

# What is a Domain Name?

A domain name is a unique, human-readable string of characters that represents the address of a website or web-based service on the internet. It serves as a memorable and convenient way for users to access websites without needing to remember the numerical IP addresses that computers use to locate each other on the internet.

Think of a **domain name** as the online **equivalent of a street address**. Just as a street address helps you locate a specific physical location, a domain name helps users find and access a particular website or web service on the internet.

Domain names are registered and managed by domain [Registrars](#), which are organizations accredited by the Internet Corporation for Assigned Names and Numbers ([ICANN](#)) to sell and administer domain names. When you register a domain name, you are essentially leasing the right to use that domain name for a specific period of time, usually ranging from one to ten years, and you need to renew the registration periodically to maintain ownership of the domain name.

## In summary:

- a domain name is a **unique**, human-readable address
- it represents a **website** or web service on the internet
- it plays a crucial role in helping users **locate and access websites**
- users don't need to remember numerical **IP addresses**
- domain names are registered and managed by domain [Registrars](#)
- domain names are registered for a **specific period of time**
- you need to [renew](#) the registration periodically to maintain [ownership](#) of the domain name.

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Revision #7

Created 7 June 2023 13:31:52 by Admin

Updated 1 August 2023 11:20:42 by Admin