



Your Website Coach



The Domain Name Lifecycle: Part I – 1/9/08

I had a different topic on my mind to start the year, but the first full week of the 2008 has been highly unpleasant for some businesses and I felt compelled to talk about some very common, yet confusing practices in the world of domain name registration. I received a call from Mickey Marshall, past-president of National Association of Women in Construction – Detroit Chapter because she renewed nawicdetroit.com back in November 2007, yet it appears that the site doesn't exist when you look for it. Sadly, it does NOT exist. What happened?

The domain name expired on 11/21/07 but Mickey renewed it for 10 years, on 11/26/07. She called the registrar using the number issued upon registry of that name back in 2002. She spoke to a sales rep, got the site re-instated and saw the amount appear on NAWIC's credit card. However, the sales rep **created a new domain** called nawicdetroit.net and applied her payment to that! He did not **renew** the current domain. So, as of 11/21/07, nawicdetroit.com slipped into "expiration" status and on 1/1/08 it moved into "redemption" status where it now is. I'll explain the domain name expiration process so you know what to expect if this ever happens to you.

When the name expires, it's marked as expired and it sits in this grace period for 40 days. During this time, the owner may re-register the name for the registrar's renewal fee. Also, the associated domain information remains intact in the WhoIs database. If there is no activity, it moves into the redemption period which lasts for 30 days. In this state, the owner can re-register the domain name but it will cost upwards of \$125 to **re-activate** it too! Next, the domain information is removed from the WhoIs database. If there is still no activity on behalf of the owner, the domain name moves into the final state: deletion. This process takes 5 days and at the end, the domain name is tossed back into the pool of available domain names.

In trying to rectify NAWIC's situation, we find that the original registrar, Tucows.com, sold the domain name to a company called bluedomino.com. Although this is a common practice among some registrars, this convoluted an already difficult situation. Any emails that may have been sent to NAWIC regarding this change were going to an original contact email that no longer exists. NAWIC doesn't have a customer ID or password for bluedomino.com and their records no longer exist with Tucows.com. They can't access their own account. Even worse, in trying to identify which rep actually did the transaction in which nawicdetroit.net was created, Mickey has been told that there is no record of the many calls she has made. I'm sure this is because these registration service providers service a number of different companies and NAWIC got lost in the fray.

Stay tuned...it's not over yet.

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