



Thinking About Registering a Domain Name?

[ICANN](#) endeavors to serve the global public interest, domain name registrants, and end-users of the Internet by ensuring a secure and stable Domain Name System (DNS), all while promoting trust, choice, and competition in the industry.

Regardless of whether you are registering a domain name for personal or commercial use, domain names (and the services connected to them such as websites, email, and more) can become essential. Whether used for online commerce or simply to share information with family and friends, domain names are valuable assets and should be registered and [managed with care](#).

Before completing any transaction relating to domain name registration, ICANN offers these general suggestions and guidelines:

- ***Know who you are dealing with.*** ICANN has [accredited a number of domain name registrars](#) for provision of domain name registration services. We recommend dealing directly with an ICANN-accredited registrar. We also recommend checking whether the company that you may be dealing with is a registrar or a reseller as they may offer different levels of customer support. If your domain name will be managed by a third party, make sure to ask them where the site is registered (i.e., your registrar) and for the account credentials so that you have access if needed.
 - ***Research the registrar's customer service.*** Does the registrar offer the types of services you will require? What type of support do they offer? Do they have readily accessible contact information? How will they answer the questions you might have after registration?
 - ***Read and understand the terms and conditions.*** When registering a domain name, you will be asked to accept the terms and conditions of a registration agreement. The agreement contains important information such as the fees a registrar may charge you and under what conditions you may switch service to new providers. While it may be tempting to speed through this step and click "I AGREE," taking the time to read and understand the registration agreement is important.
 - ***Choice in the DNS marketplace.*** The DNS has changed dramatically over the last decade in regards to the overall number of generic top-level domains (gTLDs), scripts and languages used to create domain names, and the services associated with them. Today's domain name marketplace provides greater consumer choice than ever and can represent different cultures, brands, geographies, special interests, and more. It's recommended to explore all options available to you before choosing your preferred domain name.
 - ***Understanding alternative names.*** Be aware that some registrars offer non-DNS domain names for purchase. These may look the same to a general Internet user, but they are not compatible with the DNS. Caveats offered in small print may not properly explain or warn you of the risks associated with these names. Before obtaining a domain name, ask the registrar or reseller if it will work in the DNS.
- The full list of accredited registrars is available [here](#).
 - [More information for domain name registrants](#).
 - [ICANN Lookup Tool](#)