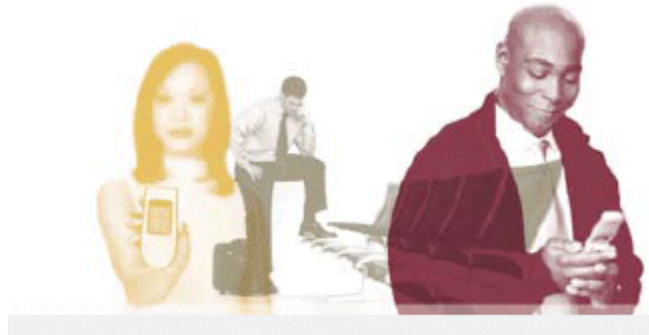




Product Guidebook



The VeriSign® Domain Name Suggestion Service

February 2009



Where it all comes together.™

VeriSign, Inc. Proprietary Information

This document is the property of VeriSign, Inc. It may be used by recipient only for the purpose for which it was transmitted and will be returned upon request or when no longer needed by recipient. It may not be copied or communicated without the prior written consent of VeriSign.

COPYRIGHT NOTIFICATION

Copyright © 2006, VeriSign, Inc. All rights reserved.

VERISIGN PROPRIETARY INFORMATION

This document is the property of VeriSign, Inc. Information contained herein may include trade secrets and confidential information belonging to VeriSign. Unauthorized disclosure without the express written consent of VeriSign, Inc. is prohibited. It may be used by recipient only for the purpose for which it was transmitted and will be returned upon request or when no longer needed by recipient. It may not be copied or communicated without the prior written consent of VeriSign, Inc.

DISCLAIMER AND LIMITATION OF LIABILITY

VeriSign, Inc. has made efforts to ensure the accuracy and completeness of the information in this document. However, VeriSign, Inc. makes no warranties of any kind (whether express, implied or statutory) with respect to the information contained herein. VeriSign, Inc. assumes no liability to any party for any loss or damage (whether direct or indirect) caused by any errors, omissions or statements of any kind contained in this document. Further, VeriSign, Inc. assumes no liability arising from the application or use of the product or service described herein and specifically disclaims any representation that the products or services described do not infringe upon any existing or future intellectual property rights. Nothing herein grants the reader any license to make, use, or sell equipment or products constructed in accordance with this document. Finally, all rights and privileges related to any intellectual property right described in this document are vested in the patent, trademark, or service mark owner, and no other person may exercise such rights without express permission, authority, or license secured from the patent, trademark, or service mark owner.

VeriSign Inc. reserves the right to make changes to any information herein without further notice.

NOTICE AND CAUTION

Concerning U.S. Patent or Trademark Rights

The inclusion in this document, the associated on-line file, or the associated software of any information covered by any patent, trademark, or service mark rights will not constitute nor imply a grant of, or authority to exercise, any right or privilege protected by such patent, trademark, or service mark. All such rights and privileges are vested in the patent, trademark, or service mark owner, and no other person may exercise such rights without express permission, authority, or license secured from the patent, trademark, or service mark owner.

This publication was created using Microsoft® Word 2000 for Windows™ by Microsoft Corporation.

Microsoft is a registered trademark and Windows is a trademark of Microsoft Corporation.

November 2006

VeriSign Information Services

21345 Ridgetop Circle

Dulles, VA 20166-6503

E-mail: info@verisign-grs.com

Internet: <http://www.verisign.com/registrars>

Contents

- Overview of the Domain Name Suggestion Service..... 4
- Becoming a Domain Name Suggestion Service Provider 6
- Business Rules for the Domain Name Suggestion Service..... 9
- Localized Name Suggestions ***NEW MATERIAL***10
- EPP Command Structure for Domain Name Suggestion Service 10
- Snapshots of the Domain Name Suggestion Service in the Name Store
Manager Tool..... 15
- Reporting Tools..... 17
- Name Suggestion in OT&E 19
- Domain Name Suggestion Service FAQ 20
- Domain Name Suggestion Service Glossary of Terms and Acronyms 21

Overview of the Domain Name Suggestion Service

An Introduction to the Product Guidebook

Thank you for your interest in VeriSign's Domain Name Suggestion Service. This Domain Name Suggestion Product Guidebook is provided to help the registrar get all of the information needed to integrate the Name Suggestion Service. The guide is primarily designed for a Business, Product, Marketing or Project Manager that is integrating the service. This document can also give an overview of the service to your technical teams; however they will need to download the more detailed technical software development kit to complete the integration. The software development kit can be located at: http://www.verisign.com/information-services/naming-services/page_001081.html.

