

Questions to ask your domain name management partner

With the growth in internet usage and the number of registered domain names now exceeding 120 million, it is critical that organisations manage their portfolio effectively. The key to this is choosing a partner who understands the importance that domain names play in protecting a company's intellectual property while also having both the industry and technical expertise to deliver a truly world class service. To ensure that any proposed solution fully matches your needs, NetNames would recommend that the following questions are asked of all potential partners:

Expertise:

1. In how many countries do you have physical office locations supporting domain names?
2. Is domain name management your core business?
3. Are you an ICANN accredited registrar?
4. In how many countries are you an accredited registrar?
5. In how many countries can you register domain names?
6. Are you a market leader and if so in which?
7. Does your management sit on the board of any registries and if so which ones?
8. Can I speak to three of your clients to get a reference?
9. Have you been successful in helping clients acquire domain names owned by third parties?

Technical:

10. Does your domain name interface automatically update? How often?
11. Can you monitor names where you are not the Registrar?
12. How often does your DNS upload?
13. Does your domain platform include Meta-Tag data?
14. Do you host DNS and if so what is the fee?
15. Do you charge for technical updates?
16. How many locations do your DNS servers sit in?

Service levels:

17. Are your domains automatically renewed at Registry level?
18. Do you charge for registrations and renewals in advance?
19. Can I cancel domain names at any time and stop paying for them?
20. Do you offer auditing and searching capabilities? If so, how much do you charge?
21. Do you offer a dedicated account manager with your service (a physical person not a queue)?
22. How many years has your account manager worked in the industry?
23. Will I receive renewal notices for all my domains?

Billing:

24. Can you offer quarterly or annual billing?
25. Does this allow an even spread of costs over a 12 month period?
26. Do you have additional management fees associated with your corporate service levels?

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