domain name, head over to Market Leap and check out their legendary link popularity analysis tools. Here you can enter your domain, plus any three others. Within seconds, you will get a live report detailing how you stack up against the other three sites, as well as the major players in your particular industry. Excellent stuff.

33 - Dot Registrar

One of my favourite ICANN-accredited registrars, Dot Registrar concentrates on being "bulk registration friendly". That means they offer low prices for bulk registrations and also facilities for customers to attempt the registration of a large number of names in a single click - essential if you are trying to catch domains during "domain drops".

Dot Registrar has recently introduced a new expiring domains service called DomWish. List any names you want to grab that are known to be dropping, and Dot Registrar will attempt to register them for you. Simple but highly effective. Another nice feature of their service is that any domain can be deleted within three days of registration and you aren't charged a penny. Great if you are a terrible typist like me!

32 - Afternic

If this chart had been produced in the year 2000, Afternic would have undoubtedly been in the top three, probably number one. The Afternic site was the focal point of the domain speculation boom that took place alongside the tech boom in 1999 - 2000. But things have changed. Where once Afternic was home to a vibrant community of domain traders, now there is just a "virtually" blank home page. The owners, Register.com, also sadly chose to remove the chat and forums from the site. The demise of Afternic is a sign of the domain name times.

31 - Domain Guru Domain Name News

Presenting a broader view of the domain name industry than the Yahoo! news-feed featured earlier, this service has all the breaking domain names news. Check in at least twice a week to keep on top of all the news.

30 - Domainsbot

The granddaddy of the expiring domain search tools, Domainsbot has been providing a searchable database of on-hold, soon to drop, and expired domain names for the last two years. The key feature of this site is the ability to download the search results from the site. These can then be plugged into other services or programs to get further information about the names, such as their link popularity, or current traffic levels. Recently re-launched, with back-end data being provided by SnapNames Inc., Domainbot is a useful tool for anyone trying to acquire expiring domain names.

29 - UDRP Law

If you are interested in the UDRP (see entry 39), perhaps because a name you own has been challenged or you own a trademark and you would like to get a name transferred to you, then UDRP Law is an essential resource. With a lively mix of articles, case studies and resources, UDRP Law provides all the information you could ask for, and then some. Want to know what UDRP cases have involved wine & beverage trademarks? Find out here. Want a list of all "STOP" decisions affecting the new .biz domain? Get it here.

28 - Nameboy List Search Tool

This is a free expiring names tool with one unique twist - all the domains returned are given a rating between 0 and 4. These ratings come from "metric" valuations performed on the names, and are meant to indicate the relative values of the names. The valuations aren't perfect but they are based on real data, so if you are looking for valuable domains, this is a great place to start. Thoroughly recommended.

27 - Expire Fish

Similar in concept to the DomWish service from Dot Registrar, Expire Fish allows you to enter a list of domain names that you would like to acquire should they ever get deleted. The main difference between the services is that this one is "first come, first served" - if you list a name, no other Expire Fish customer can also list it. So book early to avoid disappointment.

26 - Internet Archive's Wayback Machine

This is one of Domain Guru's favourite sites on all the Net. The first time you see it you will be amazed. What the Internet Archive has done is to take regular "snap-shots" of the entire World Wide Web. So if you want to take a journey down memory lane, just type in the name of your favourite site and you can see how it looked way back when.



This site isn't just a nostalgia trip though. It's also an incredibly powerful research tool. Say, perhaps, you had been slandered on a web site, and the site owner had taken the offending page down. More than likely that page would still show up in the Internet Archive. Obviously an archive site cannot hope to work well with database-backed sites, but for the majority of sites that are coded in good-old HTML, the Internet Archive is a brilliant and useful tool.

25 - 000 Domains

Although not directly ICANN accredited (they are a reseller of openSRS, which is ICANN accredited), 000 Domains still manages to beat most of the ICANN-accredited registrars hands down. They do that by having a fast, simple interface, a simple price structure, and a multiple-domain availability-checking tool that is hard to beat.

