SEO Sydney

- News
- SEO Sydney
- Local SEO Sydney
- SEO services Sydney
- search engine optimisation consultants
- More
  local SEO services SydneySEO agencies in SydneySEO service in Sydney SEO services in SydneySEO parramattaSEO consultant SydneySydney SEO consultantSydney SEO consultingkeyword research servicesSEO specialists SydneySEO expert Sydneysearch engine optimisation Sydney local SEO SydneySEO experts SydneySEO packages australiaSEO services expertwhat SEO marketingSEO meaningSEO service SydneySEO agencies SydneySEO agency australiaLocal SEOSEO australiaSEO expertdigital agency SydneySydney SEO consultantlocal SEO specialistsSEO strategy SEO in marketingcontent marketing SydneySEO packagesSEO parramatta SEO Sydney expertSEO Sydney expertsSEO specialistSEO for websiteSEO googleSydney SEO expertsSEO package australiaSEO consultants Sydney expert SEO servicesSEO marketingSEO checkSEO packages SydneySEO keywordsSEO websitelocal SEO australiaSEO consultantSEO package SydneySEO services in SydneySEO companies in australialocal SEO agencyecommerce SEO servicesSEO specialists Sydneybest SEO company in Sydneycontent agency Sydneybest SEO agency SydneySEO agency in SydneySEO company SydneySEO agencies SydneySEO company in SydneySEO company SydneySEO expertsSEO agency Sydneybest SEO SydneySEO agency in SydneySEO services expertSEO agencies in Sydney listing business on googlebest SEO company SydneySEO service Sydney SEO services Sydneysearch engine optimisation Sydneylocal SEO services SEO services providerSydney SEO companySEO company in SydneySEO agency SydneySEO with wordpressSEO consultant SydneySEO expert SydneySydney SEO servicesSEO services company SydneySydney SEO consultingSEO services companySEO servicesSydney SEO expertSEO experts SydneySEO agency australiagoogle listing for businesssearch engine optimisation strategySEO agency
- About Us
- Contact Us

SEO company in Sydney

mobile-first design

mobile-first design

SEO-friendly meta tags"SEO-friendly meta tags are well-crafted titles and descriptions that include target keywords, provide a clear summary of the pages content, and encourage clicks. These tags help search engines understand the pages topic and improve click-through rates."

SEO-friendly plugins"SEO-friendly plugins provide tools to improve website optimization. Best SEO Sydney Agency. Best SEO Agency Sydney Australia. By offering features like automated meta tag generation, XML sitemap creation, and keyword analysis, these plugins simplify the SEO process and help businesses achieve better results."

SEO-friendly URLs"SEO-friendly URLs are short, descriptive, and contain relevant keywords. By creating clear and readable URLs, businesses can improve click-through rates, help search engines understand the content, and boost rankings."

mobile-first indexing —

- mobile-first design
- mobile-first indexing
- mobile-friendly content
- mobile-friendly design
- mobile-friendly images
- mobile-friendly SEO
- multilingual content optimization

SEO-friendly URLs"SEO-friendly URLs are short, descriptive, and include relevant keywords. Local SEO . These URLs help search engines and users quickly understand what the page is about, improving click-through rates and overall search rankings."

SEO-optimized headers"SEO-optimized headers use relevant keywords and follow a logical hierarchy (H1, H2, H3, etc.) to organize content. Well-structured headers improve readability, help search engines understand the pages focus, and can enhance rankings."

SERP feature keywords"SERP feature keywords are terms that help your content appear in search features like snippets, carousels, or knowledge panels. By optimizing for these keywords, you increase visibility and drive more clicks."

SEO company in Sydney - Google organic search

1. Google organic search
2. SEO-friendly URLs
3. Content authority signals

mobile-friendly content

SERP features"SERP features are special elements on search engine results pages, such as featured snippets, knowledge panels, and local packs. Optimizing content to appear in these features increases visibility, boosts click-through rates, and enhances a brands authority in search results."

service keywords"Service keywords focus on the particular services your business provides. Best SEO Audit Sydney.

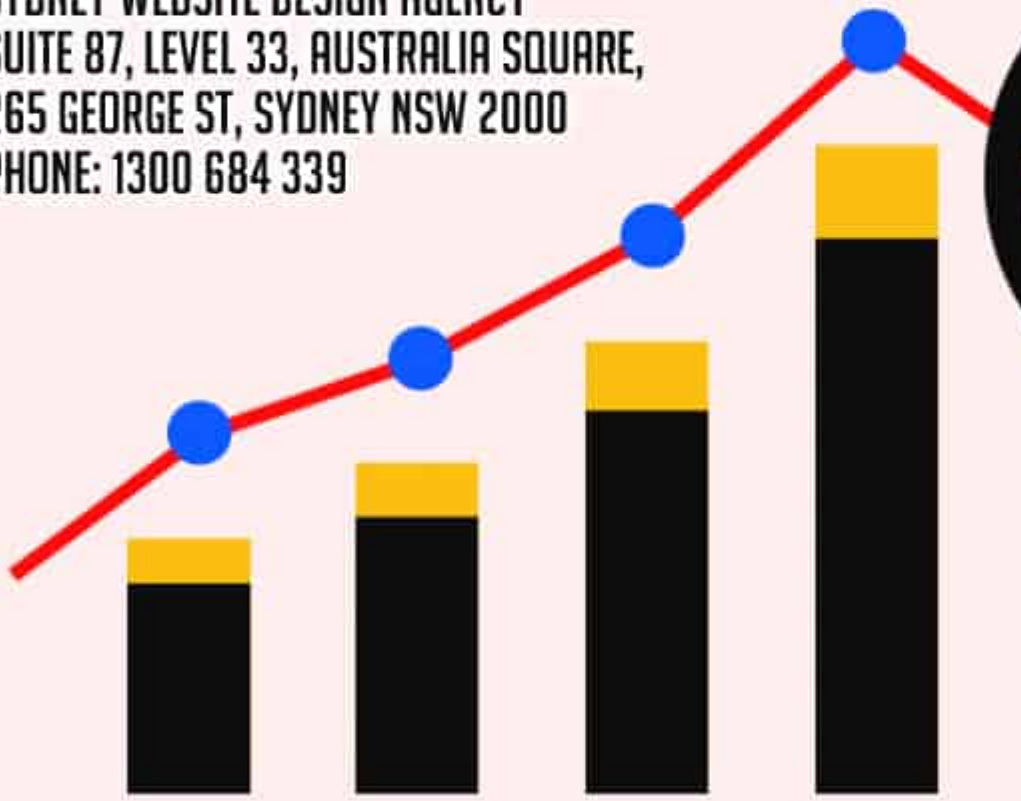
SEO company in Sydney - Content authority signals

1. Googles mobile-first indexing
2. Search performance reports
3. Search keyword cannibalization

By targeting these terms, you ensure that potential customers find your service offerings in search results."
site speed optimization"Site speed optimization ensures that a website loads quickly and efficiently, improving user experience and reducing bounce rates. Faster loading times are also favored by search engines, contributing to higher rankings and better visibility."

HOW SEARCH ENGINE MAR
HELPS BUSINESS GROW OR

SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339



mobile-friendly design

Social media link building"Social media link building leverages platforms like Twitter, LinkedIn, and Facebook to share content and attract links. comprehensive SEO Packages Sydney services. By engaging with your audience and promoting your content, you increase its visibility and encourage more backlinks."

social signals in SEO"Social signals, such as likes, shares, and comments, can indirectly impact search rankings. By creating shareable content and engaging with audiences on social platforms, businesses can enhance their online presence, build credibility, and attract more organic traffic."

solution-based keywords"Solution-based keywords focus on addressing user challenges or needs. By targeting these terms, you position your content as a helpful resource, building trust and increasing engagement."

