

# Domain Names are easy!

Register your name before  
someone else does!

## The first step to getting online

Freeparking is New Zealand's largest accredited Domain Name Registrar. Come on in and find out all about Domain Names, how to register, costs, and important Domain Name issues.

Free



**PARKING**<sup>TM</sup>

[www.freeparking.co.nz](http://www.freeparking.co.nz)

## ▶ What is a Domain Name?

A Domain Name is an addressing concept, used for finding and identifying computers on the Internet.



## ▶ Why do I need a Domain Name?

Use of the Internet is growing fast, and on the Internet your Domain Name is your own unique identity. No two parties can ever hold the same Domain Name simultaneously; therefore your Internet identity is totally unique. If you're an individual or part of an organisation or business, your Domain Name is your own online brand. It becomes your online business card and provides email and website addresses for a professional look – your own. Your Domain Name should closely relate to your brand or organisation identity, e.g your brand name or company name. Many also register more generic Domain Names that relate to their industry or what they do.

## ▶ Whose at the party?

In general, the parties involved in Domain Names are;

- The Registry – a country level organisation controlling the “register” of all Domain Names in its control. In NZ, this is Internet-NZ.
- The Registrar – a seller of Domain Names e.g. FreeParking that operates with the Registry, and the Registrant.
- The Registrant – also known as the Name Holder, who is the entity with exclusive use of the Domain Name.

## ▶ What types of Domain Names are there?

In New Zealand the following country code Domain Name types are available;

- .ac.nz - Tertiary educational institutions and related organisations
- .co.nz - Commercial organisations and businesses
- .gen.nz - Individuals and other organisations not covered elsewhere
- .govt.nz – For Government departments and organisations.\*
- .iwi.nz - Maori tribe, typified by a Trust Board
- .mil.nz – For Military.\*
- .net.nz - Organisations and service providers directly related to the NZ Internet



- .org.nz - Not-for-profit organisations
- .school.nz - Primary, secondary and pre-schools and related organisations

\* These names are moderated.

## ▶ .com or .co.nz?

.com, .net, .org, .biz and .info Domain Names are also available to anyone on a first come first served basis. These typically signify US/ International focused entities and are best suited for customers whose core focus is the international, not domestic market. If your target audience are primarily within New Zealand, then .nz Domain Names are more appropriate. Note – Many companies have both .co.nz and .com Domain Names.

## ▶ .biz and .info?

These are new Domain Names released in October 2001. First come first served, and most suitable for customers involved in business or information services respectively. They are a good option when the .com version of a name is already taken, or you want to protect your online brand.

## ▶ Domain Names are exclusive.

There is only one of any Domain Name, e.g. [www.freeparking.co.nz](http://www.freeparking.co.nz)

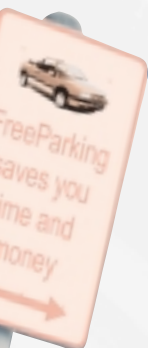
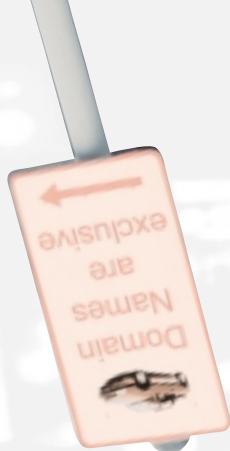
## ▶ It's first come, first served.

NZ's Domain Name space operates on a first come first served basis.

Any entity can register any Domain Name, so long as it is available.

## ▶ What's the legal position?

While there is some consumer protection particularly with Trade Mark names or existing business names, Domain Name disputes are often messy, and prolonged. Internet-NZ is considering a UDRP (uniform dispute resolution policy) at present. For more on Internet-NZ and their work, see their website. [www.internetnz.net.nz](http://www.internetnz.net.nz)



## ▶ Some tips about Domain Names

At FreeParking we've registered more than 10,000 Domain Names making us NZ's largest Accredited Registrar. Domain Names are our business, so here's some tips...

- Timeliness – register your name before someone else does.
- Register all your trade names, Trade Marks, Product Names etc.
- Consider registering popular misspellings e.g. laywer.co.nz and lawyer.co.nz.
- Register similar names if there are potential passing off concerns, e.g. lotsabooks.co.nz, also register lotsofbooks.co.nz etc.
- Consider that Domain Names similar to the actual required name can lead to misdirected email and loss of confidentiality and/ or business if not registered.
- Be proactive, the cost of Domain Name registration is small in comparison to possible consequences and disputes.

## ▶ How do I register a Domain Name?

It's easy! Use [www.freeparking.co.nz](http://www.freeparking.co.nz) to search for and register any Domain Names. The process is fully online, secure and only takes a few minutes.

## ▶ How much does it cost?

FreeParking is NZ's best-priced Registrar

- .nz Domain Names \$39.95/ year +GST
- .com Domain Names \$49.95/ year +GST
- .biz & .info Domain Names \$49.95/ year +GST

Free



**PARKING**<sup>TM</sup>

[www.freeparking.co.nz](http://www.freeparking.co.nz)





NZ's largest Domain Name Registrar

[www.freeparking.co.nz](http://www.freeparking.co.nz)

## ▶ Use your Domain Name!

Once you've registered your Domain Name, put it to use. Your ISP or FreeParking can help you set up your Domain Name for your email addresses and to point to your website.

## ▶ Why FreeParking?

FreeParking offers NZ's easiest to use and best-priced registration service. We save you time and money! Most ISP's also charge a Domain Parking fee from \$7 to \$30 per month, just to "park" a Domain Name. At FreeParking, we park your Domain Names for FREE.

## ▶ Email and Hosting

FreeParking also offers value added services such as email and website hosting which are among NZ's best prices.

- Email only \$49.95/ year +GST
- WebHosting 10MB only \$149.95/ year +GST

Domain Names are our business and we can help you make the right decisions. Contact us for more information.