The tool used to be immensely popular with domain speculators during domain drops. They would enter a list of dropping domains into the list and repeatedly check them for availability. Then once the names were available, they would rush off to their favourite registration site to actually register the names. Thankfully the wild west speculation days are mostly behind us, so the tool is normally much quicker and more reliable these days :)

24 - Internic Whois

Whois tools come and go but the Internic Whois tool is always there. Strictly speaking, this isn't really a Whois tool, though. What it actually does is display the name of the ICANN registrar currently sponsoring a domain registration.

Unlike other Whois tools such as Better Whois, Internic Whois doesn't then drill down to query the Whois tool of the registrar to get the registration and contact information. But if you just want to know which registrar a name is currently registered with, this is the first place you should look.

Please note this is NOT real-time data, however. The Whois database is updated on a daily basis. If a name has been transferred or registered or deleted in the last twenty-four hours, the results returned by this, or any other, Whois tool are very likely to be inaccurate.

23 - Zone File Download

The "zone files" are the databases containing a list of "active" (active in the sense they have DNS information attached, not necessarily active sites) domain names for the particular top-level domain. So, for instance, there are separate zone files for .com, .net, and .org. And before you ask, no, you won't find any Whois information in the zone files. All you get is a list of second level domains, together with their DNS information. Several resources in this list - such as Marks Online, Domain Surfer, Domainsbot, Local Whois, and SnapNames, use these zone files.

To gain access to these files yourself, you have to fill in a simple form on the VeriSign web site and tell them the IP address from where you will be downloading. If you have a use for such monster files, go ahead and download them. But be warned, these files are massive. You'll need a fast connection to download them, and lots of disk space and processing power to decompress and analyze them. Chances are, you will be better off sticking one of the services listed above rather than doing it yourself.

22 - U.S. Patents and Trademark Office

This is the authoritative database of federal trademarks in the U.S. Other sites, such as Marks Online, do license use of this database, but if you want to be assured of the most up to date data, you should really head over to

this site and do your look ups here. As well as looking up current trademarks, you can also file U.S. trademarks, as well as discover a host of links to trademark and patent resources both inside and outside the United States.

21 - VeriSign's IDN Test-bed

Little in the short history of domain names has generated so much heat and light as the test-bed introduced in November 2000 for the registration of internationalized domain names (IDNs), then called "multi-lingual" domain names. Critics argued that no registrations should take place without Internet standards, VeriSign was "putting the cart before the horse" so to speak. But VeriSign and supporters argued there was massive demand for names containing characters from non-English languages. So rather than let a plethora of companies accept "non-standard" registrations which would cause confusion and damage the credibility of the industry, it was better to accept registrations now and convert these test-bed registrations to the new standard, whenever it arrived.

Well nearly two years later, the standard is only just arriving, but it is arriving. By late 2002 the test-bed registrations should be converted to the Internet standard, and the world will be a major step closer to having a fully multi-lingual Internet. To learn more about the history of internationalized domain names and their future, visit VeriSign's IDN home page.

20 - Domain Name Analyzer Pro

Similar in concept to Available Domains, this program attempts to assist you in the crucial task of selecting a good domain name for your web site. You start by entering (or using pre-built) keyword lists and also tell DNA which top level domains you are interested in, .com, .net, .org, .biz and many others. Once a list has been built, DNA will perform the task of checking availability of all domains generated, so you can quickly and easily arrive at a shortlist of decent names. Additionally, you can also look up the names in the U.S. Federal trademark database, to ensure you aren't infringing a registered trademark. A great tool.

19 - Uwhois

Another Whois tool - do we really need another one? In this case, the answer is definitely yes. What sets this one apart is its ability to look up each name in up to ten different domains, be they generic top-level domains (.com, .net, .org etc.) or one of the myriad of country code top-level domains that are now available. All the domains are listed, so it's just a question of ticking up to ten boxes, and set Uwhois going - a very impressive, reliable and useful tool.

