



dms4all

Digital Marketing Skills4All

# Domains & DNS

# Today's to-do list

Today we are going to look at **Domains & DNS**

We will look at DNS and what all the records actually do, domain names and the various types and some hosting platforms.

We also look at transfers and SSL.



# Learning objectives

By the end of this session you will be able to:

- Understand what the various DNS records do.
- Understand the compliance regulations.
- Know what platforms to use.



# Show of hands

Show of hands, who has **worked with DNS before?**



# Domains

Ideally, we want to have our domain in place before doing any of the other stuff, we can't set up DNS or build a site without one.



# What are they?

On a basic level, the domain name is there to make navigation to the right address more memorable. All a domain really does is represent the IP address of the server in an easy-to-remember, easy-to-use format.



Domains are unique and whilst you can get them similar with different extensions on them, no two are the same.



# 3 uses

- 1 Create a memorable first impression
- 2 Define your brand
- 3 Optimise SEO





# Components

In our list of components, we have **URL, Transfer Protocol, TLD, SLD** and then our folders and directories where we store our site files and content.



# Components

**URL** – Uniform Resource Locator – the entire string of letters and symbols in the address

**Transfer Protocol** – http or https – this is all about how the data is transferred to your browser



# TLDs – Top Level Domains

**.com:** or commercial

**.net:** or network

**.edu:** or education

**.org:** or organisation

**.mil:** or military







































**.gov:** or government



# gTLDs – Generic Top Level Domains

digitalmarketing

RESULTS HISTORY FAVORITES

 PREMIUM  digitalmarketing.shop	£535.56  Same price next year	
 PROMOTED PREMIUM  digitalmarketing.dev <small>SSL Included </small>	£367.28  Same price next year	
 PROMOTED digitalmarketing.kids	£27.64 <del>£15.42</del>  for the first year	
 PREMIUM  digital.shopping	£383.70  Same price next year	
 digitalmarketing.properties	£35.28 <del>£7.78</del>  for the first year	
 digitalmarketingnow.me	£19.99 <del>£9.99</del>  for the first year	
 marketingmarketing.co	£34.99 <del>£1.99</del>  for the first year	
 PROMOTED digitalmarketing.financial	£68.27 <del>£15.44</del>  for the first year	
 digitalmarketing.tours	£58.44 <del>£7.81</del>  for the first year	
 digitalmarketingshop.me	£19.99 <del>£9.99</del>  for the first year	
 PREMIUM  020 7064 1810 for help idigitalmarketing.com	£7,648.15  +£17.97/yr	

# SLDs – Second Level Domains

The next level of the structure is the Second-level domain. These are often the business name or the product, this is the bit that is all about you.

It's the bit before the .com or .co.uk



# Third Level Domains

These are usually referred to as subdomains. They allow you to create additional sites or addresses all within the main address.