Domain Name Suggestion Service Overview

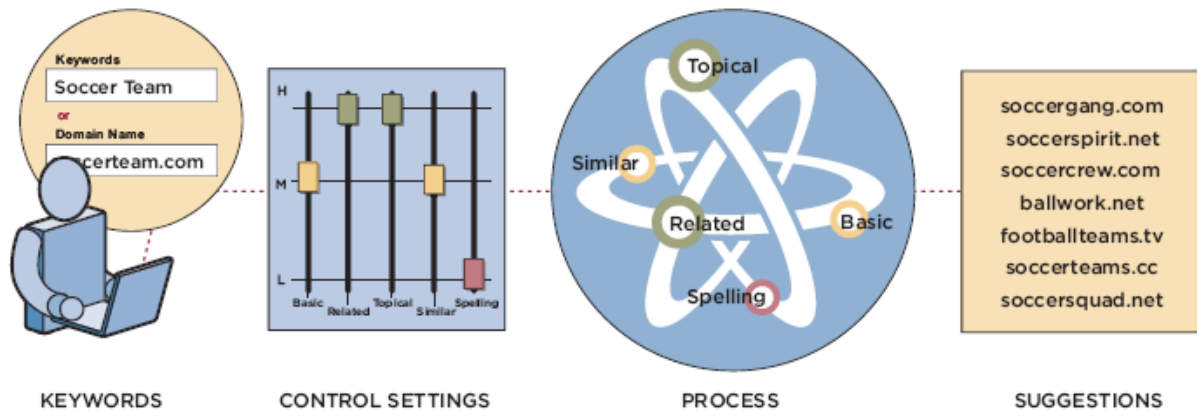
To maximize revenue potential, domain name registrars need to convert more of their site visitors into customers. The VeriSign Domain Name Suggestion Service allows registrars to offer their site visitors an optimized list of domain name suggestions based on their input, availability, and relevance, thus resulting in additional conversions and more multiple domain name registrations.

The Domain Name Suggestion Service uses next-generation linguistic technology to sort and tokenize each query into the most likely concepts, drawing from a broad range of references that are constantly updated. Domain Name Suggestion provides an extensible API with multiple settings for focused results. A complex and effective series of filters enable registrars to establish criteria that are most relevant to their customers. Real-time content is utilized to optimize suggestions that are current with the trends and topics that are at the top of the public awareness.

We are excited to add multilingual domain name suggestions to our service. VeriSign has partnered with linguistic experts to develop German, Portuguese, and Spanish domain name suggestions have been added as multilingual domain name suggestions utilizing the same thorough set of filters used by the English language suggestions, but customized to meet the needs of each new language.

The service is easily implemented from the Name Store Platform, and is supported by VeriSign's 24 / 7 account and technical support. To assist registrars in maximizing the value of the Domain Name Suggestion Service, daily and monthly performance reporting is provided. These reports enable registrars to understand the impact of the Domain Name Suggestion Service on your business.

In the example below, the customer is searching for the keywords “soccer team” and the domain name “soccerteam.com”. The Domain Name Suggestion Service first splits the domain name string into relevant keywords, and retrieves highly targeted recommendations for each key word. The Domain



Name Suggestion Service then assembles the domain names, which are further filtered with relevant keywords, and additional methodologies. The results are then checked for availability (.com/.net/.tv/.cc). The final recommendations are ranked and then presented to the customer in sets of highly targeted domain names.

Features and Benefits

Benefits to the Registrar

- Increased domain name registrations by customers who would otherwise decline to register a domain name, or register fewer domain names
- Domain Name suggestions available in multiple languages to assist registrars doing business in growing regions to deliver on end user need for localized domain names
- The ability to offer a state-of-the-art technology tool to your customers without costly investment in research and development
- All the benefits of VeriSign’s Name Store platform: A single EPP interface, 24 / 7 account and technical support, details and summary activity reporting online
- Ongoing research and development in emerging methodologies for computational linguistics to continually improve performance

Benefits to Your Customers

The Domain Name Suggestion Service seamlessly offers your customers relevant and effective recommendations to their domain name queries, without the frustration of repeated entries. Value-added features including synonyms, related suggestions, topical suggestions, prefixes and suffixes, and optional inclusion of numbers and hyphens, can be incorporated by

the customer for an even more targeted search. The end result is additional registrations and a more satisfying experience for any customer interested in purchasing a domain name.

Becoming a Domain Name Suggestion Service Provider

The Domain Name Suggestion Service is designed to be efficiently and easily implemented. In order to participate in the Domain Name Suggestion Service, you must be enrolled in the Name Store.

Existing Name Store Customers: **See “Existing Name Store Customers” below**

Registrars New to Name Store: **See “New Name Store Customers” below**

Existing Name Store Customers

- √ Sign Name Store Merchant Agreement*
- Sign the Domain Name Suggestion Activation Agreement.
- VeriSign Customer Affairs will then provide access to the Domain Name Suggestion Service through your Name Store account.
- Review the tools that are available to you and your developers to make integration as easy as possible: See the “Inventory of Tools” table below.
- Use the Name Suggestion Service in Name Store OT&E. See the "[Name Suggestion in OT&E](#)" section of this document for information about limitations of OT&E.

Use the Name Suggestion Service in Name Store Production.

*If you already sell another Name Store Product or service then you have already signed a Name Store Merchant Agreement.