18 - 6.30 AM Domain Name Gold-Rush Articles

The strange world of "domain drops" and expiring domains used to be clouded in secrecy. It was only a few industry insiders that knew these words and what they signified. Gradually through word of mouth others became aware of the way valuable expiring domains were made re-available for registration. The domain gold-rush articles became the main way in which the public became aware of the expiring domains industry. Six articles later, they continue to keep readers across the Internet up to date with the latest developments in the intriguing and ever-changing expiring domains industry.

17 - eBay

Once upon a time, most domain sales were done through the domain name auction site, Afternic. But for one reason or another, the sales gradually dried up. However, all is not lost if you have some spare domain names that might be worth something. Just head over to the domain name category at eBay instead. It's always lively, with hundreds of domain names and even web sites for sale. If you are selling, don't be expecting a fortune. eBay buyers are very much bargain hunters (some call them "bottom feeders") , but if you are thinking of letting some names lapse instead of renewing them, it might well be worth listing them here first. If nobody bids, at least you will know you aren't giving up something of value!

16 - OpenSRS

This one is an ICANN-accredited registrar with a difference. They don't sell domains directly to the public. Instead they focus their energies entirely on supporting resellers. And this strategy has paid off big time. TuCows (which owns OpenSRS) is now the second biggest domain registrar (by volume domain sales) in the industry, only trailing VeriSign.

OpenSRS is used by all kinds of domain resellers, but their primary market appears to be ISPs and web hosting companies. If your web host offers a domain registration service, as nearly all do these days, there is a good chance they will register your names through the openSRS system.

15 - Domain Guru

Home of the "6.30 AM Gold-rush" articles, the Domain Guru is responsible for publishing many of the best domain name articles on the web. The site is neatly categorized, so you can quickly find articles, reviews, and resources on any number of domain topics, from domain management and security to domain disputes. There is also a fully featured domain registration and management site here, with the Domain Guru on hand to give personal advice and assistance when you need to consolidate and secure your domain portfolio.

Feature Article

Insider's Guide To Domain Name Speculation

A book by Lee
Hodgson



In the very first book of its kind, Lee Hodgson exclusively reveals how the domain professionals go about selecting, acquiring and selling the most valuable domain names. A great read for anyone involved in or remotely curious about the secretive world of the domain speculator. ...[more](#)

Domain Resources

Domain Naming

[Select, gTLDs, Alt. gTLDs, ccTLDs, New.net, IDNs](#)

Domain Management

[WHOIS, Transfer, Renew, Secure](#)

Domain Research

[Domain Law & Trademarks, ICANN](#)

Domain Acquiral

[Available Domains, Used Domains, Expiring Domains](#)

Domain Disposal

[Appraise, Sell](#)

Domain Tools

[Books, Management Tools, Name Generators, Expired Domains Tools, Search Engines](#)

14 - Alexa

Wouldn't it be great if you could visit a web site that could instantly tell you how much traffic any site on the Net received? And wouldn't it be amazing if that same web site could provide further useful information, such as reviews from other site visitors, and a list of related sites those visitors might frequent. Well, that web site exists and it is called Alexa.

So how does Alexa perform this seemingly impossible task? How can it possibly know how much traffic all the web sites in the world receive? Are they a sub-branch of the FBI or CIA? No such thing. What Alexa has very cleverly done is release an Internet Explorer tool-bar that not only provides the useful information mentioned above, it collects it at the same time. So every person that installs the toolbar is not only benefiting from the global knowledge pool, they are also contributing towards it.

If you are concerned about the privacy implications of this service, the first thing you should do is look at Alexa's privacy policy which can be found on their site. This fully explains what data is collected and how it is used. And if all this data collection is too much to bear, remember you can always visit the Alexa web site to get the lowdown on other sites, you don't actually need to download the toolbar.

13 - Name Droppers

Similar in concept to the other zone file tools already mentioned, Name Droppers scores highest in the group due to the flexibility in the way you can search the database. Let's say, for example, you are interested in all domain names in the zone files that contain both the words "Leeds" and "United". With either of the previous tools featured, you could only search for "LeedsUnited" as one string. This would miss out domains such as "LeedsAreUnited.com". But with Name Droppers, you can list several keywords, and specify that they all must appear in the domain name somewhere. This added power makes Name Droppers the pick of the bunch.