<https://blog.bambersew.com>

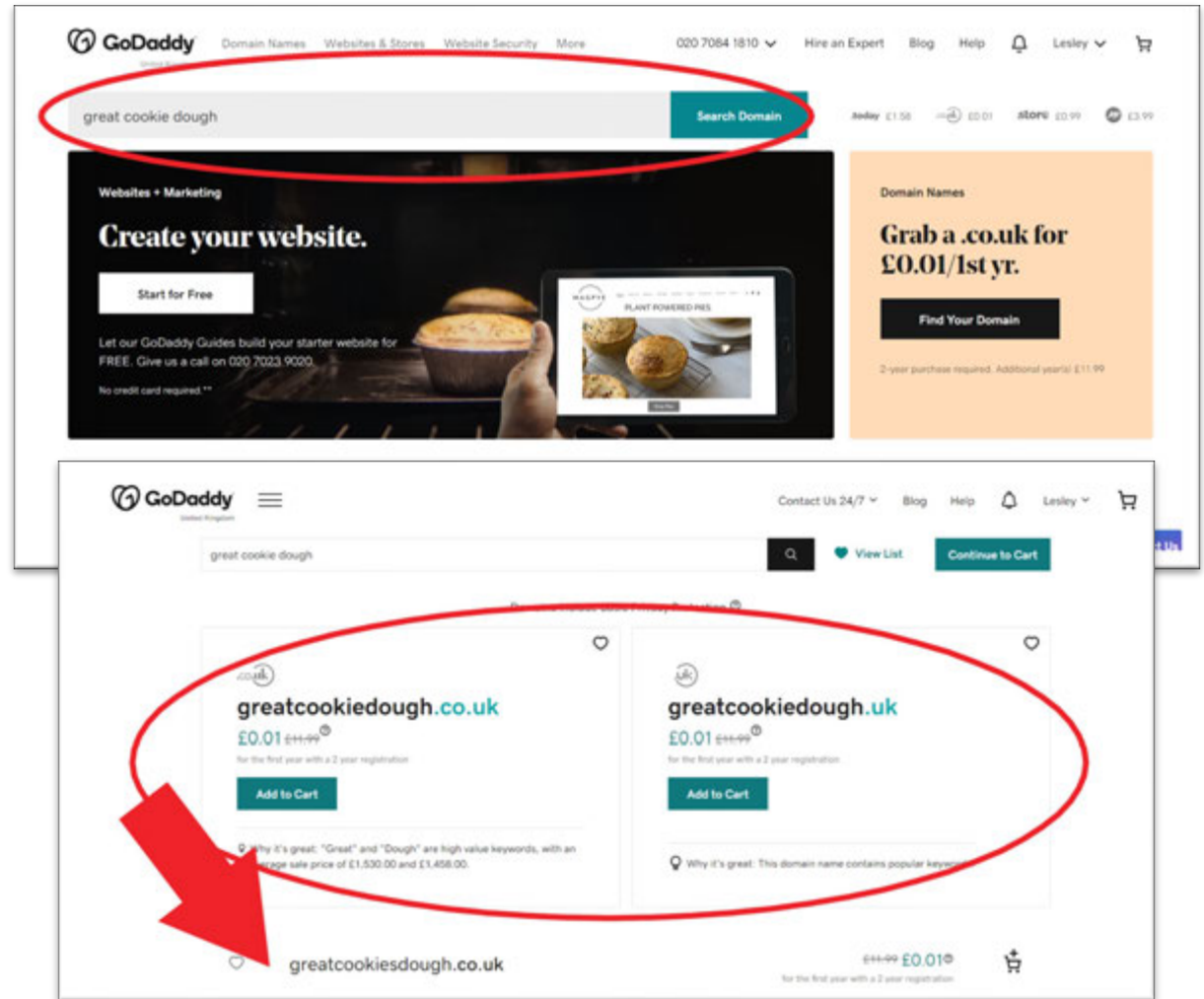


<https://paybyfinance.bambersew.com>



# Buying Domains

Buying a domain name is fairly straightforward, a lot of the time the hardest part is getting the one you want.



The image displays two screenshots from the GoDaddy website illustrating the domain search process. The top screenshot shows the search bar with the text "great cookie dough" entered, and the "Search Domain" button highlighted with a red oval. The bottom screenshot shows the search results for "great cookie dough", with two domain options highlighted by a red oval and a red arrow pointing to the "Add to Cart" button for "greatcookiesdough.co.uk".

Top Screenshot: GoDaddy search bar with "great cookie dough" and "Search Domain" button highlighted.

Bottom Screenshot: Search results for "great cookie dough" showing two domain options: "greatcookiedough.co.uk" and "greatcookiedough.uk", both priced at £0.01. A red arrow points to the "Add to Cart" button for "greatcookiesdough.co.uk".

# Buying Domains

We want to make it as easy and as memorable as possible. Try to keep it concise. If your business name is Donna and David's Cupcake Emporium think about how that is going to look as a domain.

**[Donnaanddavidscupcakeemporium.co.uk](https://Donnaanddavidscupcakeemporium.co.uk)**





# Workbooks out!

Using the GoDaddy domain name search create a list of domain name ideas that would be suitable for the Stir Well product.

