



Your Website Coach



The Domain Name Lifecycle: Part II – 2/18/08

In my previous installment, I talked about the chaotic situation that befell nawicdetroit.org involving the expiration of their domain name. At that time, there had not been a resolution to the problem because the domain registrar had no record of their nawicdetroit.com account. Additionally, the registrar had no record of the many calls made to them regarding this situation. Several weeks ago, I tried again to find out who took the call from Mickey Marshall, the NAWIC member who renewed nawicdetroit.com. It was obvious to me that it would be **that** customer representative that made the mistake of reserving nawicdetroit.net rather than renewing nawicdetroit.com. Sadly, but not surprisingly, I was met with more "We don't have a record of that account" responses. Their only recourse was to register a new domain name: nawicdetroit.org, allow the nawicdetroit.com to expire and settle the billing for the nawicdetroit.net, which they never ordered.

So, what can you do to prevent this same scenario from happening to you? One thing you should consider is finding a domain registrar that doesn't resell their domain names to lesser-known service providers. It was this action that caused all the grief for nawicdetroit.org. They got lost in the shuffle and believe me, a lot of shuffling happens at that level. You could go to ICANN.org, the organization that coordinates all the .com, .net, .org, etc. domain names; and look up their list of accredited registrars. However, I saw some names on that list that DO resell their domain names to other providers. This prompted me to make some calls and I found that the following registrars DO NOT resell their domain names: networksolutions.com, namesecure.com (connected to Network Solutions) and register.com. I'm sure there are more, but these are well known providers.

You must keep up-to-date on the paperwork generated by renewing domain names and web hosting. Make sure you have the latest paid invoice and any details that support that transaction like the receipt number and credit card or payment system used. If you choose to renew a service by phone, please note the date, time and representative to whom you spoke. One day, that information may save you a lot of trouble.

On a side note: just as nawicdetroit.com moved into the deletion phase, the organization received an email from tripoduk.com that said, "...noticed that you own nawicdetroit.org and wondered if you were aware that nawicdetroit.com will soon be released. The previous owner failed to renew it. If you would like to stop domain squatters from getting their hands on it then let me know." Didn't take long, did it?

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