

# Module 3: Domain Registration, WHOIS Protection and Transfers

This section is meant to help you understand domain dynamics so you may also guide a client or others.

# 3.1 Choosing a Domain Name

- Choosing the right domain name is crucial to your online presence. A good domain name should be:
  1. **Short and Simple:** Shorter names are easier to remember and type. Try to keep it under 15 characters if possible.
  2. **Memorable:** It should be catchy, unique, and easy to recall.
  3. **Relevant to Your Business or Brand:** The domain name should clearly represent your brand, product, or service.

# Choosing a Domain Name

4. **Easy to Spell and Pronounce:** Avoid complex words or unusual spellings.

5. **Avoid Special Characters and Numbers:** Unless they are part of your brand, avoid hyphens, numbers, and other special characters that could confuse users.

- **Examples:**

**Good:** "mytravelguide.com"

**Poor:** "my-tr@v3l-guide123.com"

## 3.2 Best Practices for Naming

- 1. Use Keywords:** Incorporating relevant keywords related to your industry or niche can improve SEO (e.g., “bakery,” “travel,” “fitness”).
- 2. Consider Future Growth:** Choose a domain name that will still be relevant if your business expands. Avoid overly specific names that might limit future opportunities.

# Best Practices for Naming

- 3. Check for Trademarks:** Make sure the domain name you choose is not already trademarked to avoid legal issues.
- 4. Think Global:** If you're targeting an international audience, choose a domain name that doesn't have negative connotations or different meanings in other languages.

## 3.3 Domain Branding Considerations

- Your domain is an extension of your brand. Some key branding considerations include:
- **Consistency:** Ensure your domain name aligns with your business name. If possible, secure the same name across multiple TLDs (e.g., .com, .net) to protect your brand.
- **SEO-Friendly:** Incorporate keywords into your domain name where possible to improve search engine rankings.
- **Social Media Compatibility:** Check the availability of your domain name across major social media platforms to maintain a consistent online presence.

## 3.4 Domain Registrars, Registry and Registrant.

- When you register a domain there are always three parties involved; ***the registry, registrar and registrant***. Below we explain what their roles are.

**1. Registrar** : The registrar is the middleman. It is an accredited organization that registers a domain with a registry or other registrars, on behalf of the registrant.

- Different registrars offer different features, pricing, and services, so choosing the right registrar is essential.

## 3.4 Domain Registrars, Registry and Registrant.

- **Popular Registrars:** Truehost, Namecheap, and others.

- **Factors to Consider:**

Pricing, customer support, user experience, renewal fees, security features, WHOIS protection, DNS Management.

### **2. Registry -**

- The registry is responsible for the overall administration of a top-level domain (TLD). They set the policies for the domain, manage the registrations and generate the zone file.

## 3.4 Domain Registrars, Registry and Registrant.

- A registry can manage multiple domains, like Verisign for .com and .net, or just one domain like .KE where KENIC is the registry for .KE domains.

### **3. Registrant**

- The registrant is the registered name holder of a domain.
- This is a person or entity who owns the rights to use the domain for their website and email, as long as they pay the domain fee every year.

## 3.5 Selecting a Domain Registrar

- When selecting a domain registrar, consider the following:
  - 1. Other services and Support** e.g Truehost offers a wide range of services beyond domain registration, including hosting and website builders. They also provide live chat support via Chatwoot, making it easy to get help when needed.
  - 2. Registration Policies:** Review the registrar's policies on renewals, refunds, and domain transfers. Some registrars offer grace periods, while others may have stricter terms.
  - 3. Security and WHOIS Protection:** Ensure that the registrar provides WHOIS privacy options and other security features.

## 3.6 Domain Transfer Process

- There are times when you may want to transfer your domain to another **registrar or account**. This process can be technical, but it's manageable with the right guidance.

### *Transferring Between Registrars:*

- 1. Unlock the Domain:** Log in to your current registrar portal and unlock the domain you wish to transfer.
- 2. Obtain the EPP/Auth Code:** This code is required to authorize the transfer. Consider it like a password for your domain. It will be provided by your current registrar.

## 3.6 Domain Transfer Process

- 3. Initiate the Transfer:** Go to the new registrar and initiate the domain transfer process by providing the domain name and the EPP/Auth code.
- 4. Confirm Transfer:** You will receive confirmation emails from both registrars. Follow the instructions in these emails to approve the transfer. Note approval and transfer depends on the registrar.
- 5. Wait for Completion:** Domain transfers typically take 5-7/8 days to complete. During this period, your domain remains active with the current registrar until the transfer is finalized.