12 - My Domain

Another DNS provider, My Domain offering a tempting combination of basic DNS services that are free, and more powerful paid DNS services. Both the free and the paid services are very reliable. Crucially, there is no limit to the number of domains that can be managed in one account, so if you feel like it, you can take advantage of the free DNS services on a very large number of domains. Combined with the excellent reliability My Domain have shown makes them the top DNS provider in this chart.

11 - eNom

If you use this ICANN-accredited company for your domain registrations, you certainly won't need to think about using My Domain or any other external DNS service provider. Every domain name registered with eNom comes equipped with a full selection of DNS services, such as MX mail, e-mail forwarding, and URL forwarding either through straight redirection or masking (framing).

In addition, eNom offer some innovative domain services - such as "Name My Map", "Name My Phone" and also "Domain Locking" - the ability to lock domains so they cannot be transferred away to a different registrar without the express permission of the domain owner. All in all, eNom are an excellent registrar which provides probably the widest range of value-added services in the business - and best of all, these services are provided free as part of the basic domain registration plan.

10 - Nameboy

Succeeding where nearly all others have failed, Nameboy has managed to turn their web site into an Internet brand name. Even though hundreds of domain name sites offer an array of "name generation" services, the Nameboy site is the one that is recommended time and again before any others. Their registration prices aren't the cheapest but on the basis on being the first and best "name generation" site on the Net, Nameboy deservedly wins a place in the Domain Guru top ten.

9 - Dotster

Earning the highest placement for an ICANN-accredited domain registrar, Dotster do everything right that a domain registrar should do right. They have a wide range of domain services at reasonable prices, they are always abreast of the latest happenings in the domain world, they are reliable, and have levels of customer support well above most other ICANN registrars.

If you are looking to register domain names with a minimum of fuss and bother, and aren't looking for the absolute cheapest place to do so, Dotster are definitely worth a hard look.

8 - Deleted Domains

Similar in concept to other expiring names services already featured in this chart, Domainsbot in particular, Deleted Domains place so well because everything they do is done well. The web site is highly reliable and very

fast. Their search tool is highly functional. Their data is accurate. Best of all, their service is completely free and has always been.

This site has encouraged many curious people to explore the expiring domains world without forking out the privilege, and should be applauded for doing so. Indeed, the Deleted Domains web site is gloriously uncommercial. The only sign of money-making activity is the occasional banner ad. A welcome sight, especially since the advent of the new Internet web site survival paradigm "must charge, will charge".

If I have one complaint with this site, it is that the search results cannot be downloaded as a text file. For many users, this shortcoming is too serious to ignore. That aside, Deleted Domains is the first place you should go if you want to dip your toes into the expiring domains waters.

7 - Name Winner

One of the first sites to open up the "name grabbing" game to the public, Name Winner is an auction site that invites bids on expired domain names that are sure to become available for registration in the next few days. The minimum bid is \$25, but you are only charged if Name Winner successfully register name on your behalf. As for success rate, Name Winner is known to have some of the finest name grabbing scripts in the industry. They use the resources of their ICANN-accredited parent site, Dotster, in order to assure a good percentage of names that customers bid on are actually registered. So by bidding on names at Doster, you can be sure you aren't wasting your time. The downside to the bidding method is that decent domains end up going for several hundred dollars, sometimes more, but most names don't attract more than one bidder.

6 - Sam Spade

This is a real gem of a site, hosting as it does a large number of tools designed to help in the fight against spam. But many of the tools are just plain useful, whether you happen to be fighting spam or not. A non-exhaustive list of the tools present includes: address digger, secure web browser, obfuscated URL decoder, reverse DNS lookup, traceroute, whois, and Rwhois. There are many others tools to explore and make use of.

If you need to do any work investigating domain names or IP addresses, take a look at what Sam Spade has to offer. Chances are you won't need to look beyond Sam Spade for this type of work.

