



# Product Brief: Domain Name Services

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## Internode's DNS Solution

Internode provides the complete range of Domain Name Services, including both registration and management, across a wide variety of domain types. We deliver a one-stop-shop to Australian businesses for all DNS requirements, with a focus on achieving a reliable, flexible and cost-effective outcome.

## What Are Domain Names?

Domain names provide your business with a 'presence' on the Internet, and can both establish and protect your brand. Generally, domain names are similar in form to your company name, or a specific product or service that you provide. So if your company is called **Example Pty Ltd**, then you might select the domain name **example.com.au**.

You can then start to use email addresses in the form **sales@example.com.au** and **john.smith@example.com.au**. This is a better look for your business correspondence, compared to using the generic email account names that are allocated by your Internet Service Provider (eg **username@internode.on.net**).

Having your own domain name also means that if you change service providers, your email addresses won't have to change – an important consideration for businesses.

- Many small businesses arrange their domain name service through Internode, as we can then 'map' your Internode email accounts to your domain name. This creates a professional appearance, without the cost and complexity of maintaining your own email server.
- Similarly, the domain name can be used in conjunction with an Internode Business Web Hosting service for a complete online solution. Having a domain name allows Example Pty Ltd to establish their website as **www.example.com.au**.

There are two components to Domain Names – Registration and Management. You can arrange either, or both, through Internode. We can also take over the registration and/or management of existing domain names that you have already obtained.

## 1. Domain Name Registration

DNS Registration assures you exclusive use of your domain name for a specific time - generally two years. Conveniently your registration will be automatically renewed every two years by Internode – so there's no danger of losing your domain name by forgetting to renew it!

Internode can register any of the common domain name types – not only the **example.com.au** format preferred by Australian businesses, but also **example.biz**, **example.com**, **example.info**, **example.net.au** and many more.

*Note that in order to register a .com.au domain name, you must have an Australian Business Number. As a general guide, your requested domain name must match or closely resemble your business name, or a product or service that you provide.*

## 2. Domain Name Management

DNS Management (also called 'Delegation' or 'Maintenance') puts your registered domain name to work.

- The specific details of your domain name – called the 'zone file' – are entered into Internode's DNS Name Servers. This is a redundant array of four high availability servers, owned and operated by Internode in multiple data centres across Australia.
- Whenever the details of your domain name are requested by anyone on the Internet (whenever **www.example.com.au** is typed into a browser; or an email is sent to **sales@example.com.au**), our servers respond with the appropriate Internet address information.

*With Internode managing your domain name, you are assured of a reliable and problem-free service. We can manage any required changes – for example if your web or email servers need to change IP address – with a minimum of fuss.*

## Domain Name Services Price List

Domain Name Type	Management	Registration
<b>.com.au, .net.au, .org.au, .asn.au &amp; .id.au</b>	\$50 establishment and \$10 per month	\$140 every two years
<b>.com, .net, .org, .biz, .name &amp; .info</b>	\$50 establishment and \$10 per month	\$120 every two years
<b>.on.net</b>	\$50 establishment and \$10 per month	\$80 every two years

- Internode can also provide a number of specialist domain names (eg **.mobi** & **.travel**); foreign domain names (eg **.co.nz**, **.co.uk**, **.eu** & **.tv**); and restricted domain names (eg **.edu.au** and **.sa.gov.au**). These are priced on application, and special eligibility requirements apply.
- There is no additional charge for subdomains (eg **content.example.com.au**).
- There is no additional charge for mapping your domain name to your **username@internode.on.net** email accounts.
- All quoted pricing includes GST.

## What is .on.net?

One of Internode's domain names is **on**, which is registered under the top level domain **.net** – hence **.on.net** for 'on the net'.

You can obtain a subdomain under **.on.net** for a reduced price. A number of specific rules apply to Internode's **.on.net** subdomain name service:

- Subdomain names in on.net must contain at least 4 characters, and are subject to Internode's approval.
- Subdomain names in on.net are not transferable to other registrars.

Business ADSL customers receive one free, eg **example.on.net**. And SOHO ADSL customers also receive one free, under the soho.on.net subdomain - eg **example.soho.on.net**.

## Choosing Your Domain Name

Most businesses can select a domain name that matches their company or major product without a problem. Sometimes however, the first choice of domain name has already been registered by someone else.

If this happens there are a few solutions. You can consider using a different type of domain name (such as **example.com** or **example.biz** instead of a **example.com.au**); or try abbreviations, changing the order of words around, adding hyphens, or adding your location to come up with something unique.

In general your domain name can be up to 63 characters long – *noting that the most effective ones are short and easy to spell!* - with a minimum of 2 characters. You can choose any combination of letters from **a-z** (domain names are not case sensitive); numbers from **0-9**; and hyphens - but not at the beginning or end. No other special characters are allowed.

Specific eligibility rules apply to Australian domain names:

- **.com.au** & **.net.au** – available to Australian registered companies, partnerships, sole traders or associations – an ABN is required;
- **.org.au** – reserved for registered charities and not-for-profit organizations operating in Australia;
- **.asn.au** – available to sporting, political or other special interest associations that are incorporated in Australia;
- **.id.au** – these are only available to Australian citizens or residents.

## Like to Know More?

Please contact your Internode Business Sales on 13 6633 or email [business-sales@internode.on.net](mailto:business-sales@internode.on.net) for further information. You can obtain more information and download an application form at [www.internode.on.net/hosting](http://www.internode.on.net/hosting).