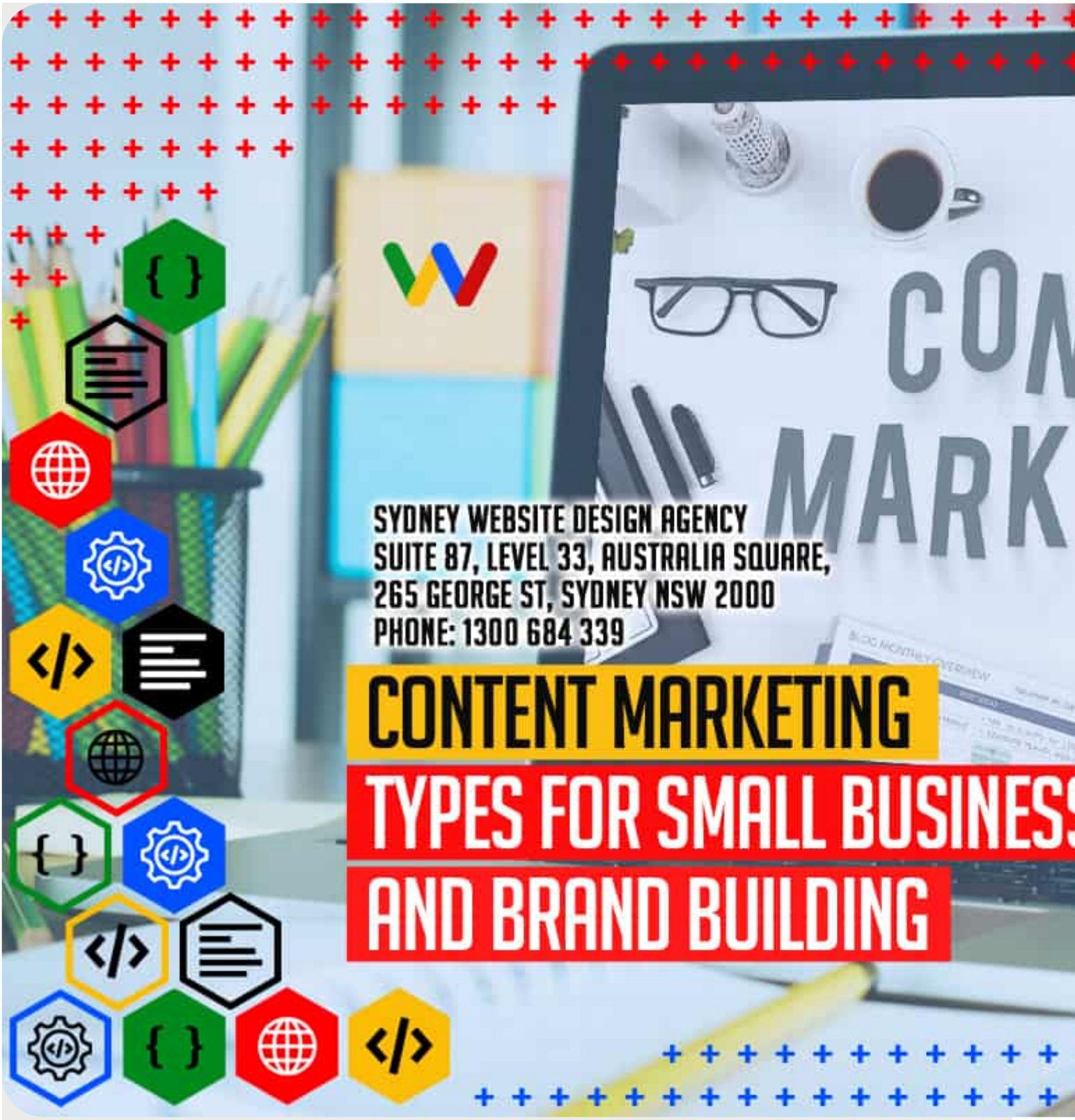
mobile-friendly images

specific keywordsSpecific keywords hone in on particular niches or user needs. Targeting these terms often results in higher conversion rates because the audience is more aligned with what you offer.

structured content"Structured content uses consistent formatting and organization, making it easier for search engines to understand and index. range of SEO Services and Australia . By implementing structured content, businesses can improve rankings, enhance user experience, and earn more visibility in search results."

structured data"Structured data is a standardized format that helps search engines understand and display content more effectively. By adding structured data, businesses can improve how their pages appear in search results, potentially earning rich snippets and higher click-through rates."


KEY ADVANTAGE
LOCAL SEO S
28



mobile-friendly SEO

structured data"Adding structured data, such as schema markup, helps search engines understand your content better. Structured data increases the likelihood of rich snippets, improving visibility and click-through rates in search results."

structured data implementation"Structured data implementation involves adding schema markup to your HTML to help search engines understand your content better. Proper structured data can result in enhanced search listings, such as rich snippets, which improve click-through rates."

Sydney SEO company"A Sydney-based SEO company provides expert optimization solutions designed to enhance online visibility and improve search rankings. With a focus on tailored strategies, data-driven insights, and local market expertise, these companies help clients achieve sustained success."

multilingual content optimization

Sydney SEO consultant"Sydney-based SEO consultants offer expert advice and proven strategies to help businesses enhance their online visibility. With a focus on tailored solutions and ongoing support, these consultants ensure that clients achieve sustainable growth and maintain a competitive edge in their industry."

Sydney SEO consultant"Sydney SEO consultants deliver personalized strategies that help businesses improve their search rankings and online visibility.

SEO company in Sydney - Content authority signals

- Search ranking positions
- Search engine optimization tools
- Google site links

By conducting in-depth audits, identifying keyword opportunities, and implementing best practices, these consultants help clients achieve lasting success."
Sydney SEO consulting"Sydney SEO consulting services deliver customized optimization plans designed to improve website rankings, increase traffic, and drive conversions. Through comprehensive audits, keyword research, and strategic implementation, these consulting services help businesses achieve measurable and lasting results."

About Local search engine optimisation

- **v**
- **t**
- **e**

Part of a series on

Internet marketing

- Search engine optimization
- Local search engine optimisation
- Social media marketing
- Email marketing
- Referral marketing
- Content marketing
- Native advertising

Search engine marketing

- Pay-per-click
- Cost per impression
- Search analytics
- Web analytics

Display advertising

- Ad blocking
- Contextual advertising
- Behavioral targeting

Affiliate marketing

- Cost per action
- Revenue sharing

Mobile advertising

Local search engine optimization (**local SEO**) is similar to (national) SEO in that it is also a process affecting the visibility of a website or a web page in a web search engine's unpaid results (known as its SERP, search engine results page) often referred to as "natural", " organic", or "earned" results.[1] In general, the higher ranked on the search results page and more frequently a site appears in the search results list, the more visitors it will receive from

the search engine's users; these visitors can then be converted into customers.[2] Local SEO, however, differs in that it is focused on optimizing a business's online presence so that its web pages will be displayed by search engines when users enter local searches for its products or services.[3] Ranking for local search involves a similar process to general SEO but includes some specific elements to rank a business for local search.

For example, local SEO is all about 'optimizing' your online presence to attract more business from relevant local searches. The majority of these searches take place on Google, Yahoo, Bing, Yandex, Baidu and other search engines but for better optimization in your local area you should also use sites like Yelp, Angie's List, LinkedIn, Local business directories, social media channels and others.[4]

The birth of local SEO

[edit]

The origin of local SEO can be traced back[5] to 2003-2005 when search engines tried to provide people with results in their vicinity as well as additional information such as opening times of a store, listings in maps, etc.

Local SEO has evolved over the years to provide a targeted online marketing approach that allows local businesses to appear based on a range of local search signals, providing a distinct difference from broader organic SEO which prioritises relevance of search over a distance of searcher.

Local search results

[edit]

Local searches trigger search engines to display two types of results on the Search engine results page: local organic results and the 'Local Pack'.[3] The local organic results include web pages related to the search query with local relevance. These often include directories such as Yelp, Yellow Pages, Facebook, etc.[3] The Local Pack displays businesses that have signed up with Google and taken ownership of their 'Google My Business' (GMB) listing.

The information displayed in the GMB listing and hence in the Local Pack can come from different sources:[6]

- The owner of the business. This information can include opening/closing times, description of products or services, etc.
- Information is taken from the business's website
- User-provided information such as reviews or uploaded photos
- Information from other sources such as social profiles etc.

- Structured Data taken from Wikidata and Wikipedia. Data from these sources is part of the information that appears in Google's Knowledge Panel in the search results.

Depending on the searches, Google can show relevant local results in Google Maps or Search. This is true on both mobile and desktop devices.[7]

Google Maps

[edit]

Google has added a new Q&A features to Google Maps allowing users to submit questions to owners and allowing these to respond.[8] This Q&A feature is tied to the associated Google My Business account.

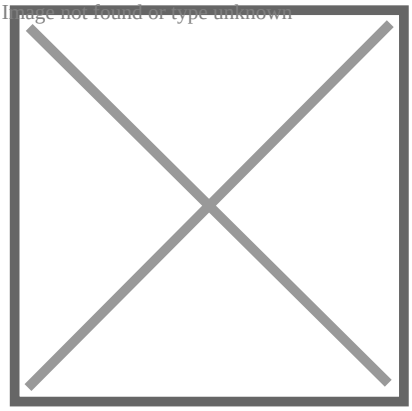
Google Business Profile

[edit]

Google Business Profile (GBP), formerly Google My Business (GMB) is a free tool that allows businesses to create and manage their Google Business listing. These listings must represent a physical location that a customer can visit. A Google Business listing appears when customers search for businesses either on Google Maps or in Google SERPs. The accuracy of these listings is a local ranking factor.

Ranking factors

[edit]



Local Online Marketing

Major search engines have algorithms that determine which local businesses rank in local search. Primary factors that impact a local business's chance of appearing in local search include proper categorization in business directories, a business's name, address, and phone

number (NAP) being crawlable on the website, and citations (mentions of the local business on other relevant websites like a chamber of commerce website).[9]

In 2016, a study using statistical analysis assessed how and why businesses ranked in the Local Packs and identified positive correlations between local rankings and 100+ ranking factors.[10] Although the study cannot replicate Google's algorithm, it did deliver several interesting findings:

- Backlinks showed the most important correlation (and also Google's Toolbar PageRank, suggesting that older links are an advantage because the Toolbar has not been updated in a long time).
- Sites with more content (hence more keywords) tended to fare better (as expected).
- Reviews on GMB also were found to strongly correlate with high rankings.
- Other GMB factors, like the presence of photos and having a verified GMB page with opening hours, showed a positive correlation (with ranking) albeit not as important as reviews.
- The quality of citations such as a low number of duplicates, consistency and also a fair number of citations, mattered for a business to show in Local Packs. However, within the pack, citations did not influence their ranking: "citations appear to be foundational but not a competitive advantage."
- The authors were instead surprised that geotargeting elements (city & state) in the title of the GMB landing page did not have any impact on GMB rankings. Hence the authors suggest using such elements only if it makes sense for usability reasons.
- The presence of a keyword in the business name was found to be one of the most important factors (explaining the high incidence of spam in the Local Pack).
- Schema structured data is a ranking factor. The addition of the 'LocalBusiness' markup will enable you to display relevant information about your business to Google. This includes opening hours, address, founder, parent company information and much more.[11]
- The number of reviews and overall star rating correlates with higher rankings in the Google map pack results.