Time for this activity: **20 mins**



# Quick Quiz



**SLD stands for...**

- A** Saved-level domain
- B** Second-level domain
- C** Standard-level domain



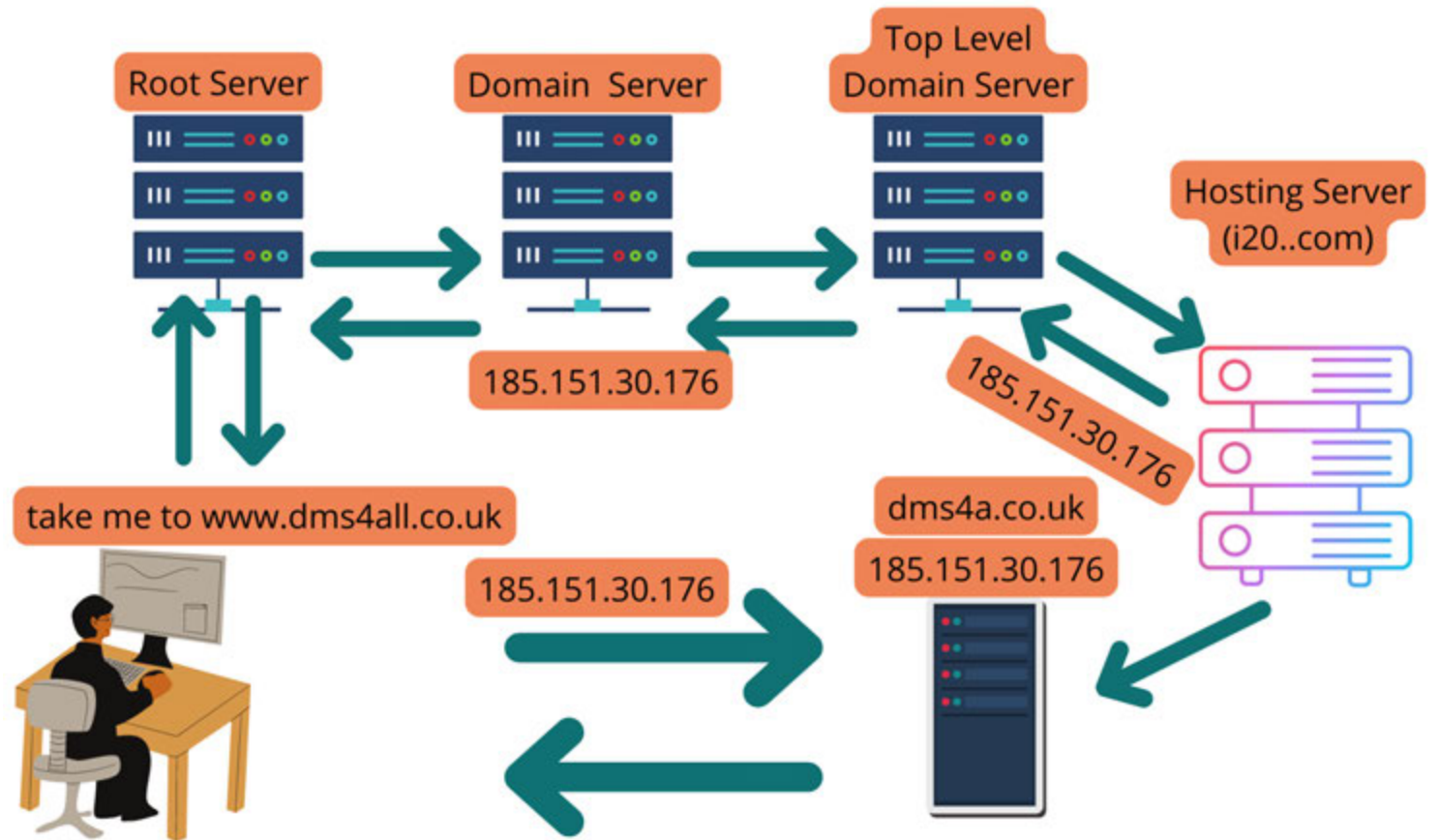
# DNS

DNS stands for Domain Name System, it turns **domain names** into **IP addresses**, which browsers use to load internet pages



# DNS

Think of it as coordinates, if you look up a place on Google Maps you will be able to get a longitude and latitude for the location. DNS is the website version.