5 - ICANN

The "The Internet Corporation for Assigned Names and Numbers", ICANN to its, umm, friends, is the most important organization on the Internet today. To quote the blurb, " ICANN is the non-profit corporation that was formed to assume responsibility for the IP address space allocation, protocol parameter assignment, domain name system management, and root server system management functions previously performed under U.S. Government contract by IANA and other entities."

ICANN have the task of introducing new domain names, the most recent examples being .biz, .info, etc. It also has to ensure the stable operation of the Internet's root server system. Unfortunately, ICANN has been dogged with criticism and controversy since it started operating in 1998. Many have complained that ICANN is completely unwilling or unable to police the contracts with the eighty or so active ICANN registrars, and this had led to a

"wild west" atmosphere within the domain registration industry, an atmosphere which benefits nobody.

One example given is the way ICANN has failed to deal in any way with the "rogue" registrars that have grabbed valuable expiring domain names for "partners". Another would be the transfer system that was designed to allow customers to move their domains from one registrar to another without penalty. This previously open system is now being more and more abused by the "losing" registrars that will do almost anything to prevent customers transferring their names away to other registrars. Again, ICANN have seemingly done nothing to prevent such open abuse. A third example is with Whois data. ICANN-accredited registrars are contracted to provide publicly accessible Whois data for all names registered with them. Yet some registrars have failed to do this, for months and months and months, but seemingly nothing is ever done.

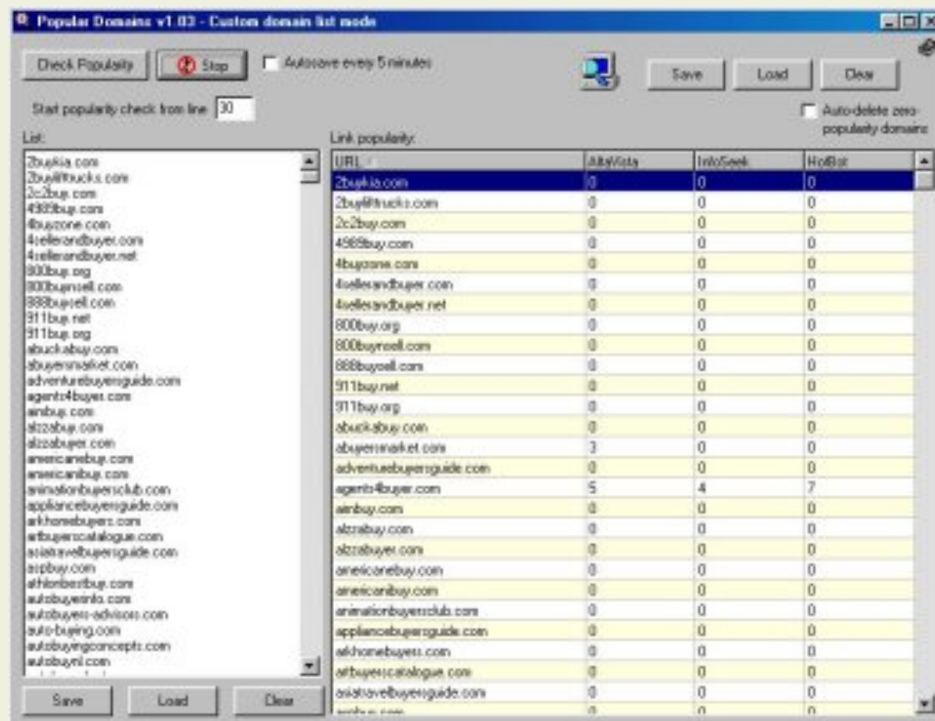
ICANN seems unable or unwilling to enforce their own rules in a rigorous way, so the abuses continue, and continue to spread. ICANN are now in a period of transition. It remains to be seen how long this transition takes and what sort of organization appears at the other end. It's hard to imagine anything much less effective than the current version. Let's hope for something better funded and with some real desire and "teeth" to clean the industry up.