Local ranking according to Google

[edit]

Prominence, relevance, and distance are the three main criteria Google claims to use in its algorithms to show results that best match a user's query.[12]

- Prominence reflects how well-known is a place in the offline world. An important museum or store, for example, will be given more prominence. Google also uses information obtained on the web to assess prominence such as review counts, links, articles.

- Relevance refers to Google's algorithms attempt to surface the listings that best match the user's query.
- Distance refers to Google's attempt to return those listings that are the closest the location terms used in a user's query. If no location term is used then "Google will calculate distance based on what's known about their location".

Local ranking: 2017 survey from 40 local experts

[edit]

According to a group of local SEO experts who took part in a survey, links and reviews are more important than ever to rank locally.[13]

Near Me Queries

[edit]

As a result of both Google as well as Apple offering "near me" as an option to users, some authors[14] report on how Google Trends shows very significant increases in "near me" queries. The same authors also report that the factors correlating the most with Local Pack ranking for "near me" queries include the presence of the "searched city and state in backlinks' anchor text" as well as the use of the " 'near me' in internal link anchor text"

Possum Update

[edit]

An important update to Google's local algorithm, rolled out on the 1st of September 2016.[15] Summary of the update on local search results:

- Businesses based outside city physical limits showed a significant increase in ranking in the Google Local Pack
- A more restrictive filter is in place. Before the update, Google filtered listings linking to the same website and using the same phone number. After the update, listings get filtered if they have the same address and same categories though they belong to different businesses. So, if several dentists share the same address, Google will only show one of them.

Hawk update

[edit]

As previously explained (see above), the Possum update led similar listings, within the same building, or even located on the same street, to get filtered. As a result, only one listing "with greater organic ranking and stronger relevance to the keyword" would be shown.[16] After the Hawk update on 22 August 2017, this filtering seems to apply only to listings located within the same building or close by (e.g. 50 feet), but not to listings located further away (e.g.325 feet away).[16]

Fake reviews

[edit]

As previously explained (see above), reviews are deemed to be an important ranking factor. Joy Hawkins, a Google Top Contributor and local SEO expert, highlights the problems due to fake reviews:[17]

- Lack of an appropriate process for business owners to report fake reviews on competitors' sites. GMB support will not consider requests about businesses other than if they come from the business owners themselves. So if a competitor nearby has been collecting fake reviews, the only way to bring this to the attention of GMB is via the Google My Business Forum.
- Unlike Yelp, Google does not show a label warning users of abnormal review behavior for those businesses that buy reviews or that receive unnatural numbers of negative reviews because of media attention.
- Current Google algorithms do not identify unnatural review patterns. Abnormal review patterns often do not need human gauging and should be easily identified by algorithms. As a result, both fake listings and rogue reviewer profiles should be suspended.

See also

[edit]

- Local search (optimization)

References

[edit]

1. ^ *Brian, Harnish (December 26, 2018). "The Definitive Guide to Local SEO". Search Engine Journal. Retrieved October 1, 2019.*
2. ^ Ortiz-Cordova, A. and Jansen, B. J. (2012) Classifying Web Search Queries in Order to Identify High Revenue Generating Customers. Journal of the American Society for Information Sciences and Technology. 63(7), 1426 – 1441.

3. ^ **a b c** *"SEO 101: Getting Started in Local SEO (From Scratch) | SEJ"*. *Search Engine Journal. 2015-03-30. Retrieved 2017-03-26.*
4. **^** *Imel, Seda (June 21, 2019). "The Importance Of Local SEO Statistics You Should Know "Infographic"". SEO MediaX.*
5. **^** *"The Evolution Of SEO Trends Over 25 Years"*. *Search Engine Land. 2015-06-24. Retrieved 2017-03-26.*
6. **^** *"Improve your local ranking on Google - Google My Business Help"*. *support.google.com. Retrieved 2017-03-26.*
7. **^** *"How Google uses business information"*. *support.google.com. Retrieved March 16, 2017.*
8. **^** *"6 things you need to know about Google's Q&A feature on Google Maps"*. *Search Engine Land. 2017-09-07. Retrieved 2017-10-02.*
9. **^** *"Citation Inconsistency Is No.1 Issue Affecting Local Ranking"*. *Search Engine Land. 2014-12-22. Retrieved 2017-03-26.*
10. **^** *"Results from the Local SEO Ranking Factors Study presented at SMX East"*. *Search Engine Land. 2016-10-07. Retrieved 2017-05-02.*
11. **^** *"LocalBusiness - schema.org"*. *schema.org. Retrieved 2018-11-20.*
12. **^** *"Improve your local ranking on Google - Google My Business Help"*. *support.google.com. Retrieved 2017-03-16.*
13. **^** *"Just released: 2017 Local Search Ranking Factors survey results"*. *Search Engine Land. 2017-04-11. Retrieved 2017-05-02.*
14. **^** *"'Things to do near me' SEO"*. *Search Engine Land. 2017-02-13. Retrieved 2017-03-26 .*
15. **^** *"Everything you need to know about Google's 'Possum' algorithm update"*. *Search Engine Land. 2016-09-21. Retrieved 2017-05-18.*
16. ^ **a b** *"August 22, 2017: The day the 'Hawk' Google local algorithm update swooped in"*. *Search Engine Land. 2017-09-08. Retrieved 2017-10-02.*
17. **^** *"Dear Google: 4 suggestions for fixing your massive problem with fake reviews"*. *Search Engine Land. 2017-06-15. Retrieved 2017-07-16.*

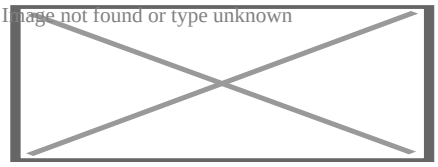
External links

[edit]

- Google Search Engine Optimization (SEO) Starter Guide
- Google Local Businesses Guide

About Domain name

This article is about domain names in the Internet. For other uses, see Domain (disambiguation).



An annotated example of a domain name

In the Internet, a **domain name** is a string that identifies a realm of administrative autonomy, authority or control. Domain names are often used to identify services provided through the Internet, such as websites, email services and more. Domain names are used in various networking contexts and for application-specific naming and addressing purposes. In general, a domain name identifies a network domain or an Internet Protocol (IP) resource, such as a personal computer used to access the Internet, or a server computer.

Domain names are formed by the rules and procedures of the Domain Name System (DNS). Any name registered in the DNS is a domain name. Domain names are organized in subordinate levels (*subdomains*) of the DNS root domain, which is nameless. The first-level set of domain names are the *top-level domains* (TLDs), including the *generic top-level domains* (gTLDs), such as the prominent domains com, info, net, edu, and org, and the *country code top-level domains* (ccTLDs). Below these top-level domains in the DNS hierarchy are the second-level and third-level domain names that are typically open for reservation by end-users who wish to connect local area networks to the Internet, create other publicly accessible Internet resources or run websites, such as "wikipedia.org". The registration of a second- or third-level domain name is usually administered by a domain name registrar who sell its services to the public.

A *fully qualified domain name* (FQDN) is a domain name that is completely specified with all labels in the hierarchy of the DNS, having no parts omitted. Traditionally a FQDN ends in a dot (**.**) to denote the top of the DNS tree.[1] Labels in the Domain Name System are case-insensitive, and may therefore be written in any desired capitalization method, but most commonly domain names are written in lowercase in technical contexts.[2] A *hostname* is a domain name that has at least one associated IP address.

Purpose

[edit]

Domain names serve to identify Internet resources, such as computers, networks, and services, with a text-based label that is easier to memorize than the numerical addresses used in the Internet protocols. A domain name may represent entire collections of such

resources or individual instances. Individual Internet host computers use domain names as host identifiers, also called hostnames. The term *hostname* is also used for the leaf labels in the domain name system, usually without further subordinate domain name space. Hostnames appear as a component in Uniform Resource Locators (URLs) for Internet resources such as websites (e.g., en.wikipedia.org).

Domain names are also used as simple identification labels to indicate ownership or control of a resource. Such examples are the realm identifiers used in the Session Initiation Protocol (SIP), the Domain Keys used to verify DNS domains in e-mail systems, and in many other Uniform Resource Identifiers (URIs).

An important function of domain names is to provide easily recognizable and memorizable names to numerically addressed Internet resources. This abstraction allows any resource to be moved to a different physical location in the address topology of the network, globally or locally in an intranet. Such a move usually requires changing the IP address of a resource and the corresponding translation of this IP address to and from its domain name.

