



What is a domain?

Getting started with emails and websites

#DigitalFoundations

Digital Foundations programme

There are many ways we can help small community organisations make sound choices about the digital tools and technology they use.



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Websites for communities

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What is a Domain?

- A unique name that identifies a website online.
- It consists of two parts: a top-level domain (TLD) and a second-level domain (SLD). Amazon.com
- A TLD comes after the dot, such as .com, .org, .net, .org.uk, .co.uk, .charity etc.
- A SLD comes before the dot, such as Bing, google, or Wikipedia.

What is a Domain?

- A domain is a human-friendly version of a web address (or URL – Uniform Resource Locator)
 - Ours is superhighways.org.uk (most charities/community groups use .org.uk but there are other options .info .london etc)
 - Register and pay an annual fee (often charged for a 2 year period, eg. org.uk £12)
- [Nominet](#) is the official registry for domain names in the UK you can search domains using their [Whois](#) feature here
- Once registered, you can use your domain for email & website
- Remember, you normally rent it, make sure you renew it

What TLD should you choose?

- .co.uk: commercial or general use related to the UK
- .com: commercial use worldwide
- .org.uk: non-commercial or charitable organisations
- .ac.uk: academic institutions
- .gov.uk: government departments or agencies.me.uk: personal or individual use
- .nhs.uk: National Health Service institutions
- .mod.uk: Ministry of Defence and HM Forces public sites
- .police.uk: police forces
- Many more: .london, .wales (normally cost a lot more)



What is a good domain name?

- reflects your purpose, values, or impact
 - can help you connect with your supporters and beneficiaries
- easy to remember, spell, and pronounce
- unique and distinctive
- includes keywords, uses hyphens instead of underscores, and avoids numbers or special characters
- available and affordable
- future-proof. A domain name that is flexible, scalable, and adaptable



How to register a domain

There are multiple options available for domain registration.

- 123 Reg – www.123reg.co.uk It costs £0.99 for registration and £11.99 for the annual fee.
- 1&1 (IONOS) – www.ionos.co.uk It costs £1 for registration and £10 for the first year. (Note that discounts are often available for the first year, and costs may increase afterwards.)
- It may be a good idea to consider registering more than one TLD to prevent others from using it
- You can opt for an email address and service at an additional cost. However, you can move your email/domain to another provider later.
- Some domain registration services also provide a basic website-building tool hosted on their platform.



IMPORTANT!

One of the most common problems we face is groups losing control or access to their domain.

- ✓ Make sure someone from your Group registers the Domain
- ✓ Make a note for all the group:
 - ✓ Make sure any email addresses you use during registration you use are secure and will remain available
 - ✓ where the domain is registered
 - ✓ who registered it
 - ✓ login details to the domain registrar
 - ✓ which CC was used
 - ✓ when it needs renewing



Linking a domain to email / website

- Your domain provider will supply you with a Control Panel you can log into.
- This is where you can control and make changes to your domain (point to your website and email services)
- You can point your domain at a website built using another platform.
- If you register for either the Google Non-Profit programme or Microsoft Office 365 charity donation programme – you can associate your registered domain with these platforms



Other jargon busting

You may also come across the following terms DNS (Domain Name System), IP addresses (Internet Protocol) & Nameservers

- Think of the DNS as the phonebook of the Internet. We access information online through domain names, like superhighways.org.uk
- Web browsers interact through IP addresses. The DNS translates domain names to IP addresses so browsers can load Internet resources.
- Each device connected to the Internet has a unique IP address and DNS servers eliminate the need for us to remember and use IP addresses e.g. 192.156.1.1
- Nameservers – this is the location where you control your DNS



Keeping track of your on-line assets

- Where is your domain registered?
 - What's the username, password, email and Credit card used here?
- Where are the nameservers?
 - This is where you control your website and email locations
 - Typically, with the registrar, but it can be moved to a hosting service (often by a web developer)
 - Do you have login details?
- Where is the website hosted? (login details)
- Where is the email hosted? (login details)



Email providers – things to consider

- Personal vs Business accounts
- Cost – cost per month per user?
- Storage – sometimes limited, so may be a problem if you have lots of emails with attachments etc
- Webmail vs Local mail vs Mobile apps
- If you have a domain already – most ISPs (Internet Service Providers) offer webmail as a feature
- Are you a registered charity? If so, Microsoft Outlook (as part of Office 365) or Gmail are good options, as you get the business versions fully donated
- Individual vs Generic accounts (info@ etc)



If you are a registered charity

There are lots of options – but these are free, heavily discounted and really good

- Microsoft 365 – including Outlook
- Google Workspace – including Gmail
- Both are excellent with great productivity suites
- Choose the one that people are used to and you can support



If you're not a registered charity

There are lots of options – a few to consider:

- Zoho mail
- Yahoo mail
- Proton mail
- Included with Hosting e.g. 20i

See this [article](#) for more info



Benefits and challenges of having your own website

Benefits:

Increase your visibility, reach a wider audience, showcase your work or products, communicate with your customers or followers, collect feedback or data, etc.

Challenges:

- designing and developing the website,
- updating and maintaining the website,
- ensuring the security and privacy of the website, etc.



Website hosting v CMS/Builder

A website hosting service provides the space, bandwidth, and security for your website

A website CMS (content management system) or builder is a software application that allows users to create, edit, and manage the content and layout of their website..



About Superhighways

Providing tech support to small local charities in London for over 20 years

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Thank you for listening

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