# DNS

We have two main options in terms of settings, and they are usually shown on two different screens.

We have **Nameservers** and we have **Advanced DNS**.



# Nameservers

**Nameservers** are the top-level setting. They store all the settings. If you are pointing everything to one place, then you can just change the Nameservers, and they will organise all the DNS settings for you.

They will normally be formatted like ns1.nameserver.com



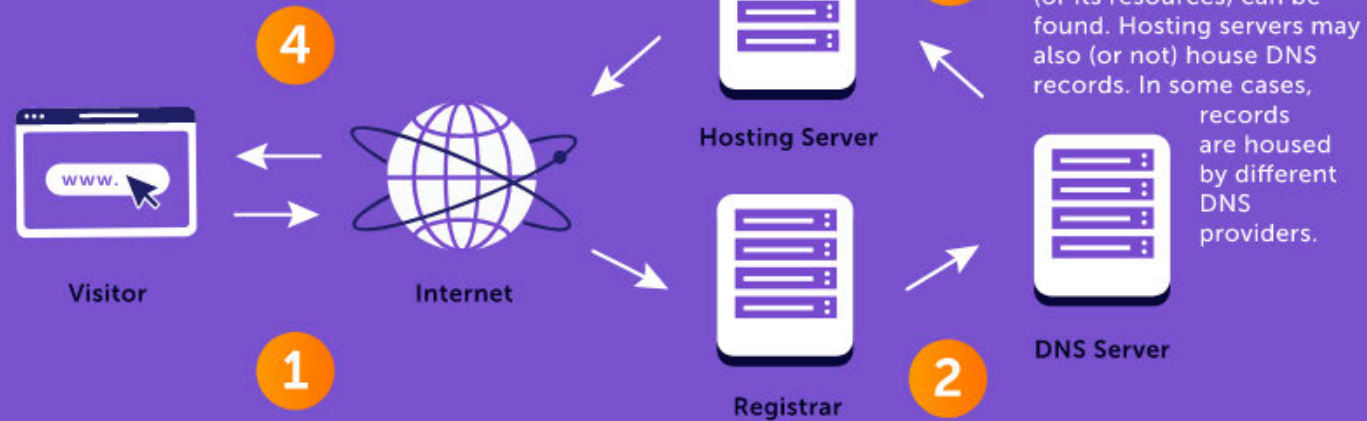
# Nameservers

## What are Nameservers?



A nameserver is assigned to a domain to indicate where its DNS records are stored.

Now the Internet browser can find the website resources and the visitor can see the website.



When you type a website address into a browser, a newly registered domain needs their domain registrar to push the name server information out to the DNS servers

The registrar nameservers point to the location of the DNS records, which are then saved onto DNS servers and updated with any new changes.



# Nameservers

For example, we have a domain registered in GoDaddy but our email and website are going to be hosted on SiteGround.