Inventory of Tools

Tools for Business	Tools for Technical
<ul style="list-style-type: none">• This Product Guidebook• Marketing Data Sheet• Name Suggestion Demo• Name Store Manager Web-Based Tool	<ul style="list-style-type: none">• Name Suggestion EPP Mapping Document• Java Software Development Kits (SDKs)<ul style="list-style-type: none">– http://www.verisign.com/information-services/naming-services/page_001081.html– Name Store / SRS Bundle 3.5.0.0 or greater– Binary and open source distributions– Sample client code– Server stub included for local testing• EPP Tool<ul style="list-style-type: none">– Web based tool available for the Name Store Platform in OT&E. See the "Name Suggestion in OT&E" section of this document for information about limitations of OT&E.• Protocol Tool<ul style="list-style-type: none">– Java client that supports the COM NET Registry, the Name Store Platform, and the NAME Registry– Can target multiple environments/systems (Production, OT&E). See the "Name Suggestion in OT&E" section of this document for information about limitations of OT&E.

VeriSign provides the Name Store Operational, Testing and Evaluation (OT&E) environment for the Domain Name Suggestion Service. The purpose of OT&E protocol evaluation is to ensure that Registrars that elect to implement the Domain Name Suggestion Service through EPP are familiar with the basic EPP commands. See the "[Name Suggestion in OT&E](#)" section of this document for information about limitations of OT&E.

The following checklist refers to the order of tasks for enrolling in Name Store and Domain Name Suggestion Service.

New Name Store Customers		
Agreements and Access		
	Task	Performed By
<input type="checkbox"/> 1.	Contact your account representative or send an email to cao@verisign-grs.com .	Registrar
<input type="checkbox"/> 2.	Receive Welcome Email from Customer Affairs outlining Customer Service details and contact information.	VeriSign Customer Affairs
<input type="checkbox"/> 3.	Sign and return the VeriSign Name Store Merchant Agreement to Customer Affairs (if you are not previously enrolled in Name Store).	Registrar
<input type="checkbox"/> 4.	Sign and return the Domain Name Suggestion Activation Agreement to Customer Affairs.	Registrar
<input type="checkbox"/> 5.	Complete and return Name Store Facsimile Authorization Form (optional).	Registrar
<input type="checkbox"/> 6.	Complete and return Registrar Data Information Form (if not previously provided with Name Store enrollment).	Registrar
<input type="checkbox"/> 7.	Complete and return Registrar Credit Application (if not previously provided with Name Store enrollment).	Registrar
<input type="checkbox"/> 8.	Provide a payment security in order to establish your Name Store Channel Account (if not previously provided with Name Store enrollment).	Registrar
<input type="checkbox"/> 9.	Complete and return an original W-8 BEN form (if not previously provided with Marketing Funds Agreement)	Non-US Registrars
<input type="checkbox"/> 10.	Complete and return an original W-9 form (if not previously provided with Marketing Funds Agreement)	US Registrars
<input type="checkbox"/> 11.	Customer Affairs will send Registrar their user name and password for OT&E environment (if not previously provided with Name Store enrollment). See the " Name Suggestion in OT&E " section of this document for information about limitations of OT&E.	VeriSign Customer Affairs

Set-Up and Review		
	Task (May be done simultaneously)	Performed By
<input type="checkbox"/> 1.	Acquire VeriSign or Thawte 40 or 128 bit Global Certificate; which are necessary to establish a connection with the VeriSign Name Store. (Other types 40 or 128 bit certificates will not function with Name Store.)	Registrar
<input type="checkbox"/> 2.	Review SDK and Programmer's Guide.	Registrar
<input type="checkbox"/> 3.	Read through the Name Store Product Guidebook for complete marketing, business, best practices, customer service and technical information about Name Store and the Domain Name Suggestion Service.	Registrar
Testing and Production		
<input type="checkbox"/> 1.	Conduct development and self testing in OT&E environment for Name Store. See the " Name Suggestion in OT&E " section of this document for information about limitations of OT&E.	Registrar
<input type="checkbox"/> 2.	Confirm with VeriSign Customer Affairs that all contractual and financial obligations are fulfilled.	Registrar
<input type="checkbox"/> 3.	Contact VeriSign Customer Affairs at cao@verisign-grs.com to request user name and password for production environment (if not previously confirmed with Name Store enrollment).	Registrar
<input type="checkbox"/> 4.	Begin providing Domain Name Suggestion Service to your customers.	Registrar

The following sections discuss the processes and commands for Domain Name Suggestion Service, with screenshots provided to view the processes from the Name Store Manager Tool. Business rules and screenshots are illustrative only and are not intended to be exhaustive.

Business Rules for the Domain Name Suggestion Service

Business Rules for Accessing the Service:

- ◆ The Name Store account must be in Active status, and with the Name Suggestion Product Subscription enabled.
- ◆ Note that the service is available through Name Store System only, NOT through Com/Net Registry Shared Registration System (SRS).