4 - Popular Domains

Once upon a time, snapping up unregistered domain names for branding value was all the rage. Then the .com bubble burst and most speculators gave up on their domain 'portfolios'. These days, the game is trying to register expiring domains names with traffic attached i.e. those domain names that were put to use with web sites, but then abandoned for whatever reason.

Popular Domains is a Windows program that can help you locate expiring domain names that have the most traffic attached to them. For any given domain name, Popular Domains can quickly reveal the number of incoming links listed in a variety of search engines, notably AltaVista, MSN, Lycos, All The Web. It will also show whether the domain has a listing in the Yahoo! search directory. Finally you can learn how well the domain ranks in the Alexa ranking system.

If Popular Domains could just do that for one domain at a time, it would be a useful tool. But the beauty of this program is that it can operate on huge lists of domains, thereby automating the whole process. It actually has three different modes of operations, three ways of generating the domain list to work on. The first is the powerful "Deleted Domains" mode, where the domain list is generated on the fly by connecting to the daily updated database of expiring domain names produced by our number eight entry, Deleted Domains. The second mode is called "Whois" and is similar, except that a database of already deleted domains is used. The third and final entry is called "Custom Domain List" and very much does what it says - allows you to paste in a custom list of domain names that the program will go to work on.



If you are interested in registering expiring domains for traffic value, Popular Domains is an essential tool that you can't afford to be without.

3 - Local Whois

Once upon a time, Domainsbot was the place where all speculators got their lists of expiring domains. Then a newcomer called Local Whois came along and whilst originally not offering anything particularly new, it did gain a foothold, and over time won the battle of the expiring domain resources. It now has the most accurate data, the most flexible search tool, and a nice range of custom lists and tools.

The basic search tool is free but to actually download the search results you will need to subscribe to the platinum service. This isn't cheap but really unlocks the value in the site.

Recently, Local Whois have shifted their services more towards the corporate market, with a new range of services aimed to protect your "brand universe". It remains to be seen whether Local Whois still offer the right services for the individual who is unlikely to have a "brand universe" worth protecting.

2 - Watch My Domains Pro

Let me ask you a personal question - have you ever let a domain name expire accidentally? Don't be shy now, no need to get embarrassed about it. It has happened to nearly everyone. Domain management done on a spreadsheet or scraps of paper can just get so messy and time consuming. You have to remember what all your names are, where they are all registered, when they expire, and which e-mail addresses were used to register them. Then if you happen to come back from two weeks vacation, it's entirely possible one or more has expired, been deleted, and suddenly have a new owner who isn't you. What a nightmare!

Thankfully there is a program available called Watch My Domains Pro which takes nearly all the hassle out of

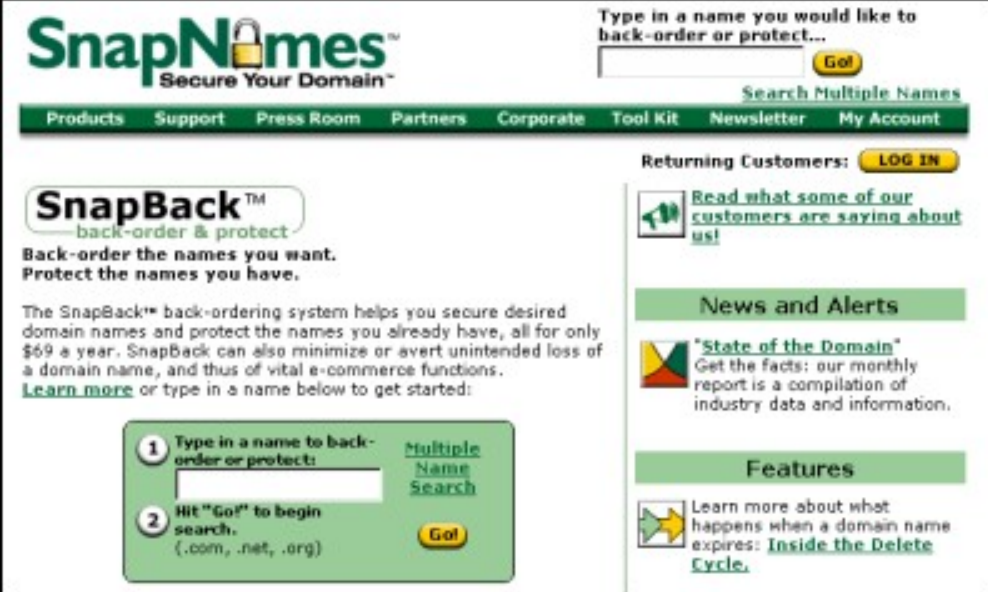
domain management. In essence, what it does is monitor the Whois output for a list of domain names on a regular basis, stores the results, and displays them on-screen in sortable columns.