## Nameservers

Using custom nameservers

Change

Nameservers 

ns1.siteground.net

ns2.siteground.net

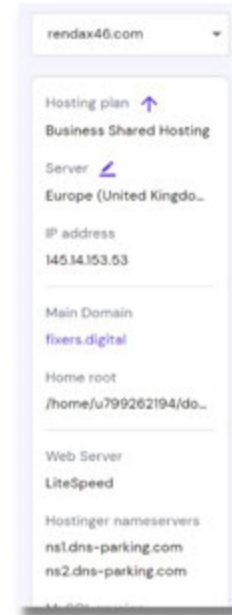




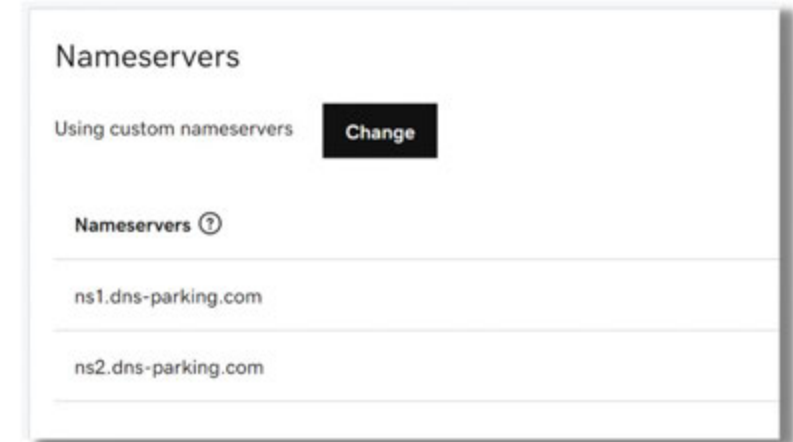
# Nameservers

In this example the host is Hostinger and the domain server is GoDaddy.

## Hosting Server



## Domain Server



# ***What?***

**Hang on, hang on, easy tiger, MX Records,  
A Records? Wha?**



# DNS

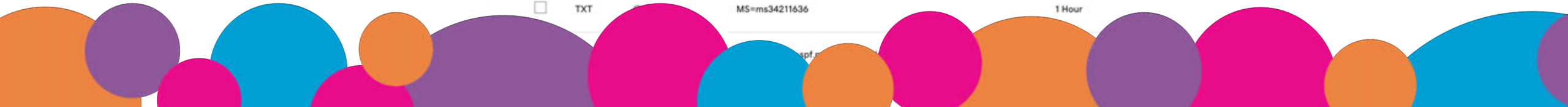
- Portfolio
- DNS NEW**
- Transfers
- Services ▼
- Settings ▼

[DNS Records](#) [Forwarding](#) [Nameservers](#) [Premium DNS](#) [Hostnames](#)

DNS records define how your domain behaves, like showing your website content and delivering your email.

[Add New Record](#)

	Type <sup>?</sup>	Name <sup>?</sup>	Data <sup>?</sup>	TTL <sup>?</sup>
<input type="checkbox"/>	A	@	35.214.77.178	8600 seconds
<input type="checkbox"/>	A	*	35.214.77.178	8600 seconds
<input type="checkbox"/>	A	office	62.31.221.150	8600 seconds
<input type="checkbox"/>	A	www	35.214.77.178	8600 seconds
<input type="checkbox"/>	NS	@	ns15.domaincontrol.com.	1 Hour
<input type="checkbox"/>	NS	@	ns16.domaincontrol.com.	1 Hour
<input type="checkbox"/>	CNAME	autodiscover	autodiscover.outlook.com.	1 Hour
<input type="checkbox"/>	CNAME	google-jobs-verify	qjmkzf4hwy5uadm383y2vitog8k90cust.dns-782.com.	1 Hour
<input type="checkbox"/>	SOA	@	Primary nameserver: ns15.domaincontrol.com.	1 Hour
<input type="checkbox"/>	MX	@	7dd6fa79.23.ik2.eu. (Priority: 10)	1 Hour
<input type="checkbox"/>	MX	@	7dd6fa79.22.ik2.io. (Priority: 20)	1 Hour
<input type="checkbox"/>	MX	@	7dd6fa79.21.ik2.com. (Priority: 30)	1 Hour
<input type="checkbox"/>	TXT	@	MS=ms34211636	1 Hour
<input type="checkbox"/>	SPF	@	v=spf1 include:spf1.domaincontrol.com ~all	1 Hour



# DNS Record types

**MX Record** –these manage your email records.

**A Record** – Specific IP records that show your website.

**CNAME Record** - Canonical Name records,

**TXT** – information-based records

**SPF Record** – a type of TXT record



# A Record

A Records (10) ⓘ + ADD A RECORD

HOST NAME	POINTS TO	
ftp	213.171.193.5	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mail	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mailserver	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mcp	213.171.195.10	<a href="#">EDIT</a> <a href="#">REMOVE</a>
smtp	213.171.216.50	<a href="#">EDIT</a> <a href="#">REMOVE</a>
webmail	213.171.216.231	<a href="#">EDIT</a> <a href="#">REMOVE</a>
	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>
sftp	77.68.64.36	<a href="#">EDIT</a> <a href="#">REMOVE</a>
ssh	77.68.64.22	<a href="#">EDIT</a> <a href="#">REMOVE</a>
www	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>