Business Rules for Domain Name Queries

- ◆ The customer may enter either a domain name or one or more keywords.
- ◆ Queries may be submitted in one of the following languages;
 - English
 - German
 - Portuguese
 - Spanish
- ◆ For non-English queries, domain name or keyword(s) may be submitted in either ASCII or punycode.
 - Punycode suggestion results may be returned for punycode input in the German, Portuguese, and Spanish languages.
 - If allowing punycode input, we recommend to not allow the mix of punycode and Ascii key words within the same query as undesirable results will be returned.
- ◆ The minimum query length for keyword or domain length is two characters.
- ◆ Multiple keywords or multi-word domain names are encouraged for better results.
 - The maximum length for each keyword allowed is 32 characters.
 - The maximum length for all keywords in a single query is 128 characters.
 - A sequence of keywords can be separated by space(s), comma, hyphen, or tab. They can also be concatenated as a single string, and our system will tokenize the string.
- ◆ If a TLD is supplied other than .com .net .cc or .tv, an error code will be returned
- ◆ The service generally does not accept third level domains (e.g. soccer.team.com). However, queries that begin with any of the values below will ignore that portion of the query. Therefore, you can search for "www.soccerteam.com" and it will effectively be the same as using "soccerteam.com" or just "soccerteam" in the query string.
 - www.
 - http:// or https://
 - http://www or https://www
- ◆ A keyword or a domain name can start with a number or a letter

Business Rules for EPP Command Structure

- ◆ View of Maximum Results: one (1) to 100. The default is twenty (20).
- ◆ Choose the language you would like results in: English, Spanish, German, or Portuguese
 - If Language element is not set the default Language is set to English
- ◆ View of Table Results: one (1) to 100. The default is twenty (20).
- ◆ View of Grid Results: one (1) to 100. The default is twenty (20).

-
- ◆ The optional settings for the Related, Basic, Similar, and Topical filters are “off”, “low”, “medium” and “high”. The default value for all of the filters is “medium” with the exception of the Related filter that is defaulted to “high”.
 - ◆ The TLD filter enables the registrar to specify which of the supported TLDs should comprise the results. The supported TLDs are .com, .net, .cc, and .tv.
 - ◆ If the suggested TLD is not specified, then all of the TLDs are returned in the response.
 - ◆ All of the TLDs specified will be returned to the registrar; even if the TLDs are products that the registrars are not enabled to sell.
 - ◆ When more than one (1) filter is specified, the responses returned are a combination of the results after each filter is processed. The responses are scored based on the weight of each specified (or defaulted) filter weight or Low, Medium, or High, and also the TLD.

Business Rules for Registrar Reports

- ◆ Reports are posted in pipe/tilde-delimited text files to your existing Name Store FTP report site.
- ◆ Reports are only available in Production; they are not available in the OT&E environment.
- ◆ The OT&E environment has some limitations. See the "Name Suggestion in OT&E" section of this document for details.
- ◆ The Registrar Daily Conversion Report is posted daily, and monthly to the participating registrar's FTP report site. These reports will be overwritten every 7 days for daily, and every 3 months for monthly.

Name Suggestion Localization

VeriSign has teamed up with linguistic experts to bring the registrar community domain name suggestions in multiple languages! VeriSign views localized domain name suggestions as a value added service for registrars with presence in both established and growing regions. We are excited to add domain name suggestions in German, Portuguese, and Spanish languages. In addition to this guide book we also provide registrars with a software development kit to assist in implementation. The software development kit is located at:

http://www.verisign.com/information-services/naming-services/page_001081.html.

We want your feedback on new languages to include in the name suggestion service. We understand that you are the expert on understanding domain name buyers and their needs. Please send your feedback on additional languages for consideration to our Customer Service team at info@verisign-grs.com.

EPP Command Structure for Domain Name Suggestion Service

Our Name Suggestion engine combines a standard approach to name spinning using prefixes and suffixes with our unique approach to providing suggestions containing related words and reflecting current events.

Our system gathers real time information from the Internet every few minutes then processes that into the Name Suggestion Engine. This means that the results from the engine are changed and updated based on what words, themes & terms are appearing on the Internet. Our Control Settings are highly flexible and allows the registrar to tune the results to fit your customers' needs.

Login to the Domain Name Suggestion Service

The LOGIN command applies when using EPP or the Name Store Manager Tool. Logon Name and Password must be provided. The Domain Name Suggestion Login and Password are the same Logon and Password as the Name Store Login and Password.

The EPP Command for Requesting Results

The EPP **<info>** command will be used to request domain suggestion information based on the specified domain or keyword sequence. In addition to the standard EPP command elements, the **<info>** command contains a **<suggestion:info>** element that identifies the suggestion namespace and the location of the suggestion schema.

- The **<suggestion:key>** element contains the domain or keyword sequence on which suggestions will be based. The key may be a domain name with TLD, keywords separated by spaces, or keywords concatenated as a single string. **The key is the only required field in the Info command.**
- The addition of Localized Name Suggestions brings a new optional element labeled **<suggestion:language>**. This element identifies the language of both the **<suggestion:key>** and the returned suggestions. If the **<suggestion:language>** is not specified, the key will default to ENG for the English language.

EPP Command for Content Filters

The EPP Command structure also provides a set of optional filtering criteria that enable registrars to establish parameters as to the type of results to return. We also refer to the set of filters collectively as your “Control Settings.” The API is extensible so that you can differentiate results and ensure the best results for your customer. For example you could:

- Use the default settings
- Use different settings on each query
- Use your own customized non-default settings most of the time

When you are implementing the service you should test various settings to ensure that you are reaching your maximum conversion potential.