## 3.6 Domain Transfer Process

- Note that transfer window period varies depending on domain extensions.
- See examples below
  - a) For .com, .net, .org, .africa, .tech, and several others take 5- 7/8 days to complete.
- However, this transfer is also immediate if the losing registrar accepts/approves the transfer.
  - b) For .ke, .za, .ng – and most ccTLDs, Transfer is immediate

## 3.6 Domain Transfer Process

- For **.za** , the client **must** approve the transfer. A link with the approval request is sent to their **registrant** email address upon initiating a transfer request from our end.
- That is, when you accept a transfer order of .za domain on WHMCS, the domain enters pendingTransfer state and an email is automatically sent to the client.
- Once approved, the status on WHOIS.COM should be active. Then update the status on WHMCS

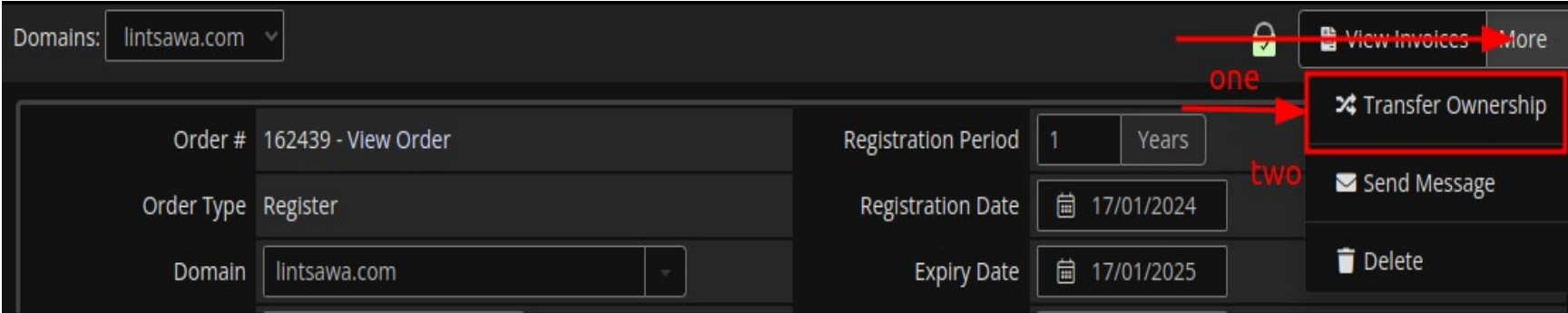
## 3.6 Domain Transfer Process

### **Transferring From One Truehost Account to Another:**

- Here, a client will make a request to Truehost Support Team requesting for transfer of the domain from his/her account to another user's account.
- The client should provide the recipient's email address.
- Then on WHMCS, search for the domain in question , on the far right, click on More button, select Transfer ownership, Enter the new client's account ID and click transfer.
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# 3.6 Domain Transfer Process

## Transferring From One Truehost Account to Another:

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The screenshot shows the domain management interface for `lintsawa.com`. The domain is currently locked, as indicated by the padlock icon. The interface includes a 'More' button (labeled 'one') which opens a dropdown menu containing 'Transfer Ownership' (labeled 'two'), 'Send Message', and 'Delete'. Other details shown include Order # 162439, Order Type Register, Registration Period 1 Year, Registration Date 17/01/2024, and Expiry Date 17/01/2025.

Order #	162439 - View Order	Registration Period	1 Years
Order Type	Register	Registration Date	17/01/2024
Domain	lintsawa.com	Expiry Date	17/01/2025

## 3.7 Locking and Unlocking Domains

Types of Domain locking.

**1. Registrar Lock** - domain locking is a security feature that prevents unauthorized transfers or modifications to your domain.

- When a domain is locked:
  - i) It cannot be transferred to another registrar unless it is unlocked
  - ii) You cannot change the domain's nameservers..

## 3.7 Locking and Unlocking Domains

**Why Lock Your Domain?:** Locking your domain prevents accidental or unauthorized domain transfers, which can result in loss of ownership or potential domain hijacking.

### **How to Lock/Unlock:**

- **Log In to Your Registrar's Dashboard:** Go to your domain management section.
- **Toggle the Domain Lock Setting:** There will typically be a toggle or button to lock or unlock the domain. Cross check with your registrar.

## 3.7 Locking and Unlocking Domains

Confirm the Change: Once the domain is locked/unlocked, the status will update.

### **Example Scenarios:**

- **Locked Domain:** A domain is locked when it's being used for an active website or email, ensuring no unauthorized transfer requests can take place.
- **Unlocked Domain:** When you're ready to transfer the domain or want to update the domain nameservers.
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# 3.7 Locking and Unlocking Domains

## 2. 60 days lock

1. When you register a domain (gTLD) or transfer it to another registrar the domain will be locked for 60 days. During this period the domain cannot be transferred.