# A Record

A Records (10) ⓘ + ADD A RECORD


HOST NAME	POINTS TO	
ftp	213.171.193.5	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mail	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mailserver	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mcp	213.171.195.10	<a href="#">EDIT</a> <a href="#">REMOVE</a>
smtp	213.171.216.50	<a href="#">EDIT</a> <a href="#">REMOVE</a>
webmail	213.171.216.231	<a href="#">EDIT</a> <a href="#">REMOVE</a>
	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>
sftp	77.68.64.36	<a href="#">EDIT</a> <a href="#">REMOVE</a>
ssh	77.68.64.22	<a href="#">EDIT</a> <a href="#">REMOVE</a>
www	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>

# A Record

A Records (10) ⓘ + ADD A RECORD

HOST NAME	POINTS TO	
ftp	213.171.193.5	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mail	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mailserver	213.171.216.40	<a href="#">EDIT</a> <a href="#">REMOVE</a>
mcp	213.171.195.10	<a href="#">EDIT</a> <a href="#">REMOVE</a>
smtp	213.171.216.50	<a href="#">EDIT</a> <a href="#">REMOVE</a>
webmail	213.171.216.231	<a href="#">EDIT</a> <a href="#">REMOVE</a>
	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>
sftp	77.68.64.36	<a href="#">EDIT</a> <a href="#">REMOVE</a>
ssh	77.68.64.22	<a href="#">EDIT</a> <a href="#">REMOVE</a>
www	77.68.64.8	<a href="#">EDIT</a> <a href="#">REMOVE</a>

# CName Record

CNAME Records (7) 

[+ ADD CNAME RECORD](#)

HOST NAME	POINTS TO	
bookings	<u>bookings.cs.zohohost.com</u>	<a href="#">EDIT</a> <a href="#">REMOVE</a>
enterpriseregistration	enterpriseregistration.windows.net	<a href="#">EDIT</a> <a href="#">REMOVE</a>
lyncdiscover	webdir.online.lync.com	<a href="#">EDIT</a> <a href="#">REMOVE</a>
sip	sipdir.online.lync.com	<a href="#">EDIT</a> <a href="#">REMOVE</a>
autodiscover	autodiscover.outlook.com	<a href="#">EDIT</a> <a href="#">REMOVE</a>
enterpriseenrollment	enterpriseenrollment.manage.microsoft.com	<a href="#">EDIT</a> <a href="#">REMOVE</a>
8n9wy9t	bookings.cs.zohohost.com	<a href="#">EDIT</a> <a href="#">REMOVE</a>





# CName Record

CNAME Records (7) ⓘ

➕ ADD CNAME RECORD

MX Records (1) ⓘ

➕ ADD MX RECORD

HOST NAME

POINTS TO

PRIORITY

advanceperformance-co-uk01i.mail.protection.outlook.com

0

EDIT

REMOVE

sip

sipdir.online.lync.com

EDIT

REMOVE

autodiscover

autodiscover.outlook.com

EDIT

REMOVE

enterpriseenrollment

enterpriseenrollment.manage.microsoft.com

EDIT

REMOVE

8n9wy9t

bookings.cs.zohohost.com

EDIT

REMOVE



# TXT Record

TXT Records (2) ⓘ

+ ADD TXT RECORD

HOST NAME

VALUE

google-site-verification=lQOMC4TL4Fp2lvseIpCgrvjogGEUfw9Fds7RX\_8Dztw

EDIT

REMOVE

v=spf1 mx a include:\_spf.livemail.co.uk -all

EDIT

REMOVE



# TTL - Time To Live

Data ?	TTL ?
35.214.77.178	8600 seconds
35.214.77.178	8600 seconds
62.31.221.150	8600 seconds
35.214.77.178	8600 seconds

# Transfers

Websites move around and so do domains.  
So it's important to know what you need to do  
when the situation occurs.