The Optional Filter elements include the following:

- **Sensitive Content.** <contentfilter> A filter is available for registrars that prefer to screen out potentially offensive terms from the results returned to their customers.
- **Maximum Length.** <maxlength> This element will allow the customer to stipulate the maximum length of domain names, in values up to 63 characters.
- **Max Results.** <maxresults> This element is the maximum number of domain suggestions that are returned. The Domain Name Suggestion Service may return fewer domain results than the maximum results selected, but it will not return more than the maximum results suggested. If this element is not specified, the default will be twenty (20) domain names returned. Registrars have the option to configure the range from one (1) to 100.
- **Use Hyphens.** <usehyphens> This feature will enable the registrars to determine if hyphens should be used in the results to be returned to their customers.
- **Use Numbers.** <usenumbers> This feature will enable registrars to determine if numbers (0-9) should be used in the results to be returned to their customers.
- **View – Grid or Table.** <view> This element determines how the data in our response is structured so that it’s easy for you to incorporate the results into your retail storefront. The options are either “Table” or “Grid” and the default view is the “Table” view.

Each row of the “**Table**” contains a complete domain name suggestion including the second level domain label and the TLD. This view returns one (1) suggested domain name per row. If multiple TLDs are specified, then each row will contain the suggested domain name with a single TLD. The number of rows that are displayed corresponds to the maximum results selected; if the maximum results are set to twenty (20), then the Table will include up to twenty (20) rows.

Example Results in Table View

Rank	Domain Name	Availability	Score
1	soccerteam.com	registered	1000
2	soccerteam.tv	available	969
3	SoccerSpirit.net	available	762
4	FootballTeam.cc	available	742
5	SoccerWork.net	available	739
6	SoccerGroup.net	available	716
7	SoccerSpirit.tv	available	703
8	FootballSpirit.net	available	693
9	BallTeam.tv	available	689
10	SoccerWork.tv	available	680

The “Grid” view results in a grid with rows and columns. Each row will be associated with a second level domain label. Each column will be associated with a TLD. This organization indicates the suggestion availability by TLD. This view also returns one (1) suggested domain name per row, however, if multiple TLDs are specified, then each row contains the status for the domain name for each of the TLDs, indicating its availability or lack of availability. The Grid view will provide more results than the Table view if multiple TLDs are specified. The number of rows that are displayed corresponds to the maximum results selected; if the maximum results are set to twenty (20), then the Grid will include up to twenty (20) rows.

Example Results in Grid View

Domain Name	com	net	tv	cc
soccerteam	X	X	Y	X
SoccerSpirit	X	Y	Y	Y
FootballTeam	X	X	X	Y
SoccerWork	X	Y	Y	Y
SoccerGroup	X	Y	Y	Y
FootballSpirit	X	Y	Y	Y
BallTeam	X	X	Y	Y
soccerteam	X	X	Y	X
RugbyTeam	X	X	Y	Y

- **TLD. <suggestion:tld>** The optional filters also include a TLD filter which enables the registrar to specify which of the supported TLDs should comprise the results. As noted, the supported TLDs are **.com**, **.net**, **.cc**, and **.tv**. If the suggested TLD is not specified, then all of the TLDs are returned in the response. Note that registrars **will** get name suggestions for products that they are not authorized to sell. The registrar is responsible for selecting only the appropriate TLDs when sending the request.

Action Names with the Content Filter

There are 4 major actions within the filters which are designed to give registrars control over what types of results are presented to their customer.

- 4 Major Actions in the Content Filter: **Basic**, **Related**, **Similar**, & **Topical**
 - The options for the **Basic** filter are “**off**”, “**low**”, “**medium**” and “**high**”. The Basic option returns suggestions that are built by adding prefixes, suffixes, & words to the original suggested key.
 - The options for the **Related** filter are “**off**”, “**low**”, “**medium**” and “**high**”. The Semantic filter allows registrars to customize your results to provide alternate words with a similar meaning to the domain name or keyword(s) entered. If the Related feature is on, i.e., set to low, medium, or high, the resulting domain names may be created by interpreting the input semantically and construct suggestions with a similar meaning.

- The options for the **Similar** filter are “off”, “low”, “medium” and “high”. Use of the Similar filter prompts the Domain Name Suggestion Service to present results that are similar to the customer’s input, but not necessarily in meaning.
- The options for the **Topical** filter are “off”, “low”, “medium” and “high”. Use of the Topical filter will enable the registrars to determine the extent to which the suggestions presented should reflect current topics and popular words.

To learn more about the filters log on to your Name Store Manager tool or your Name Suggestion Demo account and try the same query with just one filter on. This will give you a sense of how the Actions in the Content Filter influence the results.

Additional Search Features

The end-user can also use indicators in the query to help tailor their results. If you want to leverage this feature it’s important that you instruct your end-user on how to enter the query.

- **Required Keyword.** Specify certain keywords using a “+” sign. Customers will be able to enter a “+” sign before one or more of the keywords to request that these words must be included in the resulting suggested domain names. E.g. a search for “+soccer team” will ensure that *every* suggestion includes the word “soccer”.