Domain names are used to establish a unique identity. Organizations can choose a domain name that corresponds to their name, helping Internet users to reach them easily.

A generic domain is a name that defines a general category, rather than a specific or personal instance, for example, the name of an industry, rather than a company name. Some examples of generic names are *books.com*, *music.com*, and *travel.info*. Companies have created brands based on generic names, and such generic domain names may be valuable.[3]

Domain names are often simply referred to as *domains* and domain name registrants are frequently referred to as *domain owners*, although domain name registration with a registrar does not confer any legal ownership of the domain name, only an exclusive right of use for a particular duration of time. The use of domain names in commerce may subject them to trademark law.

History

[edit]
Main article: List of the oldest currently registered Internet domain names

The practice of using a simple memorable abstraction of a host's numerical address on a computer network dates back to the ARPANET era, before the advent of today's commercial Internet. In the early network, each computer on the network retrieved the hosts file (*host.txt*) from a computer at SRI (now SRI International),[4][5] which mapped computer hostnames to numerical addresses. The rapid growth of the network made it impossible to maintain a centrally organized hostname registry and in 1983 the Domain Name System was introduced on the ARPANET and published by the Internet Engineering Task Force as RFC 882 and RFC 883.

The following table shows the first five .com domains with the dates of their registration:[6]

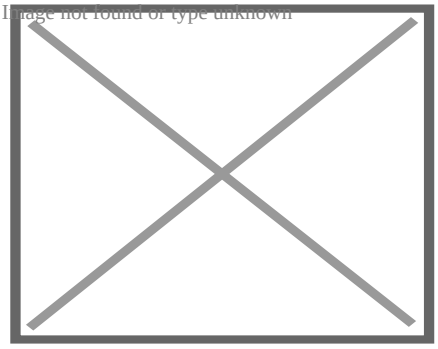
Domain name	Registration date
symbolics.com	15 March 1985
bbn.com	24 April 1985
think.com	24 May 1985
mcc.com	11 July 1985
dec.com	30 September 1985

and the first five .edu domains:[7]

Domain name	Registration date
berkeley.edu	24 April 1985
cmu.edu	24 April 1985
purdue.edu	24 April 1985
rice.edu	24 April 1985
ucla.edu	24 April 1985

Domain name space

[edit]



The hierarchical domain name system, organized into zones, each served by domain name servers

Today, the Internet Corporation for Assigned Names and Numbers (ICANN) manages the top-level development and architecture of the Internet domain name space. It authorizes domain name registrars, through which domain names may be registered and reassigned.

The hierarchy of labels in a fully qualified domain name

The domain name space consists of a tree of domain names. Each node in the tree holds information associated with the domain name. The tree sub-divides into *zones* beginning at the DNS root zone.

Domain name syntax

[edit]

A domain name consists of one or more parts, technically called *labels*, that are conventionally concatenated, and delimited by dots, such as *example.com*.

- The right-most label conveys the top-level domain; for example, the domain name *www.example.com* belongs to the top-level domain *com*.
- The hierarchy of domains descends from the right to the left label in the name; each label to the left specifies a subdivision, or subdomain of the domain to the right. For example: the label *example* specifies a node *example.com* as a subdomain of the *com* domain, and *www* is a label to create *www.example.com*, a subdomain of *example.com*. Each label may contain from 1 to 63 octets. The empty label is reserved for the root node and when fully qualified is expressed as the empty label terminated by a dot. The full domain name may not exceed a total length of 253 ASCII characters in its textual representation.[8]
- A hostname is a domain name that has at least one associated IP address. For example, the domain names *www.example.com* and *example.com* are also hostnames, whereas the *com* domain is not. However, other top-level domains, particularly country code top-level domains, may indeed have an IP address, and if so, they are also hostnames.
- Hostnames impose restrictions on the characters allowed in the corresponding domain name. A valid hostname is also a valid domain name, but a valid domain name may not necessarily be valid as a hostname.

Top-level domains

[edit]

When the Domain Name System was devised in the 1980s, the domain name space was divided into two main groups of domains.[9] The country code top-level domains (ccTLD) were primarily based on the two-character territory codes of ISO-3166 country abbreviations. In addition, a group of seven generic top-level domains (gTLD) was implemented which represented a set of categories of names and multi-organizations.[10] These were the domains gov, edu, com, mil, org, net, and int. These two types of top-level domains (TLDs) are the highest level of domain names of the Internet. Top-level domains form the DNS root zone of the hierarchical Domain Name System. Every domain name ends with a top-level

domain label.

During the growth of the Internet, it became desirable to create additional generic top-level domains. As of October 2009, 21 generic top-level domains and 250 two-letter country-code top-level domains existed.[11] In addition, the ARPA domain serves technical purposes in the infrastructure of the Domain Name System.

During the 32nd International Public ICANN Meeting in Paris in 2008,[12] ICANN started a new process of TLD naming policy to take a "significant step forward on the introduction of new generic top-level domains." This program envisions the availability of many new or already proposed domains, as well as a new application and implementation process.[13] Observers believed that the new rules could result in hundreds of new top-level domains to be registered.[14] In 2012, the program commenced, and received 1930 applications.[15] By 2016, the milestone of 1000 live gTLD was reached.

The Internet Assigned Numbers Authority (IANA) maintains an annotated list of top-level domains in the DNS root zone database.[16]

For special purposes, such as network testing, documentation, and other applications, IANA also reserves a set of special-use domain names.[17] This list contains domain names such as example, local, localhost, and test. Other top-level domain names containing trade marks are registered for corporate use. Cases include brands such as BMW, Google, and Canon.[18]

Second-level and lower level domains

[edit]

Below the top-level domains in the domain name hierarchy are the second-level domain (SLD) names. These are the names directly to the left of .com, .net, and the other top-level domains. As an example, in the domain *example.co.uk*, *co* is the second-level domain.

Next are third-level domains, which are written immediately to the left of a second-level domain. There can be fourth- and fifth-level domains, and so on, with virtually no limitation. Each label is separated by a full stop (dot). An example of an operational domain name with four levels of domain labels is *sos.state.oh.us*. 'sos' is said to be a sub-domain of 'state.oh.us', and 'state' a sub-domain of 'oh.us', etc. In general, subdomains are domains subordinate to their parent domain. An example of very deep levels of subdomain ordering are the IPv6 reverse resolution DNS zones, e.g., 1.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.ip6.arpa, which is the reverse DNS resolution domain name for the IP address of a loopback interface, or the localhost name.

Second-level (or lower-level, depending on the established parent hierarchy) domain names are often created based on the name of a company (e.g., *bbc*.co.uk), product or service (e.g. *hotmail*.com). Below these levels, the next domain name component has been used to designate a particular host server. Therefore, *ftp.example.com* might be an FTP server, *www.example.com* would be a World Wide Web server, and *mail.example.com* could be an email server, each intended to perform only the implied function. Modern technology allows multiple physical servers with either different (cf. load balancing) or even identical addresses (cf. anycast) to serve a single hostname or domain name, or multiple domain names to be served by a single computer. The latter is very popular in Web hosting service centers, where service providers host the websites of many organizations on just a few servers.

The hierarchical DNS labels or components of domain names are separated in a fully qualified name by the full stop (dot, .).

Internationalized domain names

[edit]
Main article: Internationalized domain name

The character set allowed in the Domain Name System is based on ASCII and does not allow the representation of names and words of many languages in their native scripts or alphabets. ICANN approved the Internationalized domain name (IDNA) system, which maps Unicode strings used in application user interfaces into the valid DNS character set by an encoding called Punycode. For example, københavn.eu is mapped to xn--kbenhavn-54a.eu. Many registries have adopted IDNA.

Domain name registration

[edit]

History

[edit]

The first commercial Internet domain name, in the TLD *com*, was registered on 15 March 1985 in the name symbolics.com by Symbolics Inc., a computer systems firm in Cambridge, Massachusetts.

By 1992, fewer than 15,000 *com* domains had been registered.

In the first quarter of 2015, 294 million domain names had been registered.[19] A large fraction of them are in the *com* TLD, which as of December 21, 2014, had 115.6 million domain names,[20] including 11.9 million online business and e-commerce sites, 4.3 million entertainment sites, 3.1 million finance related sites, and 1.8 million sports sites.[21] As of July

15, 2012, the *com* TLD had more registrations than all of the ccTLDs combined.[22]

As of December 31, 2023, 359.8 million domain names had been registered.[23]

Administration

[edit]

The right to use a domain name is delegated by domain name registrars, which are accredited by the Internet Corporation for Assigned Names and Numbers (ICANN), the organization charged with overseeing the name and number systems of the Internet. In addition to ICANN, each top-level domain (TLD) is maintained and serviced technically by an administrative organization operating a registry. A registry is responsible for maintaining the database of names registered within the TLD it administers. The registry receives registration information from each domain name registrar authorized to assign names in the corresponding TLD and publishes the information using a special service, the WHOIS protocol.

Registries and registrars usually charge an annual fee for the service of delegating a domain name to a user and providing a default set of name servers. Often, this transaction is termed a sale or lease of the domain name, and the registrant may sometimes be called an "owner", but no such legal relationship is actually associated with the transaction, only the exclusive right to use the domain name. More correctly, authorized users are known as "registrants" or as "domain holders".