# Workbooks out!

Using the list of settings supplied, organise them into the appropriate records in your workbook.

Make sure you pay attention to the brief, not all the settings are going to be changed.

Time for this activity: **15 mins**



# Quick Quiz



**What do MX Records do?**

**A** forward your domain

**B** manage your Google verifications

**C** manage your email records



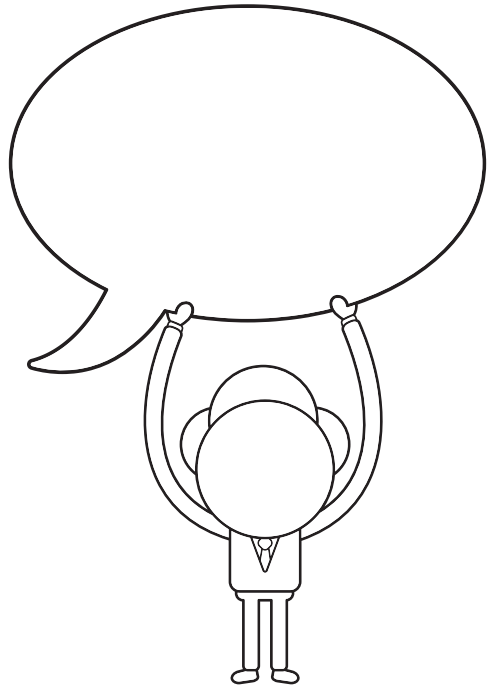
# SSL

We need to protect our site (and its data) from hackers, bugs and other online threats. You will have seen the little padlock on the left-hand side of the browser bar, showing whether the site is secure or not. If it has a little padlock and is secure it has an SSL certificate.

It makes the URL **https://** not **http://**



# Show and tell



Does anyone want to share their ideas with us?