Not exactly rocket science, I'm sure you will agree, but incredibly useful nonetheless. If you sort on the "expiry date" column, you can instantly see which names are due to expire in the next thirty days, and make plans accordingly. You can also see without fuss which names use which e-mail addresses, particularly useful if you like to change e-mails every six months. Don't forget, renewal notices tend only to be sent via e-mail these days so if your domain is listed with an outdated e-mail address, you are unlikely ever to see a renewal notice.

Watch My Domains Pro is the most used domain resource in the Domain Guru office. We use it on a daily basis to manage our domains and those of our clients. If you have more than a dozen or so domains, do yourself a big favour and get hold of this program. It will easily pay for itself by virtue of the time it will save you, and also greatly reduce the risk of you forgetting to renew any of your valuable domains. It goes without saying what a benefit that is.

1 - SnapNames

Every so often there arrives a company that raises the standards of the industry they serve. With the domain name industry being so young and immature, there was a real need for such a company. Fortunately, it came along in November 2000 when SnapNames Inc. launched their first services, SnapBack and SnapShot. The latter being a service to monitor changes in the registration information for a domain name. The former being an exciting service that led in the way in publicly accessible name-grabbing services.



The screenshot shows the SnapNames website interface. At the top left is the SnapNames logo with the tagline "Secure Your Domain™". To the right is a search bar with the text "Type in a name you would like to back-order or protect..." and a "Go!" button. Below the logo is a navigation menu with links: Products, Support, Press Room, Partners, Corporate, Tool Kit, Newsletter, and My Account. The main content area features the SnapBack™ logo and the text "back-order & protect Back-order the names you want. Protect the names you have." Below this is a paragraph describing the SnapBack service: "The SnapBack™ back-ordering system helps you secure desired domain names and protect the names you already have, all for only \$69 a year. SnapBack can also minimize or avert unintended loss of a domain name, and thus of vital e-commerce functions. [Learn more](#) or type in a name below to get started:". There is a search box with a "Go!" button and a "Multiple Name Search" link. On the right side, there are several sections: "Returning Customers: [LOG IN](#)", "Read what some of our customers are saying about us!", "News and Alerts" with a "State of the Domain" link, and "Features" with a link to "Inside the Delete Cycle".

To be more exact, a SnapBack is a way of taking out a subscription on any domain name, such that if the name is ever deleted by the registry, SnapNames attempts to re-register the name on behalf of the SnapBack subscriber.

This service has found massive favour amongst many different types of domain users, whether they be speculators interested in registering valuable expiring names, or companies interested in protecting their brands against accidental deletion, or just web site owners looking to pick up a great name for a new web site.

The service has proved so successful that VeriSign decided to base their new registry-level expiring names service, called WLS (Waiting List Service), on the SnapBack "first come first served" subscription model. At the current time, WLS has yet to be approved by ICANN. If it does get approved, VeriSign will partner with SnapNames on WLS, by using the "parallel registry" technology invented by SnapNames for their SnapBack service.

Notwithstanding WLS, SnapNames Inc. have a number of new domain services planned for 2002 and beyond. If they can come anywhere to the "fulfilling a need and fulfilling it brilliantly" SnapBack service, they are sure to have many more successes. SnapNames Inc. and in particular, their industry-changing SnapBack service is DomainGuru's Domain Resource of the Year for 2002.