ICANN publishes the complete list of TLD registries and domain name registrars. Registrant information associated with domain names is maintained in an online database accessible with the WHOIS protocol. For most of the 250 country code top-level domains (ccTLDs), the domain registries maintain the WHOIS (Registrant, name servers, expiration dates, etc.) information.

Some domain name registries, often called *network information centers* (NIC), also function as registrars to end-users. The major generic top-level domain registries, such as for the *com*, *net*, *org*, *info* domains and others, use a registry-registrar model consisting of hundreds of domain name registrars (see lists at ICANN[24] or VeriSign).[25] In this method of management, the registry only manages the domain name database and the relationship with the registrars. The *registrants* (users of a domain name) are customers of the registrar, in some cases through additional layers of resellers.

There are also a few other alternative DNS root providers that try to compete or complement ICANN's role of domain name administration, however, most of them failed to receive wide recognition, and thus domain names offered by those alternative roots cannot be used universally on most other internet-connecting machines without additional dedicated configurations.

Technical requirements and process

[edit]

In the process of registering a domain name and maintaining authority over the new name space created, registrars use several key pieces of information connected with a domain:

- *Administrative contact*. A registrant usually designates an administrative contact to manage the domain name. The administrative contact usually has the highest level of control over a domain. Management functions delegated to the administrative contacts may include management of all business information, such as name of record, postal address, and contact information of the official registrant of the domain and the obligation to conform to the requirements of the domain registry in order to retain the right to use a domain name. Furthermore, the administrative contact installs additional contact information for technical and billing functions.
- *Technical contact*. The technical contact manages the name servers of a domain name. The functions of a technical contact include assuring conformance of the configurations of the domain name with the requirements of the domain registry, maintaining the domain zone records, and providing continuous functionality of the name servers (that leads to the accessibility of the domain name).
- *Billing contact*. The party responsible for receiving billing invoices from the domain name registrar and paying applicable fees.
- *Name servers*. Most registrars provide two or more name servers as part of the registration service. However, a registrant may specify its own authoritative name servers to host a domain's resource records. The registrar's policies govern the number of servers and the type of server information required. Some providers require a hostname and the corresponding IP address or just the hostname, which must be resolvable either in the new domain, or exist elsewhere. Based on traditional requirements (RFC 1034), typically a minimum of two servers is required.

A domain name consists of one or more labels, each of which is formed from the set of ASCII letters, digits, and hyphens (a–z, A–Z, 0–9, -), but not starting or ending with a hyphen. The labels are case-insensitive; for example, 'label' is equivalent to 'Label' or 'LABEL'. In the textual representation of a domain name, the labels are separated by a full stop (period).

Business models

[edit]

Domain names are often seen in analogy to real estate in that domain names are foundations on which a website can be built, and the highest *quality* domain names, like sought-after real estate, tend to carry significant value, usually due to their online brand-building potential, use in advertising, search engine optimization, and many other criteria.

A few companies have offered low-cost, below-cost or even free domain registration with a variety of models adopted to recoup the costs to the provider. These usually require that domains be hosted on their website within a framework or portal that includes advertising wrapped around the domain holder's content, revenue from which allows the provider to recoup the costs. Domain registrations were free of charge when the DNS was new. A domain holder may provide an infinite number of subdomains in their domain. For example, the owner of *example.org* could provide subdomains such as *foo.example.org* and *foo.bar.example.org* to interested parties.

Many desirable domain names are already assigned and users must search for other acceptable names, using Web-based search features, or WHOIS and dig operating system tools. Many registrars have implemented **domain name suggestion** tools which search domain name databases and suggest available alternative domain names related to keywords provided by the user.

Resale of domain names

[edit]
Main article: List of most expensive domain names

The business of resale of registered domain names is known as the domain aftermarket. Various factors influence the perceived value or market value of a domain name. Most of the high-prize domain sales are carried out privately.[26] Also, it is called confidential domain acquiring or anonymous domain acquiring.[27]

Domain name confusion

[edit]

Intercapping is often used to emphasize the meaning of a domain name, because DNS names are not case-sensitive. Some names may be misinterpreted in certain uses of capitalization. For example: *Who Represents*, a database of artists and agents, chose *whorepresents.com*,[28] which can be misread. In such situations, the proper meaning may be clarified by placement of hyphens when registering a domain name. For instance, Experts Exchange, a programmers' discussion site, used *expertsexchange.com*, but changed its domain name to *experts-exchange.com*.[29]

Uses in website hosting

[edit]

The domain name is a component of a uniform resource locator (URL) used to access websites, for example:

- URL: http://www.example.net/index.html
- Top-level domain: net
- Second-level domain: example
- Hostname: www

A domain name may point to multiple IP addresses to provide server redundancy for the services offered, a feature that is used to manage the traffic of large, popular websites.

Web hosting services, on the other hand, run servers that are typically assigned only one or a few addresses while serving websites for many domains, a technique referred to as virtual web hosting. Such IP address overloading requires that each request identifies the domain name being referenced, for instance by using the HTTP request header field *Host:*, or Server Name Indication.

Abuse and regulation

[edit]

Critics often claim abuse of administrative power over domain names. Particularly noteworthy was the VeriSign Site Finder system which redirected all unregistered .com and .net domains to a VeriSign webpage. For example, at a public meeting with VeriSign to air technical concerns about Site Finder,[30] numerous people, active in the IETF and other technical bodies, explained how they were surprised by VeriSign's changing the fundamental behavior of a major component of Internet infrastructure, not having obtained the customary consensus. Site Finder, at first, assumed every Internet query was for a website, and it monetized queries for incorrect domain names, taking the user to VeriSign's search site. Other applications, such as many implementations of email, treat a lack of response to a domain name query as an indication that the domain does not exist, and that the message can be treated as undeliverable. The original VeriSign implementation broke this assumption for mail, because it would always resolve an erroneous domain name to that of Site Finder. While VeriSign later changed Site Finder's behaviour with regard to email, there was still widespread protest about VeriSign's action being more in its financial interest than in the interest of the Internet infrastructure component for which VeriSign was the steward.

Despite widespread criticism, VeriSign only reluctantly removed it after the Internet Corporation for Assigned Names and Numbers (ICANN) threatened to revoke its contract to administer the root name servers. ICANN published the extensive set of letters exchanged, committee reports, and ICANN decisions.[31]

There is also significant disquiet regarding the United States Government's political influence over ICANN. This was a significant issue in the attempt to create a .xxx top-level domain and sparked greater interest in alternative DNS roots that would be beyond the control of any single country.[32]

Additionally, there are numerous accusations of domain name front running, whereby registrars, when given whois queries, automatically register the domain name for themselves. Network Solutions has been accused of this.[33]

Truth in Domain Names Act

[edit]

In the United States, the Truth in Domain Names Act of 2003, in combination with the PROTECT Act of 2003, forbids the use of a misleading domain name with the intention of attracting Internet users into visiting Internet pornography sites.

The Truth in Domain Names Act follows the more general Anticybersquatting Consumer Protection Act passed in 1999 aimed at preventing typosquatting and deceptive use of names and trademarks in domain names.

Seizures

[edit]

- Seizure notices
  absolutepoker.com
- Image not found or type unknown

  absolutepoker.com
  channelsurfing.net
- Image not found or type unknown

  channelsurfing.net

libertyreserve.com

Image not found or type unknown

In the early 21st century, the US Department of Justice (DOJ) pursued the seizure of domain names, based on the legal theory that domain names constitute property used to engage in criminal activity, and thus are subject to forfeiture. For example, in the seizure of the domain name of a gambling website, the DOJ referenced 18 U.S.C. § 981 and 18 U.S.C. § 1955(d).[34][1] In 2013 the US government seized Liberty Reserve, citing 18 U.S.C. § 982(a)(1).[35]

libertyreserve.com

The U.S. Congress passed the Combating Online Infringement and Counterfeits Act in 2010. Consumer Electronics Association vice president Michael Petricone was worried that seizure was a *blunt instrument* that could harm legitimate businesses.[36][37] After a joint operation on February 15, 2011, the DOJ and the Department of Homeland Security claimed to have seized ten domains of websites involved in advertising and distributing child pornography, but also mistakenly seized the domain name of a large DNS provider, temporarily replacing 84,000 websites with seizure notices.[38]

In the United Kingdom, the Police Intellectual Property Crime Unit (PIPCU) has been attempting to seize domain names from registrars without court orders.[39]

Suspensions

[edit]

PIPCU and other UK law enforcement organisations make domain suspension requests to Nominet which they process on the basis of breach of terms and conditions. Around 16,000 domains are suspended annually, and about 80% of the requests originate from PIPCU.[40]

Property rights

[edit]

Because of the economic value it represents, the European Court of Human Rights has ruled that the exclusive right to a domain name is protected as property under article 1 of Protocol 1 to the European Convention on Human Rights.[41]

IDN variants

[edit]

ICANN Business Constituency (BC) has spent decades trying to make IDN variants work at the second level, and in the last several years at the top level. Domain name variants are

domain names recognized in different character encodings, like a single domain presented in traditional Chinese and simplified Chinese. It is an Internationalization and localization problem. Under Domain Name Variants, the different encodings of the domain name (in simplified and traditional Chinese) would resolve to the same host.[42][43]

According to John Levine, an expert on Internet related topics, "Unfortunately, variants don't work. The problem isn't putting them in the DNS, it's that once they're in the DNS, they don't work anywhere else."[42]

Fictitious domain name

[edit]

A *fictitious domain name* is a domain name used in a work of fiction or popular culture to refer to a domain that does not actually exist, often with invalid or unofficial top-level domains such as ".web", a usage exactly analogous to the dummy 555 telephone number prefix used in film and other media. The canonical fictitious domain name is "example.com", specifically set aside by IANA in RFC 2606 for such use, along with the *.example* TLD.