It is part of the transfer policy from ICANN and applies to all registrars. We are unable to remove the lock or make any exceptions.

2. Changes in the owner details

# 3.7 Locking and Unlocking Domains

## Summary one.

- Domain 60 days lock applies if:
  1. You register a new gTLD domain.
  2. You have transferred a domain to a new registrar.
  3. Change of whois contact details

**NOTE:** The 60 days lock only applies to generic top-level domains such as .COM, .NET, .ORG. Country-code top-level domains such as .co.ke follow the policies that are decided by the local registry for that domain.

## 3.7 Locking and Unlocking Domains

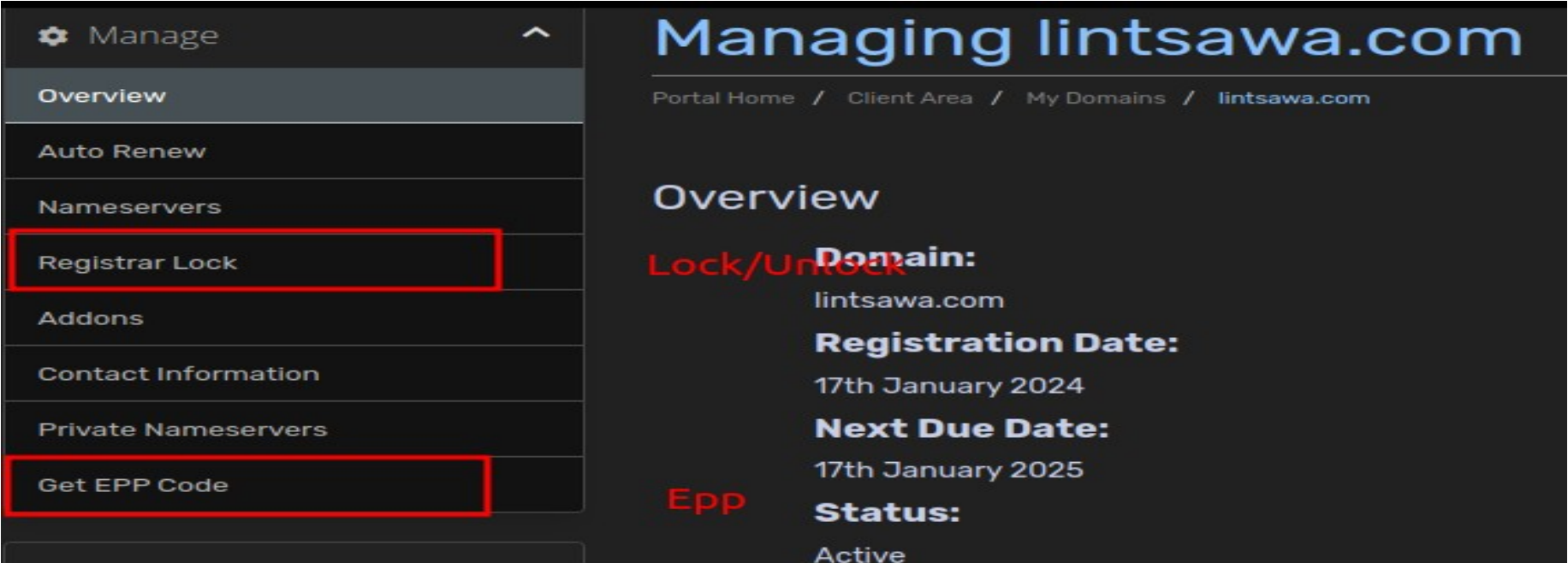
### **Summary two.**

Requirements for successful domain Transfer from one registrar to another.

1. The domain EPP code ( Depends with domain extension as some such as .co.za do not require EPP)
2. The domain must be unlocked - Disable Registrar lock.
3. 60 days lock - The domain must have finished 60 days with the current registrar.

# Domain lock and EPP: Illustration.

- The attachment below shows where one can update registrar lock and get domain EPP code.

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The screenshot displays a domain management interface for **lintsawa.com**. The left sidebar contains a menu with the following items: Manage, Overview, Auto Renew, Nameservers, Registrar Lock (highlighted in red), Addons, Contact Information, Private Nameservers, and Get EPP Code (highlighted in red). The main content area is titled "Managing lintsawa.com" and includes a breadcrumb trail: Portal Home / Client Area / My Domains / lintsawa.com. Below this, the "Overview" section shows the following details:

  - Domain:** lintsawa.com
  - Registration Date:** 17th January 2024
  - Next Due Date:** 17th January 2025
  - Status:** Active

A red "Epp" label is positioned at the bottom left of the main content area. The text "Lock/Unlock" is partially visible in red above the domain name.