



A guide to choosing the right domain name

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Introduction

A domain name is an online identity, and will stick with you or your business as long as it remains online. It is usually a complicated process to change a domain name so it is always important you choose the right one first.

We will discuss the different types of domains which should help you make the right decision.

Where to start from to get online...

What you need to get online.

To publish your site online, you need at minimum two services

- A hosting account
- A domain name

We will be discussing these two briefly.

Types of hosting accounts.

A hosting account is much like the space that you rent out to have your business in. It is usually space on a server where you host your website, emails and other services that are accessible all over the world.

You could have any of the two major types of hosting accounts

- Shared hosting. In this case, you are sharing the server with other “tenants”.
- Dedicated hosting. In this case, you are the only tenant on the server and have full control over the resources.

Types of domain names.

A domain name is a unique name on the Internet that points visitors to the hosting account that serves them content. A domain name is similar in nature to a physical address.

There are two broad types of domain names:

- gTLDs (Generic Top Level Domains): These domains that do not have any geographic or country designation, and are usually available for all to register. Examples include .com, .org, .net, .biz, etc. Recently, new gTLDs have been introduced such as .clothing, .university, .xyz and many more.
- ccTLDs (Country Code Top Level Domains): These domains are designated to countries and are usually two lettered. Examples include .ng for Nigeria, .za for South Africa, .tv for Tuvalu, .fm for Federated States of Micronesia, and many more

Introduction to the .ng ccTLD...

Why .ng domains?

- Using .ng sends a message to everyone that you believe in Nigeria, and you are proud to be one.
- Search engines, such as Google, rank the .ng websites higher than other sites in Nigerian searches.
- It is important to protect your brand in the .ng space.
- You have a wider range of domains to select from when registering with the .ng extension, rather than a gTLD.
- If targeting the Nigerian market, it is best to use .ng as your domain extension, to enable the Nigerian residents more open to your business.
- Nigerian secondary schools and institutions can register .sch.ng and .edu.ng respectively.
- You can also get creative with your domains, such as driv.i.ng, sleep.i.ng, danci.ng, ceili.ng, just like what Google did with googli.ng and Microsoft did with bi.ng.

Different levels of .ng ccTLD.

You may register the .ng domain extension in several levels.



Different levels of .ng ccTLD (cont'd).

- **Second Level:** This is usually the premium of all the levels, due to the short length of the potential domain and the several possible usages. Some live examples include bi.ng, googli.ng, whogohost.ng, etc.
- **Third Level:** This is the most popular and usually most affordable of all the levels. Some live examples include whogohost.com.ng, nira.org.ng, lagosstate.gov.ng, etc.
- **Fourth Level:** State ministries and parastatals are required to register at the fourth level of the state. For instance, if the Ministry of Environment of Lagos State plans to register a domain name, it will probably be registered as moe.lg.gov.ng.

Examples of .ng Zones

.ng

- This zone is considered premium due to the short length and the possible domain hacks it can be used for.
- It is open for registration.

.com.ng

- This zone is ideal for commercial organizations.
- It is also the most popular zone of the TLD.
- It is open for registration.

.org.ng

- This zone is ideal for not-for-profit organisations such as NGOs, religious bodies, etc.
- It is open for registration.

.net.ng

- This zone is ideal for Internet Service Providers and Telecoms operators.
- It is closed for only these class of organisations.

.i.ng

- This zone is ideal for domain hacks e.g. host.i.ng, shopp.i.ng, etc.
- It is open for registration.

.mobi.ng

- This zone is ideal for mobile lite sites and content.
- It is open for registration.

.sch.ng

- This zone is ideal for but not limited to schools, colleges, etc.
- It is closed to schools and colleges.

.edu.ng

- This zone is ideal for accredited tertiary institutions such as universities, polytechnics, colleges of education, etc.
- It is closed to this class.

.gov.ng

- This zone is intended for government institutions and parastatals.
- It is closed to this class.

.mil.ng

- This zone is intended for the military.
- It is closed to this class.

How to get a .ng domain...

Where to get a .ng domain name from.

Once you have decided your domain of choice, you may visit nira.org.ng to get a list of all accredited registrars and get a domain name from them.

Where to get a .ng domain name from (cont'd).

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You may get a domain name and hosting account by visiting our website www.whogohost.ng and entering your domain name of choice.








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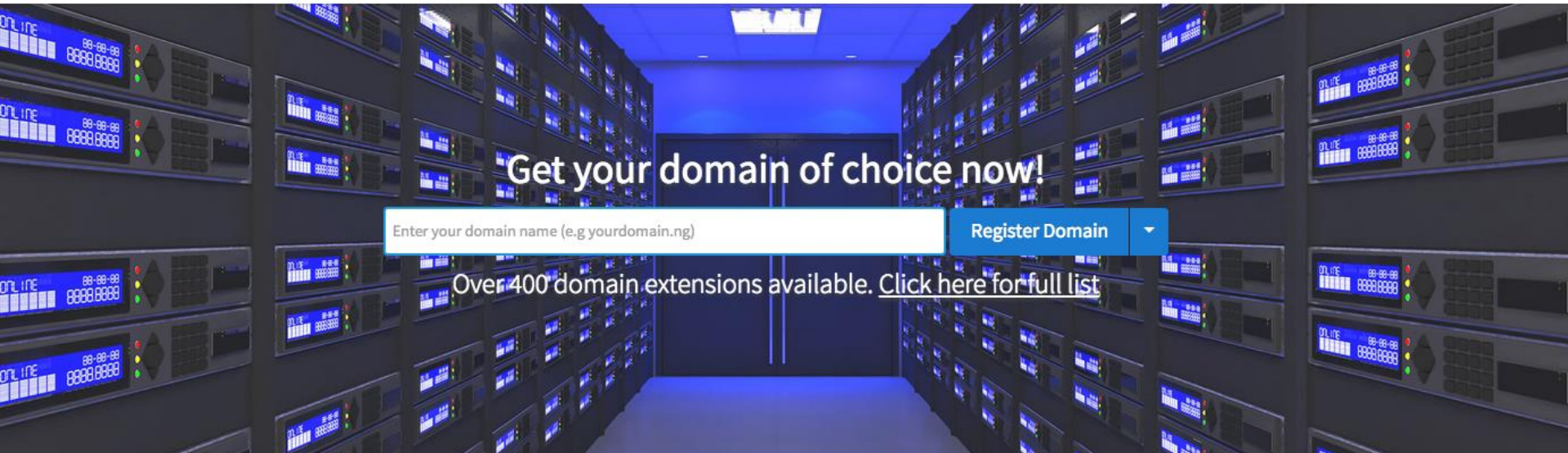
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