Domain names used in works of fiction have often been registered in the DNS, either by their creators or by cybersquatters attempting to profit from it. This phenomenon prompted NBC to purchase the domain name Hornymanatee.com after talk-show host Conan O'Brien spoke the name while ad-libbing on his show. O'Brien subsequently created a website based on the concept and used it as a running gag on the show.[44] Companies whose works have used fictitious domain names have also employed firms such as MarkMonitor to park fictional domain names in order to prevent misuse by third parties.[45]

Misspelled domain names

[edit]

This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. *(December 2022) (Learn how and when to remove this message)*

Misspelled domain names, also known as typosquatting or URL hijacking, are domain names that are intentionally or unintentionally misspelled versions of popular or well-known domain names. The goal of misspelled domain names is to capitalize on internet users who accidentally type in a misspelled domain name, and are then redirected to a different website.

Misspelled domain names are often used for malicious purposes, such as phishing scams or distributing malware. In some cases, the owners of misspelled domain names may also attempt to sell the domain names to the owners of the legitimate domain names, or to individuals or organizations who are interested in capitalizing on the traffic generated by internet users who accidentally type in the misspelled domain names.

To avoid being caught by a misspelled domain name, internet users should be careful to type in domain names correctly, and should avoid clicking on links that appear suspicious or unfamiliar. Additionally, individuals and organizations who own popular or well-known domain names should consider registering common misspellings of their domain names in order to prevent others from using them for malicious purposes.

Domain name spoofing

[edit]

The term **Domain name spoofing** (or simply though less accurately, **Domain spoofing**) is used generically to describe one or more of a class of phishing attacks that depend on falsifying or misrepresenting an internet domain name.[46][47] These are designed to persuade unsuspecting users into visiting a web site other than that intended, or opening an email that is not in reality from the address shown (or apparently shown).[48] Although website and email spoofing attacks are more widely known, any service that relies on domain name resolution may be compromised.

Types

[edit]

There are a number of better-known types of domain spoofing:

- Typosquatting, also called "URL hijacking", a "sting site", or a "fake URL", is a form of cybersquatting, and possibly brandjacking which relies on mistakes such as typos made by Internet users when inputting a website address into a web browser or composing an email address. Should a user accidentally enter an incorrect domain name, they may be led to any URL (including an alternative website owned by a cybersquatter).[49]

  The typosquatter's URL will usually be one of five kinds, all *similar to* the victim site address:
  - A common misspelling, or foreign language spelling, of the intended site
  - A misspelling based on a typographical error
  - A plural of a singular domain name
  - A different top-level domain: (i.e. .com instead of .org)
  - An abuse of the Country Code Top-Level Domain (ccTLD) (.cm, .co, or .om instead of .com)

- IDN homograph attack. This type of attack depends on registering a domain name that is similar to the 'target' domain, differing from it only because its spelling includes one or more characters that come from a different alphabet but look the same to the naked eye. For example, the Cyrillic, Latin, and Greek alphabets each have their own letter A, each of which has its own binary code point. Turkish has a dotless letter i (Ãƒâ€žÃ‚Â±) that

may not be perceived as different from the ASCII letter i. Most web browsers warn of 'mixed alphabet' domain names,[50][51][52][53] Other services, such as email applications, may not provide the same protection. Reputable top level domain and country code domain registrars will not accept applications to register a deceptive name but this policy cannot be presumed to be infallible.
- DNS spoofing – Cyberattack using corrupt DNS data
- Website spoofing – Creating a website, as a hoax, with the intention of misleading readers
- Email spoofing – Creating email spam or phishing messages with a forged sender identity or address

Risk mitigation

[edit]

- Domain Name System Security Extensions – Suite of IETF specifications
- Sender Policy Framework – Simple email-validation system designed to detect email spoofing
- DMARC – System to prevent email fraud ("Domain-based Message Authentication, Reporting and Conformance")
- DomainKeys Identified Mail – Email authentication method designed to detect email spoofing
- Public key certificate – Electronic document used to prove the ownership of a public key (SSL certificate)

Legitimate technologies that may be subverted

[edit]

- URL redirection – Technique for making a Web page available under more than one URL address
- Domain fronting – Technique for Internet censorship circumvention

See also

[edit]

- Domain hack
- Domain hijacking
- Domain name registrar
- Domain name speculation
- Domain name warehousing
- Domain registration

- Domain tasting
- Geodomain
- List of Internet top-level domains
- Reverse domain hijacking
- Reverse domain name notation

References

[edit]

1. ^ *Stevens, W. Richard (1994). TCP/IP Illustrated, Volume 1: The Protocols. Vol. 1 (1 ed.). Addison-Wesley. ISBN 9780201633467.*
2. ^ *Arends, R.; Austein, R.; Larson, M.; Massey, D.; Rose, S. (2005). RFC 4034 – Resource Records for the DNS Security Extensions (Technical report). IEFT. doi: 10.17487/RFC4034. Archived from the original on 2018-09-20. Retrieved 2015-07-05.*
3. ^ *Low, Jerry. "Why are generic domains so expensive?". TheRealJerryLow.com. Archived from the original on 20 March 2019. Retrieved 27 September 2018.*
4. ^ RFC 3467, *Role of the Domain Name System (DNS)*, J.C. Klensin, J. Klensin (February 2003)
5. ^ *Cricket Liu, Paul Albitz (2006). DNS and BIND (5th ed.). O'Reilly. p. 3. Archived from the original on 2011-09-05. Retrieved 2011-10-22.*
6. ^ *"The first ever 20 domain names registered". ComputerWeekly.com. Archived from the original on 2020-08-08. Retrieved 2020-07-30.*
7. ^ *Rooksby, Jacob H. (2015). "Defining Domain: Higher Education's Battles for Cyberspace". Brooklyn Law Review. **80** (3): 857–942. Archived from the original on 2018-11-07. Retrieved 2015-10-27.* at p. 869
8. ^ *Mockapetris, P. (November 1987). "Domain names - Implementation and specification (RFC 1035)". IETF Datatracker. Retrieved January 21, 2024.*
9. ^ *"Introduction to Top-Level Domains (gTLDs)". Internet Corporation for Assigned Names and Numbers (ICANN). Archived from the original on 2009-06-15. Retrieved 2009-06-26.*
10. ^ RFC 920, *Domain Requirements*, J. Postel, J. Reynolds, The Internet Society (October 1984)
11. ^ "New gTLD Program" Archived 2011-11-25 at the Wayback Machine, ICANN, October 2009
12. ^ *"32nd International Public ICANN Meeting". ICANN. 2008-06-22. Archived from the original on 2009-03-08. Retrieved 2009-06-26.*
13. ^ *"New gTLS Program". ICANN. Archived from the original on 2011-09-10. Retrieved 2009-06-15.*
14. ^ ICANN Board Approves Sweeping Overhaul of Top-level Domains Archived 2009-06-26 at the Wayback Machine, CircleID, 26 June 2008.
15. ^ *"About the Program - ICANN New gTLDs". ICANN. Archived from the original on 2016-11-03. Retrieved 2016-11-09.*