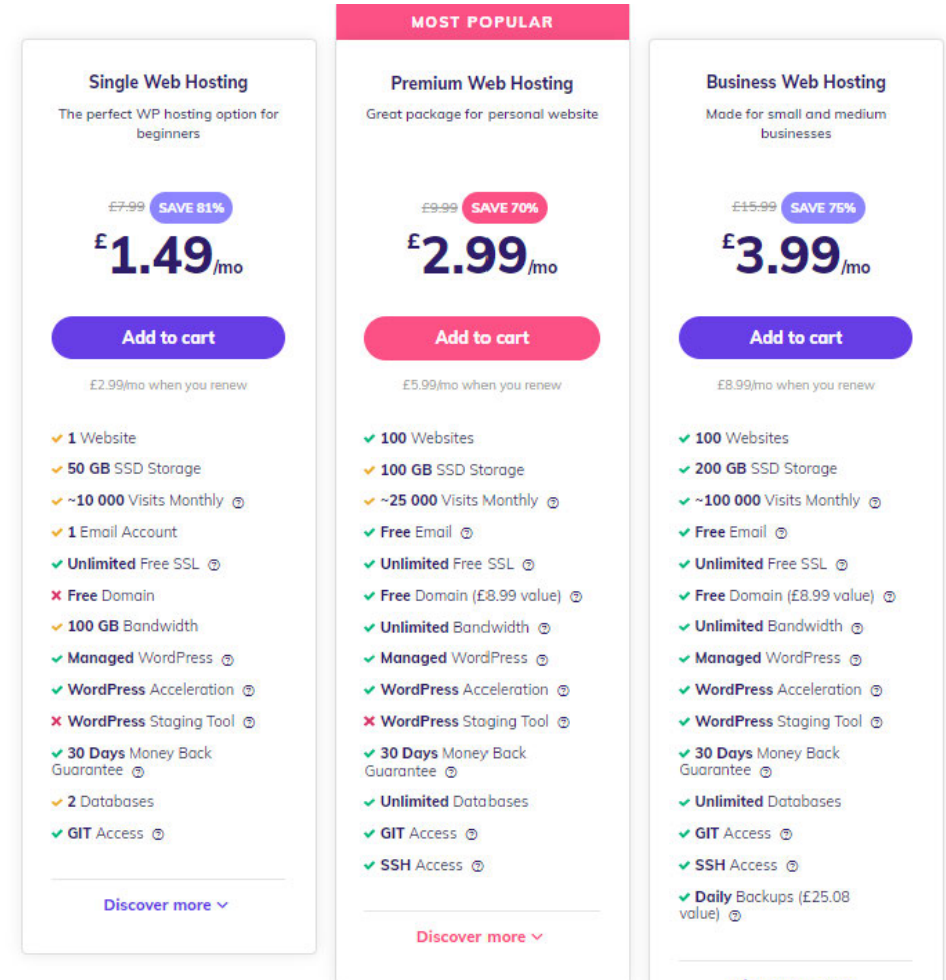
# Hosting

There are loads of companies out there that provide hosting services. The prices and the quality can vary massively. Don't be tempted to go with the cheapest.



# Hosting

There are always some good offers with the bigger suppliers. Hostinger always has good introductory offers.



The screenshot displays three hosting plans from Hostinger, each with a 'MOST POPULAR' badge. The plans are: Single Web Hosting, Premium Web Hosting, and Business Web Hosting. Each plan shows a discounted price per month, a 'SAVE' percentage, an 'Add to cart' button, and a list of features. The Single Web Hosting plan is priced at £1.49/mo (81% off from £7.99). The Premium Web Hosting plan is priced at £2.99/mo (70% off from £9.99). The Business Web Hosting plan is priced at £3.99/mo (75% off from £15.99). Each plan also lists a renewal price: £2.99/mo, £5.99/mo, and £8.99/mo respectively.

Plan	Price (Intro)	Discount	Renewal Price
Single Web Hosting	£1.49/mo	SAVE 81%	£2.99/mo
Premium Web Hosting	£2.99/mo	SAVE 70%	£5.99/mo
Business Web Hosting	£3.99/mo	SAVE 75%	£8.99/mo

**Single Web Hosting**  
The perfect WP hosting option for beginners

- ✓ 1 Website
- ✓ 50 GB SSD Storage
- ✓ ~10 000 Visits Monthly
- ✓ 1 Email Account
- ✓ Unlimited Free SSL
- ✗ Free Domain
- ✓ 100 GB Bandwidth
- ✓ Managed WordPress
- ✓ WordPress Acceleration
- ✗ WordPress Staging Tool
- ✓ 30 Days Money Back Guarantee
- ✓ 2 Databases
- ✓ GIT Access

**Premium Web Hosting**  
Great package for personal website

- ✓ 100 Websites
- ✓ 100 GB SSD Storage
- ✓ ~25 000 Visits Monthly
- ✓ Free Email
- ✓ Unlimited Free SSL
- ✓ Free Domain (£8.99 value)
- ✓ Unlimited Bandwidth
- ✓ Managed WordPress
- ✓ WordPress Acceleration
- ✗ WordPress Staging Tool
- ✓ 30 Days Money Back Guarantee
- ✓ Unlimited Databases
- ✓ GIT Access
- ✓ SSH Access

**Business Web Hosting**  
Made for small and medium businesses

- ✓ 100 Websites
- ✓ 200 GB SSD Storage
- ✓ ~100 000 Visits Monthly
- ✓ Free Email
- ✓ Unlimited Free SSL
- ✓ Free Domain (£8.99 value)
- ✓ Unlimited Bandwidth
- ✓ Managed WordPress
- ✓ WordPress Acceleration
- ✓ WordPress Staging Tool
- ✓ 30 Days Money Back Guarantee
- ✓ Unlimited Databases
- ✓ GIT Access
- ✓ SSH Access
- ✓ Daily Backups (£25.08 value)



# Any Questions?



# Coming up soon to extend these skills

Your course project will help you expand your knowledge further. This session will help you with your Google sessions when we are looking at verification tags.



# Quiz



**Quiz books out  
10 quick questions to test your  
knowledge**



# Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



# Don't forget

Make sure you **submit your workbooks**, once you do you will get a copy to your email.

That email will have the links to download today's slides and notes.



# Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.





# Up next...

See you tomorrow for **Design Fundamentals**