EPP Command & Response Example

COMMAND:

```
<suggestion:info>
  <suggestion:key>soccerteam.com</suggestion:key>
  <suggestion:filter
    contentfilter="false"
    customfilter="false" ← Reserved for future use
    forsale="off" ← Reserved for future use
    maxlength="30"
    maxresults="20"
    usehyphens="true"
    usenumbers="true"
    view="grid">
  <suggestion:action name="basic" weight="medium"/>
  <suggestion:action name="related" weight="high"/>
  <suggestion:action name="similar" weight="off"/>
  <suggestion:action name="topical" weight="high"/>
  <suggestion:tld>COM</suggestion:tld>
  <suggestion:tld>NET</suggestion:tld>
</suggestion:filter>
</suggestion:info>
```

GRID RESPONSE:

```
<suggestion:infData>
  <suggestion:key>soccerteam.com</suggestion:key>
  <suggestion:answer>
    <suggestion:grid>
      <suggestion:record name="soccerteam">
        <suggestion:cell tld="com" score="1000" status="registered"/>
        <suggestion:cell tld="net" score="654" status="registered"/>
        <suggestion:cell tld="tv" score="543" status="available"/>
        <suggestion:cell tld="cc" score="501" status="registered"/>
      </suggestion:record>
    </suggestion:grid>
  </suggestion:answer>
</suggestion:infData>
```

```
</suggestion:record>
<suggestion:record name="SoccerSpirit">
  <suggestion:cell tld="com" score="952" status="registered" />
  <suggestion:cell tld="net" score="521" status="available" />
  <suggestion:cell tld="tv" score="438" status="available" />
  <suggestion:cell tld="cc" score="397" status="available" />
</suggestion:record>
...
</suggestion:grid>
</suggestion:answer>
</suggestion:infData>
```

TABLE RESPONSE:

```
<suggestion:infData>
  <suggestion:key>SoccerTeam.com</suggestion:key>
  <suggestion:answer>
    <suggestion:table>
      <suggestion:row name="soccerteam.com" score="1000" status="registered" />
      <suggestion:row name="soccerteam.tv" score="543" status="available" />
      <suggestion:row name="SoccerSpirit.net" score="521" status="available" />
      <suggestion:row name="FootballTeam.cc" score="503" status="available" />
      <suggestion:row name="SoccerWork.net" score="476" status="available" />
      <suggestion:row name="SoccerGroup.net" score="432" status="available" />
    ...
    </suggestion:table>
  </suggestion:answer>
</suggestion:infData>
```

Snapshots of the Domain Name Suggestion Service in the Name Store Manager Tool

The Name Store Manager tool provides a web-based interface that provides access to the full range of features and functionality of the API. The Name Store Manager provides role-based access to the tool so that Customer Service, Technical Support, Business and Finance personnel can have the right level of access to information in the tool

If no changes are made to the settings & filters in the Name Store Manager tool then suggestions will be returned based on the default settings (see the grid below). The same is true if you only provide the input query to the API. Please note the default settings in the Name Store Manager tool are slightly different than the default settings on the Name Suggestion API. The control settings & filters are there to help you tailor the results based-on your customers' preferences.

Default Settings

	Language	.com	.net	.tv	.cc	Include Hyphens	Include Numbers	Sensitive Content Filter	Topical Filter	Basic Filter	Related Filter	Similar Filter	Max Domain Length	Display
Name Store Manager Defaults	English	Y	Y	Y	Y	no	yes	off	medium	medium	high	medium	18	grid
API Defaults	English	Y	Y	Y	Y	no	yes	off	medium	medium	high	medium	63	table

Name Store Manager Web Tool Search Interface

Home Search Pricing General Help

Enter your keyword(s) or domain name for the selected language and click Submit
 Example Keywords(s): soccer team
 Example Domain: soccerteam.com
 (Other TLDs available includes .net, .tv, and .cc)

[Advanced Help](#)

* Keyword(s) or Domain name:	<input type="text"/>	<input type="button" value="Submit"/>
* Language:	ENGLISH <input type="button" value="v"/>	
Extension:	<input checked="" type="checkbox"/> .com <input checked="" type="checkbox"/> .net <input checked="" type="checkbox"/> .tv <input checked="" type="checkbox"/> .cc	
Include:	<input type="checkbox"/> Hyphens <input checked="" type="checkbox"/> Numbers	
Filter:	<input type="checkbox"/> Sensitive Content	
Topical:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Basic:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Related:	<input type="radio"/> Off <input type="radio"/> Low <input type="radio"/> Medium <input checked="" type="radio"/> High	
Similar:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Max Domain Length:	18 (Max 63 characters limit)	
Results Display Type:	<input type="radio"/> Table <input checked="" type="radio"/> Grid	
Max Results:	20 <input type="button" value="v"/>	

Name Store Manager Web Tool – Name Suggestion Interface

Name Store Manager Web Tool Result Views

Grid Format

Home	Search	Pricing	General Help
------	--------	---------	--------------

Search Results:

Search results for **soccer team** - [Search Again](#)

X - Registered
Y - Available
U - Unknown

Domain Name	com	net	tv	cc
soccer team	X	X	Y	X
SoccerSpirit	X	Y	Y	Y
FootballTeam	X	X	X	Y
SoccerWork	X	Y	Y	Y
SoccerGroup	X	Y	Y	Y
FootballSpirit	X	Y	Y	Y
BallTeam	X	X	Y	Y
soccer team	X	X	Y	X
RugbyTeam	X	X	Y	Y
FootballWork	X	Y	Y	Y
Thesoccer team	X	Y	Y	Y
soccer team chivas	X	Y	Y	Y
FoxsportsTeam	X	Y	Y	Y