16. ^ "Root Zone Database". IANA. Archived from the original on 2019-05-04. Retrieved 2020-11-01.
17. ^ Cheshire, S.; Krochmal, M. (February 2013). "RFC6761 - Special-Use Domain Names" . Internet Engineering Task Force. doi:10.17487/RFC6761. Archived from the original on 13 November 2020. Retrieved 3 May 2015.
18. ^ "Executive Summary - dot brand observatory". observatory.domains. Archived from the original on 2016-11-10. Retrieved 2016-11-09.
19. ^ Internet Grows to 294 Million Domain Names in the First Quarter of 2015 Archived 2017-12-20 at the Wayback Machine, Jun 30, 2015.
20. ^ "Thirty years of .COM domains - and the numbers are up". Geekzone. Mar 13, 2015. Archived from the original on April 7, 2016. Retrieved Mar 25, 2016.
21. ^ Evangelista, Benny. 2010. "25 years of .com names." San Francisco Chronicle. March 15, p. 1
22. ^ "Domain domination: The com TLD larger than all ccTLDs combined". Royal.pingdom.com. Archived from the original on 2012-07-23. Retrieved 2012-07-25.
23. ^ "DNIB Quarterly Report Q4 2023". Domain Name Industry Brief (DNIB). Retrieved 16 February 2024.
24. ^ "ICANN-Accredited Registrars". ICANN. Archived from the original on 2019-05-19. Retrieved 2012-09-13.
25. ^ "Choose A Top Domain Registrar Of Your Choice Using Our Search Tool". Verisign. Archived from the original on 2015-09-04. Retrieved 2015-08-10.
26. ^ Arif, Sengoren (1 October 2024). "Confidentially domain acquiring".
27. ^ "Anonymous Domain Ownership". Conference: 2023 IEEE International Conference on Blockchain and Cryptocurrency (ICBC). 1 October 2024.
28. ^ Courtney, Curzi (14 October 2014). "WhoRepresents helps brands connect with celebrity influencers". DM News. Archived from the original on 8 July 2019. Retrieved 8 July 2019.
29. ^ Ki, Mae Heussner (2 June 2010). "'Slurls': Most Outrageous Website URLs". ABC News. Archived from the original on 31 May 2019. Retrieved 8 July 2019.
30. ^ McCullagh, Declan (2003-10-03). "VeriSign fends off critics at ICANN confab". CNET News. Archived from the original on January 4, 2013. Retrieved 2007-09-22.
31. ^ "Verisign's Wildcard Service Deployment". ICANN. Archived from the original on 2008-12-02. Retrieved 2007-09-22.
32. ^ Mueller, M (March 2004). Ruling the Root. MIT Press. ISBN 0-262-63298-5.
33. ^ Slashdot.org Archived 2010-02-17 at the Wayback Machine, NSI Registers Every Domain Checked
34. ^ FBI / DOJ (15 April 2011). "Warning". Archived from the original on 2011-04-14. Retrieved 2011-04-15.
35. ^ Dia, Miaz (4 February 2010). "website laten maken". Kmowebdiensten. Archived from the original on December 20, 2016. Retrieved 8 December 2016.
36. ^ Gabriel, Jeffrey (18 June 2020). "Past Congressional Attempts to Combat Online Copyright Infringement". Saw. Archived from the original on 2020-06-20. Retrieved 2020-06-19.

37. ^ *Jerome, Sarah (6 April 2011). "Tech industry wary of domain name seizures". The Hill. Archived from the original on 2011-04-10. Retrieved 2011-04-15.*
38. ^ *"U.S. Government Shuts Down 84,000 Websites, 'By Mistake'". Archived from the original on 2018-12-25. Retrieved 2012-12-16.*
39. ^ *Jeftovic, Mark (8 October 2013). "Whatever Happened to "Due Process" ?". Archived from the original on 5 December 2014. Retrieved 27 November 2014.*
40. ^ Tackling online criminal activity Archived 2017-12-16 at the Wayback Machine, 1 November 2016 – 31 October 2017, Nominet
41. ^ ECHR 18 September 2007, no. 25379/04, 21688/05, 21722/05, 21770/05, *Paeffgen v Germany*.
42. ^ ***a b*** *Levine, John R. (April 21, 2019). "Domain Name Variants Still Won't Work". Archived from the original on July 29, 2020. Retrieved May 23, 2020.*
43. ^ *"Comment on ICANN Recommendations for Managing IDN Variant Top-Level Domains" (PDF). ICANN. April 21, 2019. Archived (PDF) from the original on 2022-10-09 . Retrieved May 23, 2020.*
44. ^ "So This Manatee Walks Into the Internet Archived 2017-01-23 at the Wayback Machine", *The New York Times*, December 12, 2006. Retrieved April 12, 2008.
45. ^ *Allemann, Andrew (2019-11-05). "Part of MarkMonitor sold to OpSec Security". Domain Name Wire | Domain Name News. Retrieved 2024-11-26.*
46. ^ *"Canadian banks hit by two-year domain name spoofing scam". Finextra. 9 January 2020. Archived from the original on 6 November 2021. Retrieved 27 August 2021.*
47. ^ *"Domain spoofing". Barracuda Networks. Archived from the original on 2021-11-04. Retrieved 2021-08-27.*
48. ^ *Tara Seals (August 6, 2019). "Mass Spoofing Campaign Abuses Walmart Brand". threatpost. Archived from the original on November 6, 2021. Retrieved August 27, 2021.*
49. ^ *"Example Screenshots of Strider URL Tracer With Typo-Patrol". Microsoft Research. Archived from the original on 21 December 2008.*
50. ^ *"Internationalized Domain Names (IDN) in Google Chrome". chromium.googlesource.com. Archived from the original on 2020-11-01. Retrieved 2020-08-26.*
51. ^ *"Upcoming update with IDN homograph phishing fix - Blog". Opera Security. 2017-04-21. Archived from the original on 2020-08-08. Retrieved 2020-08-26.*
52. ^ *"About Safari International Domain Name support". Archived from the original on 2014-06-17. Retrieved 2017-04-29.*
53. ^ *"IDN Display Algorithm". Mozilla. Archived from the original on 2016-01-31. Retrieved 2016-01-31.*

External links

[edit]

Image not found or type unknown

Look up ***homograph*** in Wiktionary, the free dictionary.

Image not found or type unknown

Wikimedia Commons has media related to ***Domain name space***.

- (domain bias in web search) a research by Microsoft
- Top Level Domain Bias in Search Engine Indexing and Rankings
- Icann New gTLD Program Factsheet - October 2009 (PDF)
- IANA Two letter Country Code TLD
- ICANN - Internet Corporation for Assigned Names and Numbers
- Internic.net, public information regarding Internet domain name registration services
- Internet Domain Names: Background and Policy Issues Congressional Research Service
- RFC 1034, Domain Names — Concepts and Facilities, an Internet Protocol Standard
- RFC 1035, Domain Names — Implementation and Specification, an Internet Protocol Standard
- UDRP, Uniform Domain-Name Dispute-Resolution Policy
- Special use domain names

- **v**
- **t**
- **e**

Website management

Concepts

Web hosting

- Clustered
- Peer-to-peer
- Self-hosting
- Virtual

Web analytics

- Click analytics
- Mobile web analytics
- Web tracking
  - Click tracking

- Overselling
- Web document
- Web content
- Web content lifecycle
- Web server
- Web cache
- Webmaster
- Website governance

Web hosting control panels (comparison)

- AlternC
- cPanel
- DirectAdmin
- Domain Technologie Control
- Froxlor
- i-MSCP
- InterWorx
- ISPConfig
- Ispmanager
- Kloxo
- Plesk
- Usermin
- Webmin

Top-level domain registries

- AFNIC
- auDA
- DNS Belgium
- CentralNic
- CIRA
- CNNIC
- CZ.NIC
- DENIC
- EURid
- Freenom
- GoDaddy
- Google Domains
- Identity Digital
- IPM
- JPRS
- KISA
- NIC México
- Nominet
- PIR
- Tucows
- Verisign

Domain name managers and registrars

- Bluehost
- Domainz
- DreamHost
- Dynadot
- Enom
- Epik
- Gandi
- GlowHost
- GMO Internet
- GoDaddy
- Google Domains
- Hover
- Infomaniak
- Jimdo
- Name.com
- Namecheap
- Hostinger
- NameSilo
- NearlyFreeSpeech
- Network Solutions
- OVH
- Register.com
- Squarespace
- Tucows
- UK2
- Webcentral
- Web.com
- Wix.com

Web content management system

- Document management system
- Wiki software
- Blog software

Authority control databases: National Image not found or type unknown **Edit this at Wikidata**

- Germany
- United States
- France
- BnF data
- Japan
- Israel

About Web directory

A **web directory** or **link directory** is an online list or catalog of websites. That is, it is a directory on the World Wide Web of (all or part of) the World Wide Web. Historically, directories typically listed entries on people or businesses, and their contact information; such directories are still in use today. A web directory includes entries about websites, including links to those websites, organized into categories and subcategories.[1][2][3] Besides a link, each entry may include the title of the website, and a description of its contents. In most web directories, the entries are about whole websites, rather than individual pages within them (called "deep links"). Websites are often limited to inclusion in only a few categories.

There are two ways to find information on the Web: by searching or browsing. Web directories provide links in a structured list to make browsing easier. Many web directories combine searching and browsing by providing a search engine to search the directory. Unlike search engines, which base results on a database of entries gathered automatically by web crawler, most web directories are built manually by human editors. Many web directories allow site owners to submit their site for inclusion, and have editors review submissions for fitness.

Web directories may be general in scope, or limited to particular subjects or fields. Entries may be listed for free, or by paid submission (meaning the site owner must pay to have his or her website listed).

RSS directories are similar to web directories, but contain collections of RSS feeds, instead of links to websites.

History

[edit]

During the early development of the web, there was a list of web servers edited by Tim Berners-Lee and hosted on the CERN webserver. One historical snapshot from 1992 remains.[4] He also created the World Wide Web Virtual Library, which is the oldest web directory.[5]

Scope of listing

[edit]

Most of the directories are general in on scope and list websites across a wide range of categories, regions and languages. But some niche directories focus on restricted regions,

single languages, or specialist sectors. For example, there are shopping directories that specialize in the listing of retail e-commerce sites.

Examples of well-known general web directories are Yahoo! Directory (shut down at the end of 2014) and DMOZ (shut down on March 14, 2017). DMOZ was significant due to its extensive categorization and large number of listings and its free availability for use by other directories and search engines.[6]

However, a debate over the quality of directories and databases still continues, as search engines use DMOZ's content without real integration, and some experiment using clustering.

