

Starting a new web site at The Secret Labs

Your domain name is your dot-com or dot-org name. While usually we say domain names are "purchased" and "owned", in fact, they are only leased through a Domain Name Registrar. Domain names are leased for periods of from one to ten years in one-year increments.

Unlike many hosting services, we don't offer domain name registration. First, unless we register a hundred or more names a year, it's a money-loser and second, we don't want the responsibility over the single most important aspect of your web identity. We feel that control belongs to you.

There are dozens of Domain Name Registrars and hundreds of resellers. The one we use is GoDaddy.com. They're inexpensive, the control panel is easy to use and they don't bombard us with mail. Others we have used personally are enom.com and NetworkSolutions.com.

Wherever you choose to register your name, you can skip all the add-ons and extras they try to sell you. All you really need is the name registration, although some people prefer to add the extra-cost private registration options.

Here is the information you'll need and where to enter it:

- a. The **Registrant** is the legal "owner" of the name and should **always** be you or your organization. In the case of organizations, it's best that the organization itself, not a person, is the registrant. You can use a job title, like Executive Director, as the contact name.
- b. The **Administrative and Billing Contacts** should be people within your organization who are responsible and know how important is it to act quickly when notices are received from your registrar. They should also know who your registrar is and your domain's renewal date so they can avoid a common scam, fake "renewal notices" which in fact, authorize a change in registrar, registrant or both. You can use either a person's name or job title, like Accounts Payable, for the contact name.

TIP: Ideally, email addresses for Registrant, Administrative and Billing contacts should be at an address other than at your domain. This should **always** be the case with the Technical contact. This is so that if there's ever a problem with the domain or the server, the contact person can still be reached.

- c. **Technical Contact** can be a knowledgeable person in your organization or your webmaster or us here at The Secret Labs. This is a business decision. There is no single "correct" choice.

If you prefer to list us as your Technical Contact, please use the following information:

- Contact Name: Bruce Wilbur
- Organization: The Secret Labs
- Address: 228 Goodman St N #7
Rochester, NY 14607-1157
- Phone: 585-415-6918
- Email: hostmaster@thesecretlabs.com

- d. The **Nameserver (DNS)** addresses to use are:

- ns0.thesecretlabs.com
- ns1.thesecretlabs.com

Don't choose options for "domain parking", email or web hosting. Instead, use the option "I will use my own name servers" or "I will host my site elsewhere" or words to that effect. The actual language varies from one registrar to the next, but it will be something along those lines. Then enter the two nameserver addresses above in the appropriate fields.

Make a note of your domain name's expiration or renewal date. Make reminder notices for yourself, your domain contacts, your webmaster and your organization.

For each person listed as a contact, make a note in their personnel file or the HR Department's Exit Interview sheet that the domain name contact information needs to be changed immediately when they leave the organization.

Secure your registrant authentication information (username and password) in the same manner you would your most vital organizational records. *Armed with this information, **anyone** can take control of your domain name* and thus, your organization's online identity.

- TIP: If stored on-site, a restricted-access safe or fire-file will do. It's best to keep a copy with an outside trusted person—your attorney perhaps. Remember to shred extra or old copies of this information.

Once you have your name registered, it takes one to three days for it to become active. Use this time to sign up with us and set things up in your control panel.

- Consult your *Hosting Welcome Documentation* email for your login name and password. It also contains basic instructions to get your started with the Plesk 7 control panel.
- See *Host settings & geek stuff* at <http://www.theseconlabs.com/help/settings.shtml> for the... um... host settings and geek stuff.
- Use our online Flash tutorial movies to get you started with your web site and email configuration, then copy (upload) your files to the server.

You can FTP to the new server using the IP address 217.160.248.151 instead of your domain name. (This technique does not work for FrontPage. FrontPage users have to wait until the domain name propagation to complete before publishing your site to the new server.)

When you see your web site (or our default "Under Construction" page) at your web address, the process is complete.

If you have uploaded your web site but still see the Under Construction page, FTP to your site and delete the file, index.html from the /httpdocs folder.