Table Format

Home	Search	Pricing	General Help
------	--------	---------	--------------

Search Results:

Search results for **soccer team** - [Search Again](#)

[Advanced Help](#)

Rank	Domain Name	Availability	Score
1	soccer team.com	registered	1000
2	soccer team.tv	available	969
3	SoccerSpirit.net	available	762
4	FootballTeam.cc	available	742
5	SoccerWork.net	available	739
6	SoccerGroup.net	available	716
7	SoccerSpirit.tv	available	703
8	FootballSpirit.net	available	693
9	BallTeam.tv	available	689
10	SoccerWork.tv	available	680
11	soccer team.tv	available	678
12	SoccerSpirit.cc	available	672
13	RugbyTeam.tv	available	666
14	BallTeam.cc	available	658

Reporting Tools

The Domain Name Suggestion Service provides comprehensive reporting to enable registrars to effectively manage their use of the tool.

The Registrar Conversion Rate Reports are posted daily, weekly and monthly to the participating registrar's FTP report site. These reports display the count of the suggested domains and the corresponding number of registrations. This report also reports the total number of queries sent to the service.

The format of the report is as follows:

- **HEADER**
 - Report Name – Contains the title of the report
 - Run Date / Time – Calendar date and time of the report
 - Period Start Date / Period End Date – Calendar dates covered in the report

- **DETAILS**

Account ID	Account ID assigned by the Oracle system.
GURID	ICANN assigned GURID
Account Name	Registrar Name
TLD	Top-level domain (.COM, .NET, .CC, TV, ALL)
Subproduct	ASCII, PUNYCODE
Registrations – Total for Registrar	<p><i>All net</i> registrations for this registrar in the specified time period for the supported TLDs (currently COM, NET, TV, and CC). This includes registrations that had nothing to do with Name Suggestion. We're using this number to give us an idea of Name Suggestion's contribution to the total registrations.</p> <p>NOTE: The net registrations for daily reports have not cleared the add grace period, so they are not completely accurate. The weekly and monthly reports <i>will</i> be accurate since they run after the grace period.</p>
Registrations – Name Suggestion - Gross	Gross registrations that were registered as a result of being suggested by the Name Suggestion service.
Registrations – Name Suggestion - Net	<p>Net registrations that were registered as a result of being suggested by the Name Suggestion service.</p> <p>NOTE: The net registrations for daily reports have not cleared the add grace period, so they are not completely accurate. The weekly and monthly reports <i>will</i> be accurate since they run after the grace period.</p>
Net CR (net conversions / #queries)	Name Suggestion Registrations (net) divided by the number of unique queries in the reporting time period.

# Queries	Number of unique queries <i>in the specified time period.</i>
# Suggested Domains	Number of unique suggestions <i>in the specified time period.</i>
Value-Add of Suggestion Tool	The percentage increase in registrations as a result of the Name Suggestion service. This is the number of net name suggestion registrations divided by net registrations without the suggestions. FORMULA: Name Sugg Conversions ÷ (Total Registrations – Name Sugg Conversions) E.g. a registrar had a total of 100 domains registered in a given month. Of those, 10 were suggestions. The registrar would've had only 90 net registrations without Name Suggestion, so the value-add is 11% (10 ÷ 90 = 11%).
Topical Registrations	The number of net Name Suggestion registrations that were a result of the Topical filter.
Basic Registrations	The number of net Name Suggestion registrations that were a result of the Basic filter.
Related Registrations	The number of net Name Suggestion registrations that were a result of the Related filter.
Similar Registrations	The number of net Name Suggestion registrations that were a result of the Similar filter.

Sample Conversion Rate Report – Text File Format

REGISTRY SENSITIVE: The information on this document is proprietary to VeriSign and VeriSign Registry business. It may not be used, reproduced or disclosed without written approval of the General Manager of VeriSign Information Services.

<Report Name: Name Suggestion Registry CR REPORT>
 <Run Date/Time>|2006-10-26 09:00:04
 <Period Start Date>|2006-10-25 00:00:00|2006-10-25 23:59:59|<Period End Date>

<Account ID>|<GURID>|<Account Name>|<TLD>|<Subproduct>|<Registrations - Total for Registrar>|<Registrations - Name Suggestion - Gross>|<Registrations - Name Suggestion - Net>|<Net CR (net Conversions / #queries)>|<# Queries>|<# Suggested Domains>|<Value-Add of Suggestion Tool>|<Topical Registrations>|<Basic Registrations>|<Related Registrations>|<Similar Registrations>
 ||ALL|ALL|ALL|82427|568|517|2.50886%|20607|963226|0.631181%|3|142|365|7
 8|8|Test Registrar|ALL|ALL|1065|178|137|4.14148%|3308|87953|14.7629%|0|137|0|0
 8|8|Test Registrar|COM|ASCII|821|108|84|2.6465%|3174|42207|11.3976%|0|84|0|0
 8|8|Test Registrar|NET|ASCII|244|70|53|1.62228%|3267|45746|27.7487%|0|53|0|0

Sample Conversion Rate Report – Imported into Excel

REGISTRY SENSITIVE: The information on this document is proprietary to VeriSign and VeriSign Registry business. It may not be used, reproduced or disclosed without written approval of the General Manager of VeriSign Information Services.