Development

[edit]

This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. *(April 2019) (Learn how and when to remove this message)*

There have been many attempts to make building web directories easier, such as using automated submission of related links by script, or any number of available PHP portals and programs. Recently, social software techniques have spawned new efforts of categorization, with Amazon.com adding tagging to their product pages.

Monetizing

[edit]

Directories have various features in their listings, often depending upon the price paid for inclusion:

- Cost
  - Free submission – there is no charge for the review and listing of the site
  - Paid submission – a one-time or recurring fee is charged for reviewing/listing the submitted link
- No follow – there is a rel="nofollow" attribute associated with the link, meaning search engines will give no weight to the link
- Featured listing – the link is given a premium position in a category (or multiple categories) or other sections of the directory, such as the homepage. Sometimes called sponsored listing.
- Bid for position – where sites are ordered based on bids
- Affiliate links – where the directory earns commission for referred customers from the listed websites
- Reciprocity

- Reciprocal link – a link back to the directory must be added somewhere on the submitted site in order to get listed in the directory. This strategy has decreased in popularity due to changes in SEO algorithms which can make it less valuable or counterproductive.[7]
- No Reciprocal link – a web directory where you will submit your links for free and no need to add link back to your website

Human-edited web directories

[edit]

Image not found or type unknown This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. *(April 2019) (Learn how and when to remove this message)*

A human-edited directory is created and maintained by editors who add links based on the policies particular to that directory. Human-edited directories are often targeted by SEOs on the basis that links from reputable sources will improve rankings in the major search engines. Some directories may prevent search engines from rating a displayed link by using redirects, nofollow attributes, or other techniques. Many human-edited directories, including DMOZ, World Wide Web Virtual Library, Business.com and Jasmine Directory, are edited by volunteers, who are often experts in particular categories. These directories are sometimes criticized due to long delays in approving submissions, or for rigid organizational structures and disputes among volunteer editors.

In response to these criticisms, some volunteer-edited directories have adopted wiki technology, to allow broader community participation in editing the directory (at the risk of introducing lower-quality, less objective entries).

Another direction taken by some web directories is the paid for inclusion model. This method enables the directory to offer timely inclusion for submissions and generally fewer listings as a result of the paid model. They often offer additional listing options to further enhance listings, including features listings and additional links to inner pages of the listed website. These options typically have an additional fee associated but offer significant help and visibility to sites and/or their inside pages.

Today submission of websites to web directories is considered a common SEO (search engine optimization) technique to get back-links for the submitted website. One distinctive feature of 'directory submission' is that it cannot be fully automated like search engine submissions. Manual directory submission is a tedious and time-consuming job and is often outsourced by webmasters.

Bid for Position directories

[edit]

This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. *(April 2019) (Learn how and when to remove this message)*

Bid for Position directories, also known as bidding web directories, are paid-for-inclusion web directories where the listings of websites in the directory are ordered according to their bid amount. They are special in that the more a person pays, the higher up the list of websites in the directory they go. With the higher listing, the website becomes more visible and increases the chances that visitors who browse the directory will click on the listing.

Propagation

[edit]

Web directories will often make themselves accessing by more and more URLs by acquiring the domain registrations of defunct websites as soon as they expire, a practice known as Domain drop catching.

See also

[edit]

- List of web directories
- Lists of websites – this itself is a web directory
- Web portal

Link destinations

- Deep links
- Home pages

Types of web directory

- Business directory

Other link organization and presentation systems

- Webring
- Bookmark manager
  - Enterprise bookmarking
  - Social bookmarking
- Search engine
  - Search engine results page (SERP)

References

[edit]

1. ^ *"Web directory". Dictionary.com. Retrieved 11 November 2023.*
2. ^ *Wendy Boswell. "What is a Web Directory". About.com. Archived from the original on 2010-01-07. Retrieved 2010-02-25.*
3. ^ *"Web Directory Or Directories". yourmaindomain. Retrieved 30 August 2013.*
4. ^ *"World-Wide Web Servers". W3C. Retrieved 2012-05-14.*
5. ^ *Aaron Wall. "History of Search Engines: From 1945 to Google Today". Search Engine History. Retrieved 2017-05-16.*
6. ^ Paul Festa (December 27, 1999), Web search results still have human touch, *CNET News.com*, retrieved September 18, 2007
7. ^ *Schmitz, Tom (August 2, 2012). "What Everyone Needs To Know About Good, Bad & Bland Links". searchengineland.com. Third Door Media. Retrieved April 21, 2017. " Reciprocal links may not help with competitive keyword rankings, but that does not mean you should avoid them when they make sound business sense. What you should definitely avoid are manipulative reciprocal linking schemes like automated link trading programs and three-way links or four-way links."*

External links

[edit]

- **v**
- **t**
- **e**

Web syndication

History
- Blogging
- Podcasting
- Vlogging
- Web syndication technology

Types

- Art
- Bloggernacle
- Classical music
- Corporate
- Dream diary
- Edublog
- Electronic journal
- Fake
- Family
- Fashion
- Food
- Health
- Law
- Lifelog
- MP3
- News
- Photoblog
- Police
- Political
- Project
- Reverse
- Travel
- Warblog

Technology	**General**	○ BitTorrent ○ Feed URI scheme
	Features	○ Linkback ○ Permalink ○ Ping ○ Pingback ○ Reblogging ○ Refback ○ Rollback ○ Trackback
	Mechanism	○ Thread ○ Geotagging ○ RSS enclosure ○ Synchronization
	Memetics	○ Atom feed ○ Data feed ○ Photofeed ○ Product feed ○ RDF feed ○ Web feed
	RSS	○ GeoRSS ○ MRSS ○ RSS TV
	Social	○ Inter-process communication ○ Mashup ○ Referencing ○ RSS editor ○ RSS tracking ○ Streaming media
	Standard	○ OPML ○ RSS Advisory Board ○ Usenet ○ World Wide Web ○ XBEL ○ XOXO

- Audio podcast
- Enhanced podcast
- Mobilecast
- Narrowcasting
- Peercasting
- Screencast
- Slidecasting
- Videocast
- Webcomic
- Webtoon
- Web series

Form

- Anonymous blogging
- Collaborative blog
- Columnist
- Instant messaging
- Liveblogging
- Microblog
- Mobile blogging
- Spam blog
- Video blogging
- Motovlogging

Media

Alternative media

- Carnivals
- Fiction
- Journalism
  - Citizen
  - Database
- Online diary
- Search engines
- Sideblog
- Software
- Web directory

Micromedia

- Aggregation
  - News
  - Poll
  - Review
  - Search
  - Video
- Atom
- AtomPub
- Broadcatching
- Hashtag
- NewsML
  - 1
  - G2
- Social communication
- Social software
- Web Slice

Related

- Blogosphere
- Escribitionist
- Glossary of blogging
- Pay per click
- Posting style
- Slashdot effect
- Spam in blogs
- Uses of podcasting

Check our other pages :

- ecommerce SEO services
- SEO packages australia
- SEO packages Sydney
- Sydney SEO consulting
- SEO services in Sydney

Frequently Asked Questions

What is a content agency in Sydney?

A content agency in Sydney focuses on creating high-quality, SEO-optimized content that resonates with your target audience. Their services typically include blog writing, website copy, video production, and other forms of media designed to attract traffic and improve search rankings.

Why should I consider SEO packages in Australia?

SEO packages in Australia typically bundle essential optimization services such as keyword research, technical audits, content creation, and link building at a set price. They are designed to simplify the process, provide consistent results, and help businesses of all sizes improve their online visibility.

What is involved in SEO consulting?

SEO consulting involves analyzing a website's current performance, identifying areas for improvement, and recommending strategies to boost search rankings. Consultants provide insights on keyword selection, on-page and technical optimization, content development, and link-building tactics.

What are the benefits of working with an SEO consultant in Sydney?

An SEO consultant in Sydney can provide tailored advice and strategies that align with your business's goals and local market conditions. They bring expertise in keyword selection, content optimization, technical SEO, and performance monitoring, helping you achieve better search rankings and more organic traffic.

What role do SEO consultants play in a digital marketing strategy?

SEO consultants are responsible for improving your website's visibility and performance in search engines. By analyzing data, refining keyword strategies, and optimizing site elements, they enhance your overall digital marketing efforts, leading to more traffic, better user engagement, and higher conversions.

What are local SEO services in Sydney?

Local SEO services in Sydney focus on optimizing a business's online presence to attract local customers. This includes claiming local business listings, optimizing Google My Business profiles, using location-specific keywords, and ensuring consistent NAP (Name, Address, Phone) information across the web.

SEO company in Sydney

SEO Sydney

Phone : 1300 684 339

City : Sydney

State : NSW

Zip : 2000

Google Business Profile

Google Business Website

Company Website : https://sydney.website/seo-sydney/

USEFUL LINKS

SEO Website

SEO Services Sydney

Local SEO Sydney

SEO Ranking

SEO optimisation

LATEST BLOGPOSTS

SEO community

SEO Buzz

WordPress SEO

SEO Audit

Sitemap

Privacy Policy

About Us

SEO Castle Hill | SEO Fairfield | SEO Hornsby | SEO Liverpool | SEO North Sydney | SEO Norwest | SEO Parramatta | SEO Penrith | SEO Strathfield | SEO Wetherill Park

Follow us