<Report Name: Name Suggestion Registry CR REPORT>
 <Run Date/Time>|2006-10-26 09:00:04
 <Period Start Date>|2006-10-25 00:00:00|2006-10-25 23:59:59|<Period End Date>

<Account ID>	<GURID>	<Account Name>	<TLD>	<Subproduct>	<Registrations - Total for Registrar>	<Registrations - Name Suggestion - Gross>	<Registrations - Name Suggestion - Net>	<Net CR (net Conversions / #queries)>	<# Queries>	<# Suggested Domains>	<Value-Add of Suggestion Tool>	<Topical Registrations>	<Basic Registrations>	<Related Registrations>	<Similar Registrations>
8	8	Test Registrar	ALL	ALL	1065	178	137	4.14%	3308	87953	14.76%	37	29	44	27
8	8	Test Registrar	COM	ASCII	821	108	84	2.65%	3174	42207	11.40%	19	14	31	16
8	8	Test Registrar	NET	ASCII	244	70	53	1.62%	3267	45746	27.75%	18	15	13	11

Name Suggestion in OT&E

Please be aware that the OT&E environment is NOT production-quality in a number of areas. This EPP OT&E environment is to be used for testing only and should not be used for evaluation of the suggestions given. You can expect some of the following limitations (by design) in EPP OT&E for Name Suggestion. Note that these apply to OT&E only.

- domain name availability may be out-of-date
- query results will be less dynamic than the production environment
- performance will be slower than the production environment

If your intent is to evaluate the suggestions given, we recommend using the Name Store Manager OT&E Interface. The online tool is a fully-functional web-based interface that allows you to submit keywords/domains to our Name Suggestion service using all of the parameters that are available via the SDK. Contact Customer Service at info@verisign-grs.com for access to the OT&E Name Store Manager.

Domain Name Suggestion Service FAQ

Some frequently asked questions are included below. Keep an eye on the VeriSign® Customer Service Knowledge Base for additional Name Suggestion FAQs.

Suggest deleting the listing of questions below since they are repeated with the answers and then number the questions.

- How is the Domain Name Suggestion Service implemented?
- Will the Domain Name Suggestion Service include a software development kit (SDK) and programming guide?
- Does the use of the Domain Name Suggestion Service impact the registration process?
- I am an ICANN accredited registrar and interested in the Domain Name Suggestion Service, but I have not interfaced with the Name Store in the past – will I need to do so in order to offer Domain Name Suggestion Service?

1) How is the Domain Name Suggestion Service implemented?

Domain Name Suggestion Service is implemented through an existing Name Store account and online service. Registrars may participate in Domain Name Suggestion Service via an application program interface (API) using the Name Store EPP interface or within the Name Store Manager tool. The flexible Domain Name Suggestion Service API settings and User Interface can be customized for your target markets.

2) Will the Domain Name Suggestion Service include a software development kit (SDK) and programming guide?

Yes, the SDK, a Programmer's Guide, & other tools are available on our web site to assist with implementation. VeriSign also provides access to our Operational Testing & Evaluation (OT&E) environment for registrars to test their implementation. * See the Name Suggestion in OT&E section of this document.

3) Does the use of the Domain Name Suggestion Service impact the registration process?

No. When a customer chooses a domain name through Domain Name Suggestion Service, the customer follows the same process to register the domain name as is currently in use.

4) I am an ICANN accredited registrar and interested in the Domain Name Suggestion Service, but I have not interfaced with the Name Store in the past – will I need to do so in order to offer the Domain Name Suggestion Service?

Yes. Name Store is the VeriSign platform for all new services simplifying the connection for registrars into a single EPP interface. See “New Name Store Customers” in the “Becoming a Domain Name Suggestion Service Provider” section of this document.

5) I already have a Name Store Merchant account and I'm interested in the Domain Name Suggestion Service. How do I enroll?

See “Existing Name Store Customers” in the “Becoming a Domain Name Suggestion Service Provider” section of this document.

Domain Name Suggestion Service Glossary of Terms and Acronyms

CSR

Customer Service Representative

EPP

Extensible Provisioning Protocol

EST

Eastern Time of Day in the United States of America

Hypernym

A word that is more generic or broad than another given word. For example, the word *vehicle* denotes the words train, chariot, dogsled, airplane, and automobile and is therefore a hypernym of each of those words.

IDN

Internationalized Domain Names

OT&E

Operational, Testing and Evaluation environment. See the [Name](#) Suggestion in OT&E section of this document for information about OT&E.

Prefix

An affix, such as dis- in disbelieve, attached to the front of a word to produce a derivative word or an inflected form

SDK

Software Development Kit

SRS

Shared Registration System

Suffix

An affix added to the end of a word or stem, serving to form a new word or functioning as an inflectional ending, such as -ness in gentleness

Tokenize

The operation of splitting a string of characters into a set of primitive blocks of a structured text. E.g. splitting a domain name into words.

TLD

Top Level Domain